

### Funding for Economic Development and Growth Projects

#### 1. Funding approvals to be requested

- 1.1. There are four projects which require funding in 2016/17 (and in some cases, future years) in order that they can meet project timescales. Funding required for FHDC projects are included for SEBC's information only and vice-versa.
- 1.2. Further detail for each of these projects is below (in alphabetical order):

#### **2.3 Bury St Edmunds Destination Management Organisation (SEBC)**

- 2.3.1 A report produced by AECOM in 2015 highlighted the potential for a Destination Management Organisation (DMO) for Bury St Edmunds and the surrounding area.
- 2.3.2 A DMO is a coalition of local businesses and organisations that represent a particular destination which drives and coordinates tourism activities providing long-term strategic direction, bringing together resources and expertise within the destination.
- 2.3.3 Key stakeholders in Bury St Edmunds, including St Edmundsbury Borough Council, have explored this recommendation and are formulating the strategic direction of the potential DMO.
- 2.3.4 The current tourism provision for Bury St Edmunds is managed by a number of organisations. St Edmundsbury Borough Council, Ourburystedmunds Business Improvement District, Bury St Edmunds Tourism Group and Visit Suffolk, each undertaking activities to promote Bury St Edmunds as a destination.
- 2.3.5 There is a variety of different literature and branding facing potential visitors and a number of websites promoting the town with differing information and styles.
- 2.3.6 Considering the points above there is a need to consolidate the current tourism management and marketing efforts currently being undertaken for Bury St Edmunds with the DMO model.
- 2.3.7 Following a funding agreement from St Edmundsbury Borough Council a DMO would be set up as a business entity together with the funding partners. Strategic work currently being undertaken could then start to be actioned. With a brand manager in place, the marketing and destination management would commence under the supervision of a DMO board (the council would have a seat).

- 2.3.8 The project will result in a step-change in local tourism delivery. Stakeholders and partners will be engaged in a strategic vision for the visitor economy. Evidence-based strategic interventions will be delivered to ensure the provision of the right infrastructure to ultimately increase the number of overnight stays/tourism spend.
- 2.3.9 Any funding would be subject to a Service Level Agreement (SLA). The SLA will include: the strategic vision for the DMO; key deliverables; monitoring arrangements; a clear understanding of the existing baseline provision to be able to measure success going forward; governance arrangements; and a funding sustainability plan.
- 2.3.10 **Funding request from SEBC:**
- a) £50,000 per annum from 2016-7, for three years
  - b) Maximum total of £150,000 to be funded from the SEBC Strategic Priorities and MTFS reserve**
  - c) 50% match funding to come from private sector partners

## **2.4 Local Plan - Forest Heath (FHDC)**

- 2.4.1 This funding is required to provide evidence base for the FHDC Local Plan, to ensure that it is sound, ready for adoption and legally compliant at examination. The request is to top up the approximate £100k per annum provision already in place. However this is seen as a one off increase during the period 2016/17 to 2017/18. The annual budget provision is deemed appropriate going forward.
- 2.4.2 **Funding request from FHDC:**
- a) Total of £233,000
  - b) Consisting of £109,000 in 2016-17 and £124,000 in 2017-18 **to be funded from the FHDC Strategic Priorities and MTFS reserve**

## **2.5 Masterplans (Phase 1 - Production of masterplan documents only) (FHDC/SEBC)**

- 2.5.1 The Haverhill Town Centre Masterplan was adopted by SEBC full Council in September 2015. The masterplanning process is currently underway for Bury St Edmunds Town Centre, with a view that the final masterplan is adopted by the end of 2017.
- 2.5.2 Consultants are required to help produce masterplans that can be adopted by SEBC/FHDC full Councils as a Supplementary Planning Document. In addition to this, funding is required to pay for the associated consultation and engagement costs.
- 2.5.3 In 2016-17, funding will need to be drawn down for the Bury St Edmunds Town Centre Masterplan (BSETCMP). More details on the BSETCMP are overleaf:

#### 2.5.4 **Bury St Edmunds Town Centre Masterplan:**

The Bury St Edmunds Vision 2031 document was adopted in September 2014. Policy B27 of this document stipulated that a detailed town centre masterplan "will be prepared for Bury St Edmunds town centre to provide the context for the future development of the area and provide the framework for individual development proposals to come forward".

2.5.5 Funding is required to appoint a consultant to help deliver the masterplan and for associated consultation and stakeholder engagement costs (costs based upon the experience of delivering the Haverhill Town Centre Masterplan).

2.5.6 Once a consultant is appointed, the project timetable will be agreed with the appointed consultants with a view to the masterplan being completed by the end of 2017.

#### 2.5.7 **Funding request from FHDC/SEBC:**

- a) Total of £234,000
- b) Consisting of £210,000 to appoint consultants (Bury St Edmunds - £80,000; Mildenhall - £65,000; and Newmarket - £65,000). **£80,000 to be funded from the SEBC Strategic Priorities and MTFS reserves and £130,000 from the FHDC Strategic Priorities and MTFS reserves**
- c) Consisting of £24,000 for consultation and stakeholder engagement costs (Bury St Edmunds - £8,000; Mildenhall - £8,000; and Newmarket - £8,000). **£8,000 to be funded from the SEBC Strategic Priorities and MTFS reserve and £16,000 from the FHDC Strategic Priorities and MTFS reserve**

#### 2.6 **West Suffolk Partnership match funding opportunities (FHDC/SEBC)**

2.6.1 This funding is requested for 2016-17 (and in future years, which is included in the MTFS) to give flexibility to the councils to work with partners on relevant opportunities/initiatives that may arise. The fund would need to be spent on initiatives that meet the corporate objectives; lever in match-funding from other partners; and create outcomes that would not otherwise be achieved

#### 2.6.2 **Funding request from FHDC/SEBC:**

- a) Total of £25,000 for 2016-17. **£12,500 to be funded from the SEBC Strategic Priorities and MTFS reserve and £12,500 from the FHDC Strategic Priorities and MTFS reserve.**

Total funding request from SEBC from its Strategic Priorities and MTFS reserve:  
**£250,500**

Total funding request from FHDC from its Strategic Priorities and MTFS reserve:  
**£391,500**

**Lead Officer:** Steven Wood