

## Appendix B – EDS2 Proposed

Programme of Activities	
Merton Business Awards	We have been a main sponsor of the Merton Best Business Awards for the past 4 years and this proposes continued sponsorship. It is a high profile event and recognised by businesses as a prestigious award to promote their business and raise their profile.
Grants for industrial Estates	This proposes a continuation of the existing programme where we support the industrial estates administration at South Wimbledon Business Association and Willow Lane BID. We require the body to provide outputs and outcomes relating to the success of the industrial estate and promotion/marketing to support inward investment. In return we fund their officer time to administer activities.
Merton Chamber of Commerce Service Programme (EDSS)	In 2014/15 a years contract was awarded to Merton Chamber of Commerce (following a competitive tender) to deliver support to businesses. This proposes another years extension of the programme (2015/16). It includes activities around: 1. Assisting in the retention of large (250 plus employees) and medium Size (50-249 employees) companies. 2. Supporting business growth and start-ups. 3. Shopping/Town Centre initiatives including BIDs 4. Support for identified sectors 5. Supporting unemployed residents into work
Additional staff resource (employment/skills)	An Employment and Skills Officer has been in post on a temporary contract from May 2014. This proposes a continuation of the current officers contract to end of the EDS 2 programme to carry out the business growth and inward investment & retention work including project development & management, business for bidding for European funding, EDS strategy development work, partnership development etc.
Inward Investment (touch down zones)	During this financial year we have prepared an Inward Investment and Business Growth Strategy to be implemented from November 2014. Proposed actions is to develop the offer of a suitable site for new inward investors, suitable for a "landing team which can be promoted through London & Partners Touchdown London service. Touch Down Zones are subsidised office space and facilities to attract small and medium size foreign and UK companies. We also propose to carry out marketing and promotion activities including an inward investment website.
Inward Investment programme (marketing and promo)	Funding to develop and maintain an Invest in Wimbledon web site. This site will tell the Merton story and be primarily a reference/data source for companies and their advisers to learn more about Merton as a location for

	<p>business and development opportunity for funders and developers. It will present promotional messages that are consistent with messaging through other channels e.g. Love Wimbledon, the London &amp; Partners website etc. It should include company testimonials.</p> <p>Continued engagement of Merton's top 100 and high growth Merton companies to support them to remain and retain jobs. Activities will revolve around premises, apprentices, facilitating council and other public sector services, funding and business support advice.</p> <p>Also support towards superfast broadband to Merton's business locations to improve the broadband infrastructure and connections in industrial estates, Town Centres and other key business locations – in order to meet the high-speed broadband requirement of local businesses.</p>
<p>Business growth and aftercare retention</p>	
<p>Wimbletec campus phase 2</p>	<p>Funding to support the expansion of Wimbletec which will include a dedicated business hub to provide incubator and co-working space for tech start-ups and other technology businesses to relocate aimed at providing additional space for tech start-ups/entrepreneurs. Future Merton will bid for European funding to match LBM funding.</p> <p>In 2014/145 we want to work with a specialist to understand the broadband issues in the borough, particularly on our industrial estates and in Wimbledon Town centre. To enable the creation of a strategy to address connectivity issues and provisions of next generation access for Merton businesses. The intention is to use the findings as evidence to support ERDF bids in early 2015.</p>
<p>Superfast broadband connection in Merton industrial estates, town centres and other key locations</p>	
<p>Wimbledon (SW19) Media, Creative and Cultural Industries (MCCI) Cluster.</p>	<p>The project will develop and drive Wimbledon's creative cluster by using high calibre business mentors to support and advise small creative businesses and freelancers to expand. Project will also include the provision of studio spaces, and other infrastructure support for creative businesses. Key partners will Wimbledon University Arts, White Light and other creative companies.</p>
<p>Masterplan for industrial estates, initial analysis</p>	<p>Continued support of our industrial estates including infrastructure needs, in particular broadband activities.</p>
<p>Business finance programme - support for SME's</p>	<p>Possible extension for existing business loans schemes in order to help more Merton small businesses to start-up, grow and create jobs. This is dependant on demand and may not be required if funds remain available beyond 2015.</p>
<p>Street Treatment Programme: includes shop front improvements and chosen town centre parades</p>	<p>Following the success and learning taken from of the Outer London Fund shop improvements we are now looking to roll this out further, targeting more shops across the borough. The current budget allows for 33 shop fronts installed before the end of 2015/16 in addition to the proposals under the</p>

	<p>NHB top slice. Additionally we will now be tailoring design and management of the improvements in house to ensure greater quality of installation.</p>
<p>Take One - continued support to MCC to encourage local businesses to take one young person for apprenticeships work or trial work experience</p>	<p>Take One is sited as best practice and is being showcased across all London boroughs through a programme called Apprenticeship Staff Support Programme (ASSP). Merton has funded business engagement leading to placement of young people into apprenticeship programmes. We propose to continue to support initiatives that encourage employment of young people.</p>
<p>ESF Match Funding and programmes targeting the hardest to reach unemployed, focussing on long term young and adult unemployed, ex-prisoners, gang members, lone parents</p>	<p>We are proposing additional funds to be used as grants to support activities that will take forward actions prioritised in the emerging Employment and Skills Action Plan for 2015-2017.</p>
<p>Colliers Wood - town centre specific Initiatives          Mitcham - town centre specific Initiatives          South Wimbledon - town centre specific Initiatives</p>	<p>Funding to support initiatives in our town centres. Part of the funding is to pay for a town centre coordinator who will develop and promote the long term vision for the effective commercial management of the town centre and to establish a close liaison and working relationship with key private and public sector stakeholders to support the delivery of a Town Centre Strategy/Action Plan for 2015-2017 but also to take forward ways of creating town teams and supporting the development of Business Improvement Districts (BID's). Their role will be to negotiate, commission and promote the development of a vibrant town centres that addresses the needs of the business, cultural and visitor communities through partnership and collaboration with the residents, regeneration agencies and the third sector. This will typically be taken forward through 3 streams, i) wide reaching promotion of the towns through high quality events and improvements such as the Mitcham market events, coordinated communications and maximising the impact of capital regeneration investments, ii) championing daily town centre function through proper enforcement of waste, ASB, parking etc, and iij) strategy and positioning of the towns in regard to future challenges such as the growth of competition through out of town or online retail.</p>

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