

Economic Wellbeing Team Annual Report – (April 2014 – March 2015)

Corporate Statistics

Stats to be Measured Quarterly	Yearly Target	Q1	Q2	Q3	Q4	Total
MBC Occupancy	Maintain 95%	100%	100%	100%	100%	100%
Website Hits (Ave Per Month)	1000 per month	1092	2061	2095	1586	1709
DBC Apprentice Grant Paid	10	3	0	5	3	11
Jobs into the Borough (Net)	500	40	279	104	166	589
New Businesses (II)	10	1	6	4	7	18
Business Visits	360	104	88	83	56	331
Filming Days	100	52	31	7	8.5	98.5
MBC Meeting Room Income	£4,800	£ 2,511	£ 1,539	£ 2,235	£ 2,837	£ 9,122
MBC Virtual Office Income	£10,800	£ 3,222	£ 2,930	£ 3,000	£ 2,745	£ 11,897
No. of Events Held	10	7	4	1	3	15
No. of Attendees	-	140	91	88	35	354
JSA Claimants (Ave)	-	-	1410	1236	1286	1311
Customer Satisfaction Rate	100%	100%	100%	100%	100%	100%
DLNF Twitter Followers	20% increase	-	413	447	487	15%
MBC Twitter Followers	20% increase	-	333	366	385	14%
Network Events Attended	40	10	17	7	10	44

New Businesses

Company	Location	Jobs	Date In
Marks and Spencer	Berkhamstead	40	May-14
Aldi	Hemel Hempstead	40	Jul-14
Apex Accountancy Solutions	Hemel Hempstead	1	Aug-14
Van Hound	Hemel Hempstead	1	Aug-14
Fit4Less	Hemel Hempstead	7	Aug-14
Henkel	Hemel Hempstead	200	Sep-14
ISFL	Hemel Hempstead	30	Sep-14
Lidl	Berkhamsted	40	Nov-14
Chiquito	Hemel Hempstead	50	Dec-14
Open Hairdressing	Berkhamsted	4	Dec-14
Pandora	Hemel Hempstead	10	Winter 2014
Robert Dyas	Hemel Hempstead	50	Jan-15
HealthyU	Hemel Hempstead	5	Jan-15
Coast to Coast	Hemel Hempstead	45	Jan-15
Nandos	Hemel Hempstead	35	Feb-15
The Gym Group	Hemel Hempstead	2	Mar-15
Forsythe House	Hemel Hempstead	15	Spring 2015
Devonshire House	Hemel Hempstead	12	Spring 2015

Notable Activity

- The team has been modified to include Becky Oblein (Team Leader), Lesley Crisp (Assistant Team Leader), Lisa Devayya (Economic Development Officer), Sue Lea (Tourism & Marketing Officer), Liz Dand (Maylands Business Centre Manager), Louis Devayya (Technical Assistant) and Rose Campbell and Christine Cowlard (Maylands Business Centre Technical Assistants).
- The Dacorum Online Business Directory was launched and at this point in time has 114 listings, resulting in revenue of £1489.50.
- Dragon's Apprentice - 23rd September, Project organised by Connect Dacorum to turn children into young entrepreneurs, Lesley Crisp from the business centre mentored the team from Adeyfield School and they won best overall school!
- The Growth Forum continues to meet quarterly, guiding the work of the Economic Development Officer and having an active role within the business community.
- The Small Business Forum meets regularly and is increasing in size, with its members being very involved and appreciative of the group.
- Maylands Partnership meets on a monthly basis, reviewing the goings on of Maylands and working alongside DBC, inputting ideas and suggestions.
- The Maylands Business Centre subsidised workshops are very well received and increasing in popularity and reputation.
- Holding a stand at the Tour of Britain allowed for the team to engage with the public, focussing on Tourism and engaging with the Council.
- The development of Tourism and Town Centre e-newsletters have been created to further connect with members of the public. The Tourism newsletter has a database of 55,000 contacts and is a family friendly insight of things to do in the borough.
- The DLNF website has been updated and reviewed to be accessible and usable for all. The development of the website is ongoing, with new pages and information added daily and improvements always being implemented.
- Maylands Business Centre is flourishing over time; it has a waiting list for the offices and units and the virtual office is widely used. Hiring out the meeting room also provides a steady income. The café is running well and the mezzanine put in is a sign of the demand and requirement of the business centre.
- Being commissioned by Welwyn Hatfield to provide an Economic Development service has highlighted the opportunity to sell our services to neighbouring boroughs.
- Tourism is consistent and increasing as the Town Centre team begin to plan events, as well as the development of a 2 year strategy of Tourism for Dacorum.
- The Ambassadors Programme is in the making to raise the profile of Dacorum, with Hemel Hempstead being the champion of the borough.