MALVERN HILLS DISTRICT COUNCIL

SUPPORTING BUSINESS
2017/18

How we’re helping develop businesses, create jobs and grow the economy.

Malvern Hills District - Proud of Our Place
Here are some of the services on offer to support your business:

- Help to develop land, business premises and attract inward investment
- Advice on funding opportunities
- Business grants, commercial premises search, economic data
- Listening to business visits, business briefings and business e-bulletins
- Support for local high speed broadband campaigns
- Programme of events that attract tourists to the area
- Tourist Information Centres and visitthemalverns.org website
- Work with Worcestershire Local Enterprise Partnership to support business growth
- Business rate relief and exemptions
- Advice about liability and rate relief
- Trade waste collection
- Pre-application planning advice
- Determining planning applications
- Building Control advice and approval
- Allocation of employment land
- Training and advice on things like food hygiene and consumer law
- Licensing
- Tackling rogue businesses

Visit [www.malvernhills.gov.uk/business](http://www.malvernhills.gov.uk/business) for more information
INVESTING IN THE DISTRICT

We’re working hard to promote Malvern Hills District as a place to invest, to help create new jobs and grow the local economy. We also carried out a number of other activities during 2016/17 to help support businesses. Some of our key achievements include:

• Worked with partners to secure funding and planning consent for development of a new phase five building at Malvern Hills Science Park. This follows the completion of phase four to accommodate the expansion of UTC aerospace, safeguarding 100 jobs and providing the opportunity to create another 100 new jobs.

• **Secured European funding for business support** programmes worth over £18 million by working with county partner organisations.

• Agreed to the sale of two plots at Tenbury Business Park to enable the growth of two local businesses.

• Provided business growth and start up advice to **114 new businesses** and awarded **25 business grants**.

• **Supported 11 local businesses** to recruit **18 new apprentices** and graduates through our apprenticeship and graduate grant schemes and extended free wi-fi services in Malvern Town centre, regularly attracting over **500 users per month**.

• Supported Superfast Worcestershire on the **installation of 18 fibre cabinets** across the district to bring superfast broadband to businesses and homes.

• **Welcomed 750 local school children** to participate and experience a range of science and technology exhibits as part of the week long Malvern Festival of Innovation.

• Developed a new visitor information website including promotional video, additional walking information and new visit planning tools to help promote the area. The website received **more than 200,000 web visits** during 2016.

• Developed a new **free downloadable walking app** allowing self guided walks for the main towns and Malvern Hills to be accessed on smartphones and tablets by visitors.

VISITORS AND EVENTS

Malvern Hills District has a packed events programme which we help support through direct organisation, funding or with marketing and promotion. These include Malvern Well Dressing and Water Festival Weekend, Great Malvern Food Festival, Malvern Munch food walk, Malvern Festival of Innovation, Tenbury Applefest and Mistletoe Season, Barnards Green events, Autumn in Malvern, Upton Young Jazz and Great Malvern Christmas Festival. We also support various farmers and arts markets, as well as retro and antiques fairs throughout the year.

There will also be another outdoor film season featuring three blockbuster films during August and September 2017.
Last April we launched our new five year plan and we made supporting businesses to start-up, expand and relocate a key part of that. The plan sets out three core priorities for us, one of which was driving economic growth and prosperity, and a series of actions to implement by 2021.

1. Building stronger and healthier communities
2. Driving economic prosperity and growth
3. Making the most of our superb environment
We’ve wasted no time in getting started on delivering those promises. Since April* we have:

- **Helped 114 businesses** through our start up and growth support programme towards our target of helping 300 by 2020.

- Two new businesses have relocated to Malvern Hills Science Park, with a number of new enquiries being dealt with. Work is also underway on the former Dytecnal site. This contributes to our target of creating **200 new jobs on the science park by 2021**.

- **New building is underway** at Blackmore Park and another two land sales at Tenbury Business Park are in progress as part of our action to promote investment at these sites.

- We have supported the **creation of 12 new apprenticeships** through our grants programme, as part of our action to work with partners to achieve an increase of 50 additional apprenticeships a year.

- **Placed 12 work experience students** either within the council or other organisations as part of our commitment to help young people develop skills in the work place.

- **Seven applications have been approved** for new product development through the Proof of Concept Fund, as part of our target to create an innovation programme to help businesses grow.

- A funding bid has been submitted to the Government to dual Carrington bridge and **84 per cent of homes and businesses now have access to superfast broadband**, as part of our efforts to boost infrastructure.

- A meeting with mobile phone operators and local MPs has resulted in an agreement to **work together to improve coverage** and on any proposals for new infrastructure to support the next generation of mobile phone signals.

- Developed a **new tourism website** and downloadable walking app, with both due to launch in March.

- **Launched the Teme Valley Trail** - a new series of walking and cycling routes between Broadheath and Tenbury Wells.

- The first six interpretation **signs have been installed** as part of The Great Malvern: Route to the Hills project, which will create a new visitor and heritage experience in the area.

*Figures are from 1 April 2016 to 31 December 2016. Visit [www.malvernhills.gov.uk/five-year-plan](http://www.malvernhills.gov.uk/five-year-plan) to read more about the plan and our progress.
SUPPORT TO HELP
GROW YOUR BUSINESS

We deliver and promote a range of business support programmes to help grow your business including:

The **Worcestershire Proof of Concept Fund** offers grants of up to 50 per cent of the total cost of a project (maximum of £30,000) to help support small and medium-sized enterprises (SMEs) to investigate, advance, commercialise and protect early stage innovative business ideas. Visit [www.business-central.co.uk/proof-of-concept](http://www.business-central.co.uk/proof-of-concept) for more information.

The **Business Energy Efficiency Programme** grants up to £20,000 to help businesses be more energy efficient. Visit [www.business-central.co.uk/beep](http://www.business-central.co.uk/beep) to find out more.

We have also partnered with Worcestershire County Council to support a number of other **European funded programmes** bids. This will result in the delivery of further business support programmes due to launch this year in 2017 including **Enterprising Worcestershire, Business Growth, Cyber, Low Carbon and Investing in Worcestershire**.

The **LEADing Rural Business Programme**, offers small capital grants of up to £35,000 (typically, match funding must be at least 60 per cent of the total project cost) to support the growth of rural businesses.

For more information visit [www.business-central.co.uk/leader](http://www.business-central.co.uk/leader)

We offer a **Business Start-Up Grant** of up to £750 to new businesses that have been trading less than 12 months, an **Apprenticeship Grant** of £1,000 to SMEs taking on an apprentice, and a **Graduate Grant** of up to £2,000 to SMEs taking on a graduate.

Contact Joel Keller on 01684 862486 or email joel.keller@malvernhills.gov.uk for more information on any of the above programmes.

We are partners in **Worcestershire Business Central**, which acts as a single point of contact for all Worcestershire business support needs. Contact 01905 677 888 or visit [www.business-central.co.uk](http://www.business-central.co.uk)

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Do you need help with business rates?

If you are struggling to pay then there are various ways we can offer help and support. The most important thing is to contact us as soon as you know there’s a problem.

You can also spread your payments over 12 months instead of ten.

Email march@southworcestershiredrevenues.gov.uk or write to Revenues and Benefits, PO Box 11, Pershore, WR10 1PU providing your name, address and account number for more information.
SKILLS FOR GROWTH  Helping you to recruit local talent

Together with our partners, we have developed a Skills for Growth programme to help businesses recruit, train and retain their future and existing workforce.

Apprenticeships

For companies employing up to 50 people the Government offers eligible businesses a grant of £1,500 for up to five new apprentices aged 16 to 24. Malvern Hills District Council also runs its own apprenticeship grant scheme, specifically aimed at businesses in the growth sectors of ICT/Cyber Security, Engineering/Advanced Manufacturing and Agri-tech. A grant of £1,000 is on offer to eligible companies taking on a Malvern Hills resident, aged 16 to 24, as their new apprentice.

Visit www.worcsapprenticeships.org.uk for more information and details of how to apply for funding. Businesses can also upload vacancies to the site to help them find the right apprentice for their needs.

Malvern Hills Graduate Grant Scheme

The Malvern Hills Graduate Grant Scheme allows local companies to claim up to £2,000 towards recruiting a graduate intern from any of the 13 West Midland universities, and up to £1,000 towards offering a year in industry work placement for a University of Worcester student. Contact us using the details on the back page for more information.

Skills Support for the Workforce in Worcestershire

Skills Support for the Workforce (SSW) allows SMEs to access fully funded accredited qualifications and bespoke training courses to upskill and develop your staff and increase the competitiveness of your business. The programme is open to most sectors and includes a wide range of courses from Leadership and Management to First Aid.

Contact us using the details on the back page for more information or email skillssupport@serco.com

Schools and Business

From 2017 each of our High Schools will have an appointed Careers Enterprise Advisor (CEA) – someone from business who will identify the gaps in careers advice and guidance for each school. You can get involved by giving a half hour talk at a school assembly, becoming a weekly mentor, or spending a whole day at the countywide skills show in March. It’s what you say that matters, not how much time you have to give. If you would like to help inspire young people then contact us using the details on the back page.
Our Economic Development team is always keen to talk to businesses large and small to help us better understand your needs. If you would like to meet with the team to discuss any issues affecting your business then call 01684 862199 or email ecodev@malvernhills.gov.uk

Keep up to date with the latest business news, events, funding and more by signing up to our regular Malvern Hills Business e-bulletin service through our email alerts service. Visit www.malvernhills.gov.uk/emailalerts to subscribe.

Also, don’t forget to join the mailing list for one of our regular Business Briefing events by emailing ecodev@malvernhills.gov.uk. Each one is focused on a different topic and there will also be the opportunity to share your views on how the council can best support businesses as well as discuss any issues you are facing.

Businesses we want your waste

We offer a commercial waste and recycling collection service.

Benefits include:

- Competitive pricing to suit any budget and no VAT to pay
- A range of bin sizes and sack collections on offer
- No hidden fees or charges, you only pay for the service you receive
- Legal and safe disposal you can trust

Email: commercial.collections@malvernhills.gov.uk or visit www.malvernhills.gov.uk/commercial-waste for more information

Your waste is our business