



Economic Development **Annual report**



East Cambridgeshire
District Council

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Cycle routes



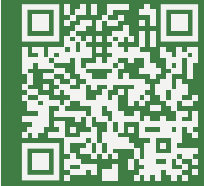
The council has been busy drawing up plans for a network of brand new cycle routes across the district. These routes aim to make cycling a safer and more convenient option for everyone, encouraging residents to ditch their cars for greener commutes and healthier journeys.

Input/Investment

£150,000

Status Delivery Stage

Find out more



Impact

25
Kilometers

25 kilometers of cycle routes covered in the reports



5 new routes added



These routes are designed to connect key destinations, making it easier to cycle to work, school, shops, and leisure facilities.

www.eastcambs.gov.uk/content/cycling-and-walking

Pride of Place



The Pride of Palce grant program provided an opportunity for community organisations to make a positive impact on their local environment, fostering a more beautiful and sustainable East Cambridgeshire

Input/Investment

£180,000

Status Delivery Stage

Find out more



Impact



So far 16 areas have been transformed



600m² of land will be rehabilitated

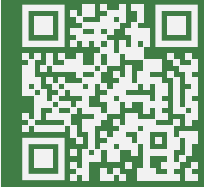


We have enhanced the natural environment and benefitted the local community

www.eastcambs.gov.uk/content/pride-place-grant

Solar Panels

Find out more



The Econ Dev team are committed to environmental responsibility and the exploration of renewable energy solutions. And so arranged to install solar panels on the roof of E-Space North in Littleport. This initiative is anticipated to generate significant environmental and economic benefits.

Input/Investment

£50,000

Status Monitoring and control stage

Impact



20 tonnes of CO₂ saved



60% of power generated from DV solar



2% total footprint of the council

www.espaceely.co.uk

Digital Inclusion



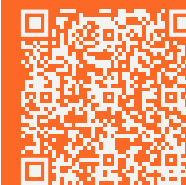
This project aims to empower residents facing barriers to digital access and skills by providing targeted initiatives. The project will address four key challenges that hinder residents from going online

Input/Investment

£90,000

Status Development stage

Find out more



Impact



Access: ensuring residents have the means to connect to the internet in the future.



Skills: provide training and support to help residents develop the ability to use the internet effectively in the future.



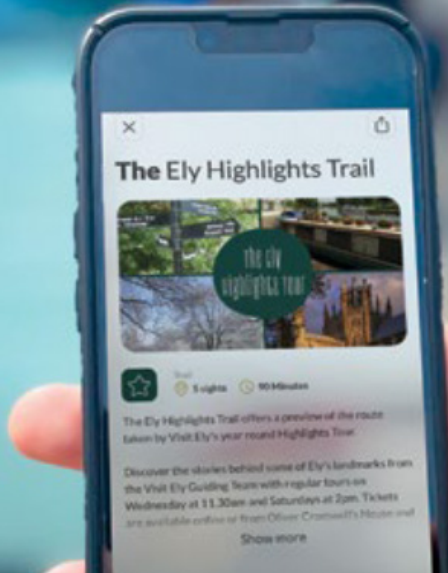
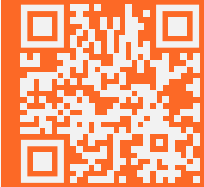
Motivation: help residents understand the benefits and value of using online services, motivating them to participate in the digital world.

Trust: online safety and security, empowering residents to navigate the digital world confidently in the future.

www.connectingcambridgeshire.co.uk/resource/digital-connectivity-infrastructure-strategy-2021-2025/

Digital Signage

Find out more



The integration of modern digital signage has transformed the visitor experience in Ely. Strategically placed displays, leveraging the city's public Wi-Fi network, now provide real-time information and interactive features. This initiative has fostered a more connected experience, encouraging exploration across different parts of the city.

Input/Investment

£240,000

Status Closing stage

Impact



Enhanced Visitor Engagement: Digital signage provides real-time information, fostering a more interactive experience for visitors.



Revenue Opportunities: The displays offers advertising opportunities, generating additional revenue streams.



Unified City Image: Digital signage acts as a cohesive element, uniting Ely's attractions and promoting a sense of community pride.

www.visitely.org.uk/visit-ely-app

Public Wi-Fi

Find out more



In an effort to support businesses and cultivate a thriving digital environment, East Cambridgeshire District Council prioritized the expansion and improvement of the Wi-Fi network throughout the district. This initiative has benefited both residents and the district as a whole by fostering a more robust digital landscape.

Input/Investment

£30,000

Status Monitoring and control stage

Impact



Over 100,000 logins



1.2Tb of data downloaded

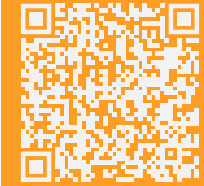


All time spent
- 12 years

www.connectingcambridgeshire.co.uk/public-access-wifi/cambwifi/

High St Schemes

Find out more



The 3 grant schemes focused on providing capital funding for projects that would improve the aesthetics and overall appearance town centres, particularly focusing on building frontages.

Input/Investment

£175,000

Status Delivery stage

Impact

5

projects in Littleport

5

projects in Soham

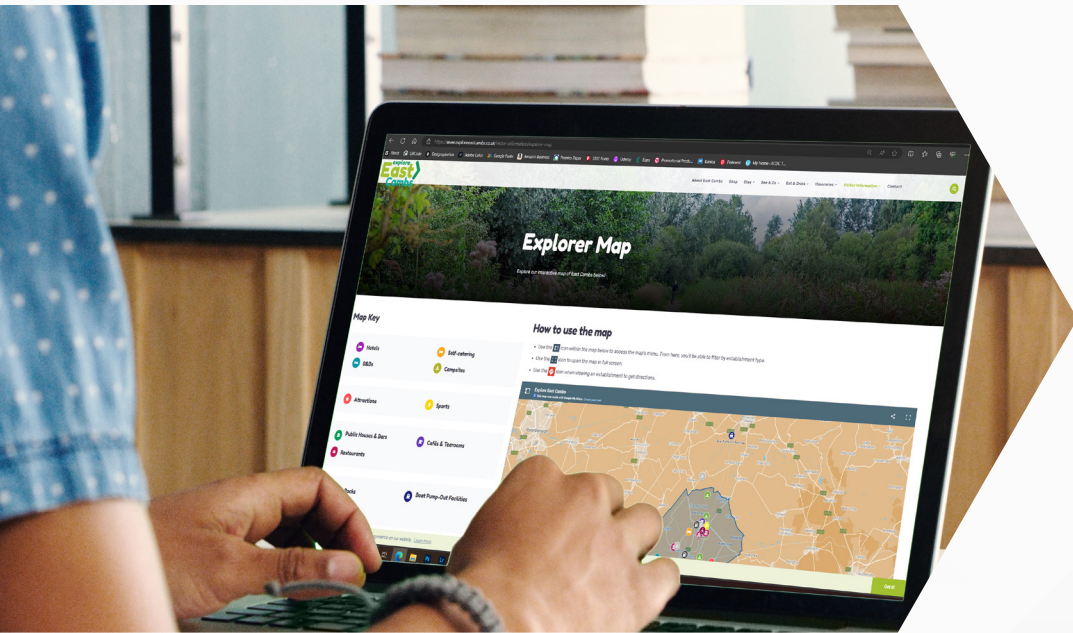
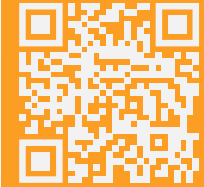
10

projects in Ely

<https://formbuilder.evolutive.co.uk/formsite/form/47bdf960-92c7-4d16-9d7b-0a34ce9a2d90>

Explore East Cambs

Find out more



The East Cambridgeshire District Council (ECDC) is implementing a comprehensive strategy to elevate the district's tourism profile and attract more visitors. This plan incorporates a range of initiatives designed to enhance visitor experiences and promote local businesses.

Input/Investment

£100,000

Status Delivery stage

Impact



A marketing strategy will provide a roadmap for future tourism development efforts, ensuring a cohesive and sustainable approach



Upgraded Information Points: A number of existing information signboards across the district will be replaced, and new ones will be installed in strategic locations.

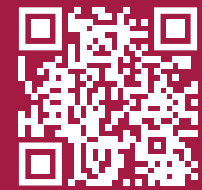


Updated Website: a refreshed "Explore East Cambs" website to effectively promote East Cambridgeshire as a tourist destination

www.exploreeastcambs.co.uk

Littleport Community Business Hub

Find out more



A new community business centre in Littleport's rapidly growing area, supporting locals by providing versatile spaces for businesses, community events, and essential outreach services.

Input/Investment

£2,200,000

Status Development stage

Impact



A versatile space for businesses, remote workers, startups, and community groups, providing short-term office rentals, event venues, and support services.



A dedicated facility for healthcare clinics, workshops, and training sessions, enhancing access to essential services for local residents



Strengthening Littleport's business ecosystem and fostering collaboration to support job creation, skills development, and community resilience.

www.littleporttowncouncil.gov.uk

Business Growth Fund

Find out more



The East Cambridgeshire District Council (ECDC) has launched a capital grant program to support local businesses. Funded through a combination of the Shared Prosperity Fund (SPF) and Rural England Prosperity Fund (REPF), this initiative aims to stimulate economic growth within the district.

Input/Investment

£310,511

Status Delivery stage

Impact



Job Creation:
The grant scheme is expected to create new jobs and help safeguard existing ones.



Innovation and Productivity:
Businesses may use the grants to implement new products or technology, potentially leading to increased productivity.



Business Sustainability:
The program can contribute to the overall health and sustainability of local businesses within the district.

formbuilder.evolutive.co.uk/formsite/form/47bdf960-92c7-4d16-9d7b-0a34ce9a2d90

Jumpstart

Find out more



BIPC Jumpstart: This program targets startups in Huntingdonshire and surrounding areas. It provides financial grants of up to £10,000, along with workshops, consultations with industry professionals, and access to valuable resources for market research and business planning.

Input/Investment

£111,000

Status Closing stage

Impact



Enhanced Business Growth:
Offer support tailored to different business stages, fostering an environment conducive to overall business growth in Cambridgeshire.



Building Business Resilience:
Develop strategies to adapt and thrive in a changing marketplace.



Empowering Startups:
BIPC Jumpstart provides vital financial support and guidance to help new businesses navigate the early stages of their entrepreneurial journey.

www.cambridgeshire.gov.uk/residents/libraries-leisure-culture/business-intellectual-property-centre-cambridgeshire/bipc-jumpstart

Get Set & Grow

Funded by
UK Government

GET SET AND GROW

Business &
IP Centre
Cambridgeshire
& Peterborough



POWERED BY
**LEVELLING
UP**

Get Set & Grow: This program offers expert advice, workshops, and consultations to established businesses in the region seeking to scale up. It focuses on building resilience, refining business models, and exploring new growth opportunities.

Input/Investment

£51,000

Status Delivery stage

Find out more



Impact



Expert Advice:
One-on-one consultations and workshops with experienced advisors to help you navigate the “new normal” and explore new growth opportunities.



Increased Resilience:
Get Set & Grow equips established businesses with strategies to adapt and thrive in a changing market.



Key Focus Areas:
Workshops and consultations address core themes like business model refinement, monetization strategies, and product/service diversification to reach new markets.



East Cambridgeshire
District Council

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