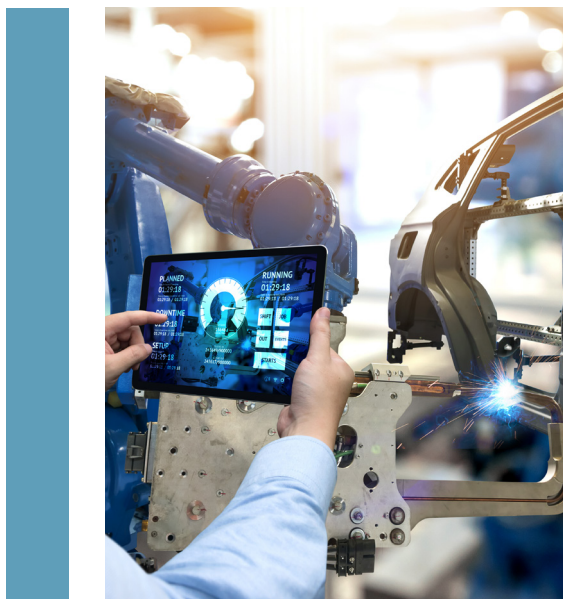


# Mid Sussex Economic Recovery Plan



2020-21



  
**MID SUSSEX**  
DISTRICT COUNCIL

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## Cabinet Member's Foreword

Mid Sussex has a reputation for being an economically successful District. The Economic Profile of the District highlights that the businesses and residents in the area benefit from our excellent connectivity, a resilient business economy operating in diverse sectors and with a higher than average survival rate for start-up businesses compared to other parts of the UK. In addition, the District has a reputation for having a highly skilled workforce and a significant proportion of London commuters enjoying above average salaries and relative work stability.

For many years ensuring Sustainable Economic Growth has been a Corporate Priority for Mid Sussex and there has been a focus on economic development and inward investment with notable successes. I am proud that this Council has been able to secure significant external investment in the infrastructure required to help businesses to start up and develop. Successes include £5.8 million Government investment in digital infrastructure; over £23 million in dualling the A2300; and over £21 million in sustainable transport measures: all projects which are being delivered on the ground now.

However, the impact of Covid-19 has severely tested the landscape. Although the economic impact of the crisis is still far from clear, we know that 31% of the Mid Sussex work force is currently furloughed. In addition, work by the Office for National Statistics suggests that 24% of residents are in jobs that are 'most at risk' from the crisis. Unemployment has risen from 1.3% to 3.9% and with the end of the furlough scheme imminent this may increase\*.

\* Data as of October 2020.

We provided immediate support and advice to businesses and residents including: over £26.4 million of business grants being paid to nearly 2,065 businesses and organisations; holding regular liaison meetings with businesses, our three excellent Business Associations, and the Chamber of Commerce; delivering a package of measures to ensure the re-opening of our High Streets safely; providing advice and assistance to 71 new food businesses and helping pubs, social clubs and other licenced premises to open safely; and supporting the development industry (a key employment sector and provider of new homes including affordable homes) to continue to operate in a Covid-19 secure way. Although the immediate response has supported our businesses and communities, I recognise the continued need to address ongoing challenges and therefore we are launching this Economic Recovery Plan to focus on recovery by taking further measures to stimulate economic activity and provide support for the remainder of this financial year. The actions in this Plan, including the roll out of a new District Council backed grant fund, will ensure continued business support.

Finally, recognising the magnitude of the issue, the Council will develop a new Sustainable Economic Strategy which will replace the Council's current Economic Development Strategy and provide a new more robust framework to support recovery and beyond.





# Introduction

The challenge ahead for Mid Sussex as a result of the Covid-19 pandemic is to ensure a foundation is laid for the future recovery of the area, whilst restoring the fractured confidence and damage within the business and social communities. The need to work in partnership with the Government, Local Economic Partnership, neighbouring councils, our Business Associations and local businesses to share expertise, knowledge and resources has never been greater. By taking these fundamentals into consideration and prioritising immediate projects for maximum impact, Mid Sussex District Council hopes to restore confidence in communities, in business, attract capital investment, support job creation and facilitate training opportunities leading to renewed confidence and a deeper sense of togetherness and resilience.

The Economic Recovery Plan has been written in an environment that is constantly changing in line with Government directions and so it should be accepted that inconsistencies may emerge.

This Economic Recovery Plan sets out to support the Government's national economic recovery by enabling a local focus on the Government's pillars: Backing Business, Increasing Opportunities, Securing High Value Inward Investment, Accelerating Innovation, and, Encouraging a Green Recovery.



# Background

Mid Sussex is an affluent and attractive District, with a total population of approximately 147,000 and over 7,500 businesses. The District has an enviable geographical position located between London and the South Coast which provides significant opportunities.

Since March 2020 the Covid-19 pandemic has significantly impacted on the UK economy and, in the immediate term, specifically impacting on the Aviation, Travel, Hospitality and Leisure sectors. Mid Sussex has not escaped the full impact due to the partial reliance of the local economy on the airport and travel industry, specifically from Gatwick and Heathrow.

The research by the Institute of Fiscal Studies estimates that at the beginning of the lockdown in April 10,560 jobs in Mid Sussex were in 'shut down' industries. Whilst this represents major challenges, it is a lower proportion of jobs (18.5%) than the West Sussex average (21.7%), meaning that the District's economy is slightly less exposed to risk than the County as a whole.

Although the impact on the District's Gross Value Added (GVA) is significant, it is less severe than other parts of the County. Estimates by the Centre for Progressive Policy suggest that Mid Sussex is the second least impacted District in West Sussex (after Worthing), with an estimated decline in GVA of 35 per cent compared to the same time last year. This compares to 42 per cent for Crawley and 40 per cent for Horsham.

For the wider Coast to Capital region, there has been a year-to-date estimated GVA net loss of £9.8 billion (17%) between 2019/20. This is higher than the national average (13%).

Nationally, Mid Sussex ranks 247 out of 382 Districts for the impact on GVA, placing it amongst the 35 per cent least affected Districts. By comparison, Crawley ranks 57 out of 382, placing it amongst the 15 per cent most affected, and reflecting its economic dependence on Gatwick Airport.

With unemployment expected to rise further after furlough and an estimated 24% of Mid Sussex's workforce at risk from the crisis, sustainable economic growth must occur from supporting the local economy and encouraging local businesses to grow. The current data as of September 2020 indicates that 3.8% of Mid Sussex's residents are claiming unemployment benefit, compared to pre Covid-19 levels of approximately 1.9%. The number of 16-24 year olds claiming unemployment up to September 2020 comes to a total of 615. Therefore, to best support the economy the Council must prioritise its resources to focus on supporting immediate recovery by providing a framework that creates jobs, encourages capital investment and works in partnership.

Given these statistics it is clear that the task ahead is enormous. However, Mid Sussex District Council's corporate priorities of creating sustainable economic growth, creating strong resilient communities and providing effective and responsive services is at the heart of this Economic Recovery Plan.

Although the Council only approved its Economic Development Strategy in 2018 the challenges of the last seven months of the pandemic mean that two things are now required: an immediate Economic Recovery Plan to respond to current short-term needs in the District taking account of the continuing changes in the local, regional and national economies; and in 2021/22 a refresh of the adopted Strategy.

## The Economic Recovery Plan

The Economic Recovery Plan seeks to support the businesses in the Mid Sussex area with a package of different measures of support including grants and referrals to specialists who will provide technical support. Indeed, this Economic Recovery Plan highlights 33 different projects which will be largely delivered over the next 6 months and will provide immediate support.

The Council has established the Mid Sussex District Council Covid-19 recovery fund to support local businesses and community organisations up to March 2021. The support will be distributed via a number of programmes throughout the area and will be targeted on businesses that wish to create employment and training opportunities, have innovation projects or require capital asset investment to improve production and service efficiencies. The Council will also distribute, where qualifying criteria are met, funds for the District's Micro businesses that typically employ nine or less. In addition, Mid Sussex District Council will be managing the Independent Retailers Fund, a fund, subject to qualifying criteria, that may provide grants, marketing and training support to the District's retail sector. Mid Sussex District Council is working with the region's wider partnership and has another significant business opportunity for local businesses through the Business Hothouse Programme. This could provide qualifying businesses with capital grants, start-up advice, employment training assistance and other technical support.

[www.chi.ac.uk/business-services/business-hothouse](http://www.chi.ac.uk/business-services/business-hothouse)

The support offered by the Council is aligned not only to our priorities but to the Government's key priorities which are highlighted below.

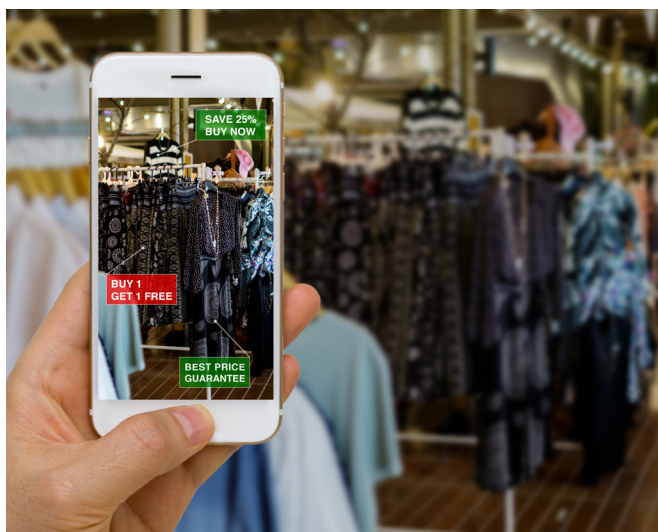




# Priority Themes

Mid Sussex District Council's Economic Recovery Plan builds on the Government's pillars for post Covid-19 economic recovery.

- **Backing business** – to encourage sustainable resilient businesses and to encourage new business start-ups and entrepreneurs
- **Increasing opportunities through skills and apprenticeships** – to focus on all tiers of the employment and training market
- **Securing high value inward investment** – to increase the number of inward investors and develop supply networks
- **Accelerating business innovation** – to encourage innovative projects that may expand the customer base, providing added customer value through digital sales and marketing
- **Green recovery** – to encourage clean and innovative projects



# Backing Business

Covid-19 has impacted on the nation and will continue to do so for the immediate future. The regional landscape, like many regions nationally, is one of declining business numbers, loss of supply networks and, at times, delaying the inevitable shutdown and business administration through economic and business support. The Council's key ambition, whilst mindful of its limited resources, is to address these issues and through this plan will seek to provide appropriate advice and support to local businesses in order to help them adapt to a post Covid-19 economy.

Mid Sussex District Council has managed over £26.4m of Government assistance and supported over 2,065 local businesses throughout the pandemic. However, through this Economic Recovery Plan Mid Sussex District Council will be delivering further grant support as follows:

- **The Covid-19 Recovery Fund** - The Council has set aside £300,000 of its own monies ([www.midsussex.gov.uk/licensing-business/corporate-grants/](http://www.midsussex.gov.uk/licensing-business/corporate-grants/)) to support businesses and local community and voluntary sector organisations in their recovery
- **The Micro Business Fund** - The Council has a fund of £72,000 to support local businesses that employ up to nine employees
- **The Independent Retailers Fund** - The Council will manage an £80,000 fund to support and encourage retail businesses.
- **The Business Hothouse** - The Council's partnership agreements with other County-wide partners will encourage and support businesses to make grant applications, where appropriate, for business assistance, operational advice, employment and training related projects. Grants ranging from £2,000 up to £170,000 may be available to successful applicants. [www.chi.ac.uk/business-services/business-hothouse](http://www.chi.ac.uk/business-services/business-hothouse)

Businesses in Mid Sussex, compared to the UK average have shown significantly better results for self-employment (13.4%, compared to UK 10.6%\*), new micro business start-ups at 90.3% (UK 89.35%\*) and a higher resilience to remain operational and maintain trading compared to the national average over a five-year period 48.9% (UK 43.2%\*). The message to businesses at present is clear: adapt to new business patterns, create an agile, flexible approach to business and wider partnership working and ensure the safety of colleagues. The Council wants to help with this by offering a range of technical and financial support.

\*ONS 2018





### **Mid Sussex District Council will:**

- Provide immediate help to businesses to support Covid-19 recovery work through the Council's Covid-19 Recovery Grant.
- Actively support micro businesses to reach new customers; increase the number of employees; introduce new products or services; improve productivity and improve their premises through the Micro Business Grants Scheme.
- Provide practical support to High Street retailers in Mid Sussex through the Independent Retailers Fund including specialist training/ mentoring and grants for shop front improvements to improve performance and commercial opportunities.
- Support local retailers through a 'buy local' marketing campaign focusing in the immediate short-term on liaison with Business Associations, Town and Parish Councils to support any future retail strategy for Christmas and the New Year.
- Continue to support local retailers and customers to maintain safe operations and confidence.
- Continue to provide advice, assistance and compliance checks for businesses to help them maintain and improve safety standards to provide consumer confidence.
- Measure and monitor the ongoing performance of our town and village centres, and share information and findings with key partners to support appropriate recovery initiatives.
- Work in partnership with County, Coast 2 Capital and other partners to support businesses and start-ups through the £5.5m European Regional Development Funded Hot House Programme offering grants, business and other technical support. The partnership will encourage referrals of businesses who are looking to; develop production efficiencies and growth; monetise innovative projects; determine access to finance; develop start-up projects and entrepreneurship; develop leadership and management skills and apply for grant support.
- Work with Experience West Sussex and other collaborative partners to support the recovery of the local and regional tourism and leisure industries and both daytime and evening economies.
- Provide opportunities through a supply procurement portal and interface for local supply chains to register their capacity to provide up to 85% of the total contract spend on the Full Fibre and Place and Connectivity Programmes.

# Increasing opportunities through skills and apprenticeships

The impact of Covid-19 on local people has been severe and the opportunities for young people significantly reduced. In addition, the end of the furlough scheme is expected to create unemployment amongst the older, and more experienced residents. Therefore, the current multi-layered demands of those seeking work requires a partnership approach whilst addressing residents' specific needs.

Mid Sussex District Council will:

- Promote the Government's Kick Start Programme to businesses and work with Jobcentre Plus, Department for Work and Pensions, Further Education and Higher Education providers, and local Business Associations to develop support for job seekers and make referrals to intermediaries.
- Provide direct support to long term unemployed and those in need through the 'Journey to Work Scheme'.
- Provide opportunities through the Northern Arc Project, with Homes England and Construction Industry Training Board delivering employment and training opportunities.
- Work with Delivery Partner – Balfour Beatty to accelerate local employment, skills and training opportunities for recently unemployed and +16yr olds through the Full Fibre Programme and the Place and Connectivity Programme.
- Work with local partners to develop and deliver an action plan to provide support for those young people who find themselves Not in Employment, Education or Training (NEET) and regularly review



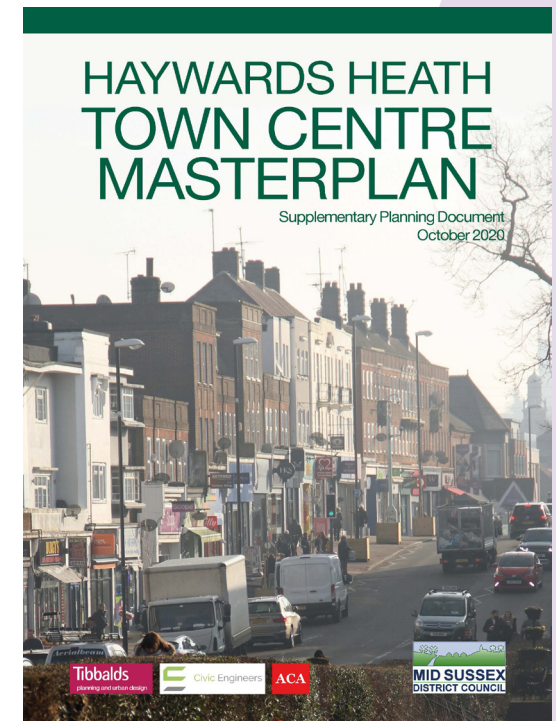
## Securing High Value Inward Investment

Inward investment has been a major casualty during the Covid-19 pandemic. Foreign Direct Investment projects from international markets and local businesses undertaking trade and exporting projects has significantly reduced. This will continue into the medium term.

Mid Sussex has strong representation from businesses within the professional, scientific and technical sectors. Also the financial and insurance industries and other business support services create a varied business profile for the area. Mid Sussex's exposure to and reliance on the Airport and Travel industry was tested during the lockdown with 2,000 households affected. Mid Sussex's hospitality, leisure and tourism industries have also been severely affected, as with all other regional partnership and UK areas.

### Mid Sussex District Council will:

- Create and manage an inward investor client database.
- Proactively identify and target potential foreign investors.
- Deliver an inward investment marketing and promotion strategy and investment prospectus.
- Maintain a regular programme of meetings with Department for International Trade to share updates and identify actions for attracting inward investment partners.
- Participate in industry networking events to promote Mid Sussex and its associated unique selling propositions, to encourage 'a fresh look' at Mid Sussex as a desirable location to live, work and do business.
- Adopt a Haywards Heath Town Centre Masterplan to set a framework and guiding principles for town centre growth and recovery and to assist stakeholders with investment decisions.
- Provide businesses with an online portal to register their interest in wanting to connect to the Full Fibre Network. This presents an opportunity to market outside of the immediate region to attract high-end investors in tech and digital industries.





## Accelerating Business Innovation

Mid Sussex District Council's Full Fibre Digital connectivity infrastructure programme continues to remain a key regeneration priority and will not only allow businesses to expand and allow greater access to superfast connectivity but will also create a proposal to attract inward investment to organisations looking to expand digital service and product solutions. The full fibre network will attract additional investment from the market by the lowering infrastructure investment costs and establishing a pipeline of organisations requiring high capacity and low latency connectivity. The project will connect tech clusters in Brighton, Crawley and London to regional and local businesses, enhancing the immediate opportunity for digital skills and tech start-up companies, through reliable and ultrafast connectivity speeds.

Mid Sussex has been successful in a £3.2m bid to the Government's Rural Connectivity Programme and has expanded the programme into new rural areas. Funding for the Programme is now £9.5m. The project will result in 80km of full fibre running through the Districts, making digital connectivity significant.

### Mid Sussex District Council will:

- Work with partners in the delivery of full fibre digital access ensuring the District has access to high speed connections.
- Provide outreach and promote to businesses through the wider partnership network, Wired Sussex, Rural Community Hubs and Business Associations to highlight the opportunity presented by ultrafast broadband availability.
- Establish a client facing interface portal to register interested organisations who want immediate connectivity to the fibre network.
- Increase greater awareness through the partnership network and creation of an enquiry portal of the £5m West Sussex Rural Gigabit Voucher Scheme providing support for rural communities, organisations and residents.



## Green Recovery

Lockdown has seen an increase in people using active transport modes, particularly cycling and walking, both to get to work and for leisure. It is therefore vital that sustainable transport infrastructure is in place to provide a safe and reliable alternative to using the car. Mid Sussex District Council, working in partnership with West Sussex County Council, are encouraging the Green Recovery plan by accelerating the £21.8m Place and Connectivity Programme to provide improvements to walking and cycling facilities and the public realm. £3.5m investment will be made to delivery of 11km of improved walking and cycling routes by March 2021. The Council is supporting Green Recovery projects and schemes through the Greater Brighton Economic Board's ten environmental pledges (GB10). The Council is supporting projects which will save energy and reduce fuel poverty, improve water recycling on new build developments, transportation choices, enhance public spaces and the local environment.

In addition to the ongoing delivery of the Council's Sustainability Strategy, Mid Sussex District Council will:

- Actively promote the Green Homes Grants (Local Authority Delivery component) and the local trades registered with the scheme.
- Directly deliver the Burgess Hill Place and Connectivity Programme with accelerated investment of £2.3m by March 2021, including improvements to walking and cycling facilities and the public realm.
- Work in partnership with West Sussex County Council to deliver the Burgess Hill Place and Connectivity Programme by accelerating design development for key areas of improvement.
- Secure a new Electric Vehicle Charging Point Operator (EVCP) and install 26 new EVCPs across the Mid Sussex District Council car park estate.
- Develop a Local Walking and Cycling Infrastructure Plan for the District.
- Promote greater take-up of the Rural Gigabit Voucher scheme hosted by West Sussex through local promotion and campaigns.

## Next Steps

The delivery of this Recovery Plan will be a key focus up to the end of the financial year. Details of all the actions under the five pillars and the expected outcomes and related budgets can be found in Appendix 1.

## Appendix 1

Backing Business				
Actions	Outcomes	Measures of success	Deadline	Budget
1) Provide immediate help to businesses to support Covid-19 recovery work through the Council's Business and Community Covid-19 Recovery Grant.	<p>Local businesses offered the financial and technical support required to maximise opportunities to thrive and grow.</p> <p>Sustainable business growth that will increase capital investment, create employment and training opportunities and expand the supply network.</p> <p>Mid Sussex District Council will be the key point of contact for Business Support sought by individuals and businesses in the area.</p>	<p>Increased enquiries from businesses that Mid Sussex District Council are newly engaged with.</p> <p>The number of successful applications for the Covid-19 Recovery Grant Fund leading to an increase in:</p> <ul style="list-style-type: none"> <li>• New training and job opportunities</li> <li>• Apprenticeships created</li> <li>• Kick Start applicants taken</li> <li>• Inward investors attracted to the Mid Sussex District Council area</li> <li>• Increased footfall and retail sales.</li> </ul>	March 2021	£300k
2) Actively support micro businesses to reach new customers; increase the number of employees; introduce new products or services; improve productivity and improve their premises through the Micro Business Grants Scheme.	Financial and technical support provided for new entrepreneurs and start-up businesses.	The number of successful applications received and approved by Mid Sussex District Council's Cabinet Grants Panel for Micro Business Support.	June 2021	£72k



3) Provide practical support to High Street retailers in Mid Sussex through the Independent Retailers Fund including specialist training/ mentoring and grants for shop front improvements to improve performance and commercial opportunities.	Financial and technical support provided to independent retailers.  Revitalised High Streets and added value to the shopping experience.	The number of workshop training sessions and businesses attending.  Feedback from retailers regarding improved retail performance.	March 2021	£80k
4) Support local retailers through a 'buy local' marketing campaign. In the immediate short-term liaising with Business Associations, Town and Parish Councils to support the retail strategy for Christmas and the New Year.	Retailers adapted to Covid-19 restrictions and capitalising on new and innovative opportunities to service the customer and increase 'footfall', linked to online promotion of the towns and villages.	Increased footfall and retail sales.  Increased above the line and below the line local promotion using local media – radio and print.	March 2021	£22k
5) Continue to support local retailers and customers to maintain safe operations and confidence.	Increasing awareness that our town and village centres can be managed safely and successfully, via business and customer focused surveys, webinars, and training.  Restored confidence for a return to shopping on the High Street in the run up to Christmas and January sales.  To ensure the continued operation and ongoing viability of our town and village centres.	Increased footfall and retail sales.  Additional feedback from consumers and retailers.	March 2021	£30k

6) Continue to provide advice, assistance and compliance checks for businesses to help them maintain and improve safety standards to provide consumer confidence.	Proactive assistance for businesses to ensure they have the support to enable them to comply with the Covid-19 requirements and regulations.  Engage with businesses running events.	Fully compliant businesses operating in a Covid 19 secure manner.  Establish good practice of operating safe events in our District.	March 2021	£43k
7) Measure and monitor the ongoing performance of our town and village centres, and share information and findings with key partners, to support appropriate recovery initiatives.	The work highlights the differentials in local footfall traffic.  The profile of Mid Sussex District Council as a business support organisation will increase.	The increased footfall highlights the steady increase in High Street shopping habits and spend.	March 2021	£8k
8) Work in partnership with County, Coast 2 Capital and other partners to support businesses and start-ups through the £5.5m European Regional Development Funded Business Hothouse Programme offering grants, business and other technical support. The partnership will encourage referrals of businesses who are looking to; develop production efficiencies and growth; monetise innovative projects; determine access to finance; develop start-up projects and entrepreneurship; develop leadership and management skills and apply for grant support.	The partnership approach will increase the availability of grant support for Mid Sussex District Council based companies and is in addition to Mid Sussex District Council's Covid-19 Recovery Fund.  This region wide partnership will promote and support businesses with grants, training advice, marketing advice to act as the central hub for all future Government information and announcements on Covid-19 related support schemes from partner organisations.	Increased number of enquiries from Mid Sussex District Council based businesses and from inward investors.  Increased number of company successes, capital expenditure, increased jobs and training opportunities.  The increase in direct and indirect enquiries received by Mid Sussex District Council through the Economic Development Team by individuals, businesses, Department for Independent Trade, Local Enterprise Partnerships, Chamber, Haywards Heath Business Association, Burgess Hill Business Parks Association, East Grinstead Business Association, multiplier / professional services organisations and Trade Associations.	March 2021	£36k

9) Work with Experience West Sussex and other collaborative partners to support the recovery of the local and regional tourism and leisure industries and both daytime and evening economies.	This region wide partnership will promote and support businesses with grants, training advice, marketing advice to act as the central hub for all future Government information and announcements on Covid-19 related support schemes from partner organisations.	Increase in tourists within the region with feedback received from businesses registered through occupancy platforms such as Airbnb, and visitor numbers registered through Tourism boards.	March 2021	£6k
10) Provide opportunities through a supply procurement portal and interface for local supply chains to register their capacity to provide up to 85% of the total contract spend on the Full Fibre and Place and Connectivity Programmes.	Increased opportunity for local businesses to provide supply and services to immediate contract delivery.	Social Value measurement of local business procurement expenditure demonstrates 85% of spend within local supply chain, or contribution to local supply chain network.	March 2021	Ongoing Project budgets



## Increasing opportunities through skills and apprenticeships

Actions	Outcome	Measures of success	Deadline	Budget
1) Promote the Government Kick Start Programme to businesses and work with Jobcentre Plus, Department for Work and Pensions Further Education and Higher Education providers, and local Business Associations to develop support for job seekers and make referrals to intermediaries.	Exert a downward pressure on job losses in the number of unemployed and those requiring training contracts.	Increase enquiries and referrals made of new job and training opportunities with companies.	March 2021	Ongoing budget
2) Provide direct support to long term unemployed and those in need through the 'Journey to Work Scheme'.	An increase in training and employment contracts.	Mid Sussex District Council working in partnership with Jobcentre Plus, Department for Work and Pensions to alleviate the unemployment levels and increase in new employment and training opportunities.	May 2021	£45k
3) Provide opportunities through the Northern Arc Project, with Homes England and Construction Industry Training Board delivering employment and training opportunities.	Partnership working by Homes England and Construction Industry Training Board to create jobs in Phase 1 of the project.	Local employment and Apprenticeship Training opportunities.	March 2021	
4) Work with Delivery Partner – Balfour Beatty to accelerate local employment, skills and training opportunities for recently unemployed and +16yr olds through the Full Fibre Programme and the Place and Connectivity Programme.	3 industry placements per £1M spend. 2 over 16 placements including internships. 100% jobs advertised locally. 2 role opportunities engaged through employability courses.	Roles and opportunities delivered, and structured training and skills programmes underway.	March 2021	Ongoing budget

5) Work with local partners to develop and deliver an action plan to provide support for those young people who find themselves Not in Employment, Education or Training (NEET) and regularly review.	Comprehensive baseline understanding of situation in the District with agreed action plan to work in partnership to create Education and Employment opportunities for young people.	Action plan in place with identified projects, partners and funding in place.	March 2021	TBC dependent on final action plan
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Securing High Value Inward Investment				
Actions	Outcomes	Measure of Success	Deadline	Budget
1) Create and manage an inward investor client database.	Mid Sussex District Council will have overview of the business landscape of companies in the region.	Increased number of Inward Investor companies detailed by turnover and employment size, sector, location and profile	March 2021	Ongoing revenue budget
2) Proactively identify and target potential foreign investors.	Inward Investor profile created to promote to Department for International Trade and partners Mid Sussex's profile and location for new investment.	Increased number of direct Inward Investment enquiries to Mid Sussex District Council from businesses looking to relocate and create new jobs and training opportunities.  Increased number of direct visits made by inward investors.	March 2021	Ongoing revenue budget
3) Deliver an inward investment marketing and promotion strategy and investment prospectus.	This will entail the completion of the: • place narrative • inward investment branding • dedicated Inward Investment website enhancement • Refreshed bank of promotion collateral.	Increased number of direct Inward Investment enquiries to Mid Sussex District Council from businesses looking to relocate and create new jobs and training opportunities.  Increased number of direct visits made by inward investors.	March 2021	£35k
4) Maintain a regular programme of meetings with Department for International Trade to share updates and identify actions for attracting inward investment partners.	Mid Sussex District Council's inward investment profile and business support provides an immediate first point of contact for Department for International Trade and their sector specialists.	Increased number of inward Investment enquiries passed by Department for International Trade as they can see Mid Sussex District Council's inward investment unique selling proposition profile - Science and Technology Park Department for International Trade will increase the level and volume of enquiries sent to Economic Development Team.  Increased number of inward Investment delegations sent to the area from Department for International Trade offices.	March 2021	Ongoing revenue budget



5) Participate in industry networking events to promote Mid Sussex and its associated unique selling propositions, to encourage 'a fresh look' at Mid Sussex as a desirable location to live, work and do business.	Increased Mid Sussex profile as a destination choice for business and tourists.	Increased number of capital investment related projects, creating new jobs and training opportunities.  Increased number of inward Investment delegations / visits to the area.	March 2021	Ongoing revenue budget
6) Adopt a Haywards Heath Town Centre Masterplan to set a framework and guiding principles for town centre growth and recovery and to assist stakeholders with investment decisions.	Increased partnership working.  Adoption of a framework that can provide certainty for future decision making.	Adoption of the Masterplan.	March 2021	Ongoing budget
7) Provide businesses with an online portal to register their interest in wanting to connect to the full fibre network. This presents an opportunity to market outside the immediate region to attract high end investors in Tech and Digital industries.	Enhanced profile for Mid Sussex and Burgess Hill as a tech/digital hub with the highest quality regional and national connectivity.	Pipeline of interested national organisations to provide high quality digital services to local businesses and residents.	March 2021	£100k

## Accelerating Business Innovation

Actions	Outcome	Measures of Success	Deadline	Budget
1) Work with partners in the delivery of full fibre digital access ensuring the District has access to high speed connections.	<p>Digital Communications accessibility and improving the connectivity speed to businesses, further ensuring home workers due to Covid-19 and users can gain from faster access.</p> <p>The expanded Fibre programme has been extended to include Rural communities and businesses.</p> <p>Pipeline of interested organisations for fibre connectivity.</p> <p>Connecting businesses to the tech hubs in Brighton and in London via high speed fibre network.</p>	<p>The increased number of enquiries from digital businesses looking for business support.</p> <p>Delivery of fibre projects to enable ultrafast broadband connectivity in the district:</p> <ul style="list-style-type: none"> <li>- Burgess Hill Fibre Exchange</li> <li>- Converged Fibre Connectivity Project.</li> </ul> <p>Expressions of interest in West Sussex County Council voucher scheme for ultrafast broadband connectivity.</p> <p>The increased number of new jobs and apprenticeship opportunities offered by digital companies.</p> <p>New and expanded tech and digital start-up companies registered in the region.</p>	March 2021	<p>£2m Local Growth Fund</p> <p>£2m retained Business Fund</p> <p>£2m Department for Digital Culture Media and Sport, Local Full Fibre Network Challenge via National Productivity Investment Fund</p>
2) Provide outreach and promote to businesses through the wider partnership network, Wired Sussex, Rural Community Hubs and Business Associations to highlight the opportunity presented by ultrafast broadband availability.			March 2021	£3.2m
3) Establish a client facing interface portal to register interested organisations who want immediate connectivity to the fibre network.				
4) Increase greater awareness through the partnership network and creation of an enquiry portal of the £5m West Sussex Rural Gigabit Voucher Scheme providing support for rural communities, organisations and residents.				

Green Recovery				
Actions	Outcome	Measures of Success	Deadline	Budget
1) Actively promote the Green Homes Grants (Local Authority Delivery component) and the local trades registered with the scheme.	Fifty householders removed from fuel poverty in Mid Sussex.	Improvement to the energy performance levels of fifty homes in the Mid Sussex District Council area to achieve Energy Performance Certificate Level C.	March 2021	£500k
2) Directly deliver the Burgess Hill Place and Connectivity Programme with accelerated investment of £2.3m by March 2021, including improvements to walking and cycling facilities and the public realm.	Improved walking and cycling connectivity in Burgess Hill including key East to West linkages between the Victoria Business Park and the A2300 corridor.  Increased use of active travel modes.	£2.3m of capital works complete delivering 11km of improved or new walking and cycling routes and public realm improvements at Wivelsfield Station.	March 2021	£2.3m
3) Work in partnership with West Sussex County Council to deliver the Burgess Hill Place and Connectivity Programme by accelerating design development for key areas of improvement.	Designs developed for walking and cycling improvements at key locations in Burgess Hill – Western Gateway, Burgess Hill and Wivelsfield Station, Victoria Business Park and Church Road/ Church Walk.  Increased use of active travel modes.	Detailed Design Schemes – Completion of Detailed Design and Commencement of Tender / Procurement for Contractor.  Preliminary Design Schemes – Completion of Preliminary Design and Public Engagement.	March 2021	£1.2m
4) Secure a new Electric Vehicle Charging Point Operator (EVCP) and install 26 new EVCPs across the Mid Sussex District Council Car Park Estate.	Increased Electrical Vehicle Charging Point capacity across the District. Reduction in transport emissions.	New Charge Point Operator contract in place.  Installation of rapid and fast chargers at The Triangle as part of the Place and Connectivity Programme.	Dec 2020  March 2021	£182k

5) Develop a Local Walking and Cycling Infrastructure Plan for the District.	Network plans for improved walking and cycling infrastructure to encourage more active travel for short journeys within the District.	Local Walking and Cycling Infrastructure Plan document produced and supported by stakeholders.	May 2021	£45k
6) Promote greater take-up of the Rural Gigabit Voucher scheme hosted by West Sussex through local promotion and campaigns.	<p>Increased flexible working arrangements to work remotely and from home environment.</p> <p>Reduced vehicle trips saving approximately 134 commuter miles per homeworker impacted per week.</p>	<p>Greater take-up of Rural Gigabit Voucher scheme hosted by West Sussex through local promotion and campaigns.</p> <p>Increased sign up's to high capacity full fibre network.</p> <p>Reduction in vehicle carbon emissions.</p>	March 2021	Ongoing budget



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