

# Good for Business in South Kesteven

An environment where we support business and growth

Our progress December 2010



*Your council working for you*

## Provide an environment where businesses can develop, grow and thrive

So far this year we have reported on our Customer First theme in September, Quality Living in December, and this third report is looking at how we are progressing towards the actions that we set out in our Good for Business theme.

The aim of our Good for Business theme is to create an environment where businesses can develop, grow and thrive. We will do this by working in partnership to support the local economy.

The following sets out our projects, successes and what we plan to do next. Many of the projects have been influenced by the comments and contributions we have received from our customers, which we always welcome.

The aims of our Good for Business priority theme are:

- Sustainable growth through the promotion of key town centre sites for new retail facilities and high quality office accommodation in Grantham and Bourne, and new housing in Grantham
- Create an up to date Core Strategy for future development
- Promotion of South Kesteven as a key location for new business investment
- Support for existing business to maintain employment and a balanced local economy



## What we achieved April – December 2010

Sustainable growth through the promotion of key town centre sites for new retail facilities and high quality office accommodation in Grantham and Bourne, and new housing in Grantham

**Deliver the continued growth of our town centres to make them vibrant and popular areas and to encourage new investment**

Project	Progress	What next
<b>Facilitate the delivery of improvements within Bourne town centre</b>	<p>We carried out public consultation during the summer period and as a result of this produced a set of development options to pursue. We have also obtained a further key site to take this project forward</p> <p>Options for a revised Bourne Core Area scheme were prepared and a decision has been taken to go out for a design build solution based upon a smaller scheme</p>	Evaluation of design tenders and contract to be awarded with the aim to start work on the site during the Summer 2011
<b>Agree a development brief for sites adjacent to Grantham rail station</b>	An agreed development brief has been formally adopted as planning policy for Station Approach for a mixed use office, leisure, business and residential scheme	We will be working with other public and private sector partners to secure planning permission to deliver new developments on the site during Summer 2011
<b>Undertake land assimilation of key strategic sites in Grantham</b>	Negotiations are underway to secure three potential strategic sites in the town centre for redevelopment	We will continue negotiation with land owners and progress with the submission of a planning permission in the summer 2011
<b>Agree a development brief for Grantham town centre retail sites</b>	Development briefs have been prepared for public consultation on two sites in the town centre	Consultation feedback to be used as part of the formal adoption process during the summer/autumn with the aim of approving the

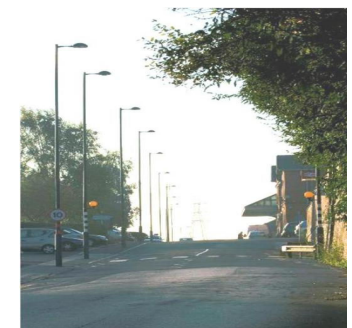
	(Greyfriars and Wharf Road) for retail development We have completed the Development Brief and are now consulting with the public	documents as planning guidance for future development by the private sector
Project	Progress	What next
<b>Promote Grantham and the district to attract visitors and investment</b>	A Growth and Investment Strategy has been prepared, new branding and marketing materials have been produced, a new enquiry tracking system has been adopted and a schedule of attendance at a series of events to promote the area has been organised	Organise a number of events to promote the area to visitors including a new science and arts festival celebrating Sir Isaac Newton
<b>Work with the private sector to bring forward major new housing developments, with associated highways, community &amp; leisure facilities for Grantham</b>	A planning application for Poplar Farm (North West Quadrant) has been progressed to decision to deliver 1800 homes. A new distribution hub has received planning permission which will generate new employment and a new A1 junction, the first phase of the southern relief road	A master plan is being prepared for the Southern Quadrant site south of Grantham for 4000 new homes in partnership with the landowner. On completion of the master plan there will be a formal public consultation process to include options for the proposed southern relief road

## We're making a difference.....

- By granting permission for 1800 homes at the Poplar Farm development site.
- By granting permission for a 1.2 million square metre distribution hub which will create over 800 jobs.

## We're working on.....

- Transforming station approach in Grantham.
- A £1.6 million programme for major improvements to the Market Place working with our partners, including Lincolnshire County Council.



## Creation of up to date planning policy for future development

Station Approach

To provide certainty for developers and the public for the use and development of land in the district

Project	Progress	What next
<b>Adopt the Local Development Framework** (LDF) Core Strategy following examination by Planning Inspector</b>	The Core Strategy* was approved on the 5 <sup>th</sup> July 2010. Our preferred options were endorsed by the planning inspector	We will be implementing the vision of the core strategy through the delivery of our Grantham Growth and district wide plans
<b>Publish the Site Allocation Policies proposed for land uses and associated policies for consulting across the district</b>	We have sought the views of local communities and others on potential development sites for housing, employment and other development and are consulting on future planning policies and potential development sites	We will be publishing the final version of the Site Allocations Policies document in Summer 2011
<b>Publish Grantham's Area Action Plan proposal for land uses and associated policies for consulting across the district</b>	<p>Studies have been undertaken exploring access and movement, green spaces and the character of the town, which will assist us in developing policies for inclusion in the Area Action Plan</p> <p>We are consulting with the community, key stakeholders and others in order to publish the Area Action plan in Spring 2011</p>	We will be publishing the final version of the document in Summer 2011
<b>Determine planning applications for new road route for new housing development</b>	Planning permission has been granted for a major distribution hub which will deliver the first phase of the Grantham Southern relief road	<p>We are continuing to work with Lincolnshire County Council, landowners and other partners to refine the design work for the route of the Southern relief road</p> <p>We will be seeking the views of the local community and others on this during the development of the master plan for the Southern</p>

\*Core Strategy – This is the overall plan for determining land use in the district

\*\* Local Development Framework (LDF) - is a series of documents, known as Local Development Documents. They set planning policy for our area and are key considerations when deciding planning applications.

## We're making a difference.....

- By creating certainty through identifying land in the district available for development.
- By reducing the time it takes to process good quality planning applications
- By reviewing the way in which major development and investment proposals are processed.

## We're working on.....

- Developing further guidance for local communities, developers and others on our approach to the local operation of the planning service including affordable housing and contributions from developers.
- Consulting with the public and other interested parties on the Grantham Area Action Plan.
- We are working on reviewing our processes in planning and economic development to improve our customer service by:
  - Ensuring we understand our customer needs
  - Providing them with a single point of contact
  - Arranging seamless support for all our services



To encourage business to base their operations within the district in order to bring investment and employment

Project	Progress	What next
<p><b>Develop and begin to implement an inward investment action plan focused on innovation and enterprise</b></p>	<p>A growth and investment plan has been prepared and a new set of marketing materials have been produced together with a series of events to promote South Kesteven</p>	<p>Undertake a series of marketing activities in 2011/12 to include attending property exhibitions and hosting events targeting the development industry, investors and businesses to attract investment in the area</p>
<p><b>Work with partners to support new business sectors through the development of business innovation centres</b></p>	<p>We worked with Lincolnshire County Council in opening the Eventus Business Centre in Market Deeping</p> <p>A feasibility study has been completed to evaluate the potential for a business centre in Grantham</p>	<p>We will prepare a funding application in partnership with Lincolnshire County Council to support the development of a business centre in Grantham adjacent to the railway station to start in 2012</p>
<p><b>Enable development of new high value office accommodation for up to 50 businesses</b></p>	<p>A development brief has been formally adopted as planning policy for Station Approach with the aim of securing high quality office use as part of a mixed development</p>	<p>We will be working with other public and private sector partners to secure planning permission to deliver new developments on the site starting in 2012</p> <p>Negotiations are starting with the private sector to identify new sites for office development in Grantham</p>

## We're making a difference.....

- Opening of the Eventus Business Centre in Market Deeping offering 36 high quality managed office units with 12 units already occupied.
- Making improvements to Grantham's public spaces, for example:
  - completing the updating of the Vine Street and Westgate junction
  - improving the passageway that runs alongside Boots.

## We're working on....

- Establishing a series of events to promote South Kesteven to attract new investment.



Passage way down the side of Boots

## Support for existing business to maintain employment and a balanced local economy

Encourage and support the growth and expansion of existing business within the area

Project	Progress	What next
<b>Improve the customer approach to delivering growth and investment</b>	We have redesigned our service delivery around Planning and Economic Development this is now being implemented throughout these service areas	Ensure the new ways of working is continued and customer support is maintained, any actions arising from lessons learnt are followed through
<b>Promote Grantham and the district to attract visitors and investment</b>	A Growth and Investment Strategy has been prepared, new branding and marketing materials have been produced, a new enquiry tracking system has been adopted and a schedule of attendance at a series of events to promote the area has been organised	Develop and implement the Growth and Investment Strategy to secure high quality employment opportunities through target marketing of specific sites to intermediaries and end users. Organise a number of events to promote the area to visitors including a new science and arts festival celebrating Sir Isaac Newton
<b>To source additional serviced land to facilitate growth of business and employment</b>	An employment land survey has been undertaken and resources have been secured to begin the process of acquiring and developing sites	Identify potential sites and enter into negotiations with land owners, developers and stakeholders over bringing forward the sites for development
<b>Deliver targeted advice to food businesses with one star or less</b>	We are taking a proactive approach and helping businesses to improve standards. This action has resulted in improved standards when re-scoring has taken place.	We are continuing a programme of accelerated revisits to premises scoring poorly so that advice, guidance and where necessary speedy enforcement and improvement of standards can be effected. In addition we continue to offer rescoring of businesses for a fee and at their request before the next due date for rescoring would normally occur. Such rescoring visits are unannounced and enable businesses to improve their rating.
<b>Work with education and skills providers to increase participation in education &amp; training to increase</b>	We have worked closely with local colleges to support 45 young people into employment	We will continue to work with local colleges, school organisations and businesses to support young apprentices and development of business skills in schools

participation of 16 to 18 year olds

A new project with Young Enterprise has been completed to support 9 schools in the district which has encouraged entrepreneurial activity

## We're making a difference.....

- By organising a Business 2 Business (B2B) event to help local businesses attract more customers.
- By gaining a better understanding of local business needs and requirements to help us help them
- By paying 88% of our local suppliers within 10 working days
- 76% of all food businesses in the district have received a 4 star rating or above

## We're working on.....

- Changing the way our services are organised to ensure local businesses and investors receive an efficient and professional service

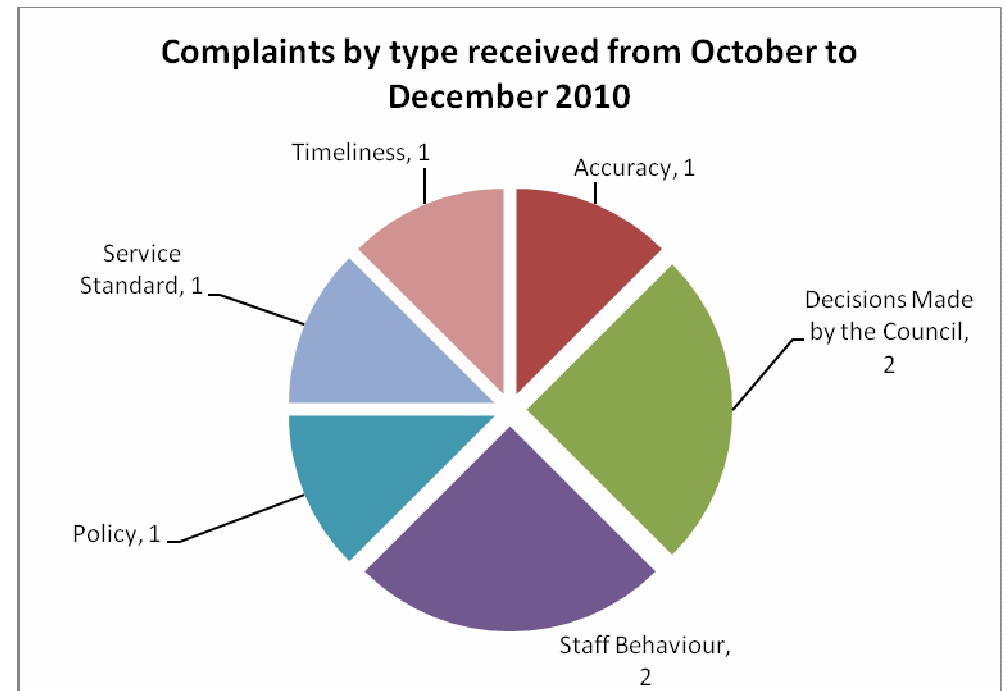
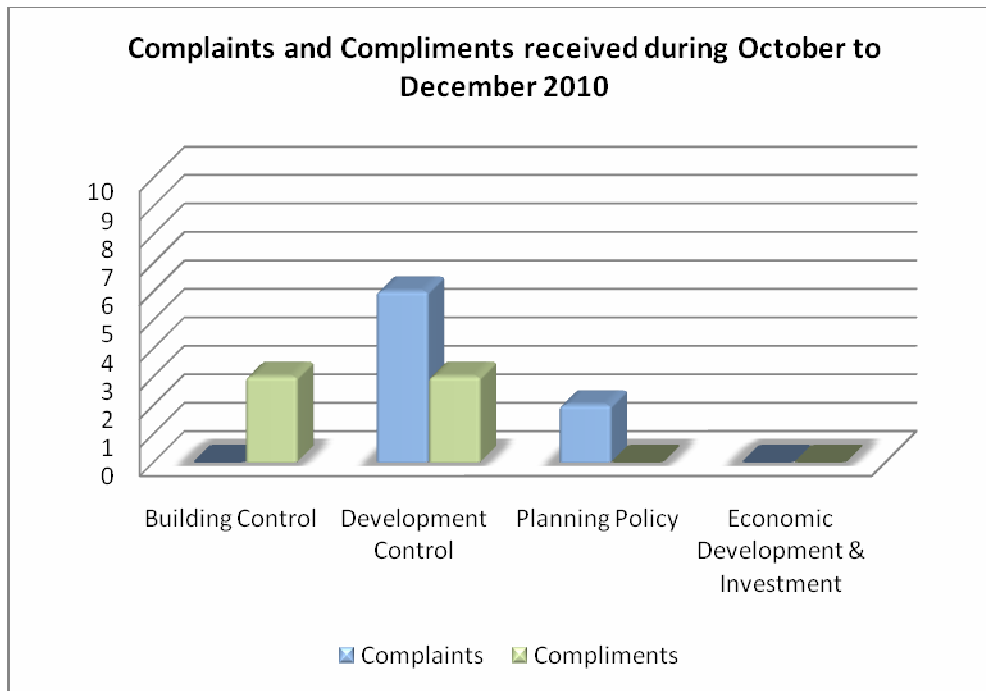


Apprentices from Grantham College

## Customer Feedback

Listening to our customers is at the heart of what we do. We always try to get things right first time. However, we appreciate this doesn't always happen. We welcome comments from our residents so that we can address the things that are most important to them.

During the 3 months from October to December we received 8 customer complaints and 6 compliments for our Good for Business services. We will use customer feedback we receive to try and improve our services.



### **Customers told us:**

- One of our customers told us how we had been "efficient, punctual and knowledgeable" when visiting a site to carry out a Building Control inspection on a sewage connection.
- You also told us "I really appreciate how quickly the enquiry was dealt with and thank you again for providing such great customer service in such a timely fashion".
- Customer appreciated the time taken to visit premises to discuss planning enquiry they said "Thank you so much for visiting it was a great help for us both".

## Priorities, actions and performance

This is our third report of the year focusing on our priority themes the next report which will be due in June 2011 which will look at the progress we have made on our Quality Organisation priority theme.