

**By:** Kevin Lynes  
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**To:** Regeneration and Economic Development Policy Overview and  
Scrutiny Committee - 23 March 2012

**Subject:** Update on Strategic Projects

**Classification:** Unrestricted

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**Summary:** This report provides Members with an update on the progress of key  
regeneration projects.

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## **1. Introduction**

**1.1** This report provides Members with an update on progress of major  
regeneration projects being delivered by Regeneration and Economy.

**1.2** The tables that follow present progress against projects in Ashford,  
Kent Thameside, Dover, Thanet, Swale and for specific countywide  
initiatives such as Kent and Medway Infrastructure Model, Integrated  
Infrastructure Finance Model, Developers Guide, Broadband, Sector  
Conversations, Kent Forum Housing Strategy and No Use Empty.

Project	Summary of project outcome	Cost of Project KCC/Partners £	Latest progress	Next Steps
<b>Ashford Growth Area</b>		<b>Lead Officer: Mike Bodkin - Contact 01622 221960</b>		
Ashford Growth Area	Delivery of the Ashford Programme to support sustainable growth.	Total Programme value £53.5m public sector funding (of which £22m GAF 3 and £5.5m KCC funding).	<ul style="list-style-type: none"> <li>Chilmington Area Action Plan to be considered by ABC Executive in late March, triggering submission of planning application for mixed use community of around 6,000 homes. Programme of transport mitigation measures being negotiated with Development Consortium;</li> <li>Package of measures to support delivery of Cheeseman's Green urban extension in negotiation (Growing Places and Get Britain Building Funds);</li> <li>Preliminary study work to support review of Core Strategy underway.</li> </ul>	<ul style="list-style-type: none"> <li>Scoping opinion for A28 improvement scheme to be submitted to KCC Planning Applications Group;</li> <li>Due diligence on Cheeseman's Green funding bids by SELEP and HCA;</li> <li>Review of Ashford Core Strategy commences in spring 2012.</li> </ul>
<b>Kent Thameside</b>		<b>Lead Officer: Mike Bodkin - Contact 01622 221960</b>		
Homes and Roads	To deliver 11 major transport schemes to support growth of 20,000 homes and 50,000 jobs.	Total cost - £200m (at 2009). (Price base varies for funding commitments) Regional Transport Programme (DfT) £46m (at 2008) HCA £23m (at 2008) DfT £26m (at 2007) Eastern Quarry £40m (at 2007) Developer Contributions £63m (at 2009).	<ul style="list-style-type: none"> <li>Further draft of KCC/DBC/GBC Partnership Agreement in progress.</li> <li>Extent of improvement package for Dartford town centre identified.</li> <li>Design of Rathmore Road Link progressing. Land and design issues have delayed submission of planning application. Land valuation carried out by GBC for Rathmore Road car park.</li> <li>Dartford BC working towards adoption of CIL regime. Results of Gravesham BC consultation on Core Strategy to be reported in March 2012.</li> <li>Initial review of Homes &amp; Roads Programme has identified potential reduction in cost of programme to £115-135m. Potential savings and alternative sources of funding discussed with partners.</li> </ul>	<ul style="list-style-type: none"> <li>KCC/DBC/GBC Partnership Agreement to be agreed and signed by parties.</li> <li>Dartford Town Centre package to be agreed with DBC.</li> <li>Detailed planning application to be submitted March/April 2012.</li> <li>Input to Dartford CIL. On-going work with Gravesham BC to define transport strategy.</li> <li>Agreement to be reached with partners on revised Homes &amp; Roads Programme.</li> </ul>

Project	Summary of project outcome	Cost of Project KCC/Partners £	Latest progress	Next Steps
				<ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Annual Progress Report to be prepared to include review of Forward Delivery Programme.</li> <li>• Governance structure to be drafted and discussed with partners.</li> </ul>
Ebbsfleet Valley (including Eastern Quarry)	To deliver 11,000 homes and new community adjacent to Ebbsfleet station.	An estimated £100m worth of infrastructure secured by KCC and DBC to support the development of Eastern Quarry.	<ul style="list-style-type: none"> <li>• Positive initial discussion with Land Securities regarding the provision of a new primary school at Springhead Park.</li> <li>• Awaiting formal agreement by Land Securities to the proposed reconfiguration of the remaining S.106 terms for community infrastructure.</li> <li>• In principle agreement reached with Land Securities regarding their contribution to Homes &amp; Roads for development of Eastern Quarry.</li> <li>• Met with Grant Shapps (Minister for Housing &amp; Local Government) on 21<sup>st</sup> Feb to discuss way forward and continued Government commitment.</li> <li>• Eastern Quarry transport assessment progressing. Base Junction Models agreed. Meeting on 8<sup>th</sup> March to discuss forecast traffic assignments.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue dialogue with Land Securities regarding future provision of primary school at Springhead Park.</li> <li>• Agree Deed of Variation to S.106 Agreement with Land Securities on their contribution for the Homes &amp; Roads Programme arising from the EQ permission.</li> <li>• Seek to reach agreement with Government of further funding commitment to Homes &amp; Roads Programme.</li> <li>• On-going engagement with transport assessment work.</li> </ul>
<b>Dover</b>		<b>Lead Officer: Nigel Smith – Contact 01622 221867</b>		
Whitfield	Development of Whitfield of up to 5,700 new homes and associated community infrastructure.	Significant private sector investment in build out of site and the provision of infrastructure. KCC Officer time in R&E/KHS regarding	<ul style="list-style-type: none"> <li>• Dover DC (DDC) have recently provided the applicant, Phillip Jean Homes (PJH) with details of the outstanding issues that need to be agreed before the S.106 can be completed.</li> <li>• DDC are involved in a joint pilot with Ashford BC to develop a county wide consistent approach to CIL.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue negotiations with PJH and agree S.106 terms.</li> <li>• Continue to assist DDC with developing their approach to S.106 and CIL requirements in respect of Whitfield and other major developments within the DDC area.</li> </ul>

Project	Summary of project outcome	Cost of Project KCC/Partners £	Latest progress	Next Steps
		masterplanning and infrastructure provision.		
<b>Folkestone</b>		<b>Lead Officer: Theresa Trussell – Contact 01622 221362</b>		
HLF (Townscape Heritage Initiative) bid for £1.6m to enhance public realm and landmark buildings in Folkestone Old Town	Extending the creative and cultural offer of the Old Town to attract more tourists and visitors to Folkestone.	Total project cost £1.6m. KCC match funding £400k from Reg Fund (subject to approval). HLF grant of £1.2m Additional funding (in kind and capital) will be sought from Creative Foundation and Shepway District Council.	<ul style="list-style-type: none"> <li>HLF (THI) bid submitted in November 2011.</li> <li>Folkestone hosted Regional HLF project meeting and walk through on 13 February.</li> </ul>	<ul style="list-style-type: none"> <li>Await outcome of bid to be announced in May 2012.</li> </ul>
<b>Swale</b>		<b>Lead Officer: Mike Bodkin – Contact 01622 221960</b>		
Queenborough/ Rushenden Regeneration	Overall scheme to deliver 2000 new homes and related community/road infrastructure over 10 years.	Estimated cost of £26.4m of community infrastructure to be secured from S.106 CLG funding of £390k; KCC £15k to carry out environmental works.	<ul style="list-style-type: none"> <li>Rushenden Relief Road opened 24 November 2011.</li> <li>Landscaping underway.</li> <li>Following discussions with Swale BC (SBC) we have been advised that a reassessment of education and community infrastructure needs is premature.</li> <li>Planning application to raise levels for first phase of house building still with Swale BC</li> <li>Queenborough mound environmental and community scheme largely completed</li> <li>Commitment of HCA of £500k towards</li> </ul>	<ul style="list-style-type: none"> <li>Directional signs to be installed.</li> <li>Reassess education and community infrastructure needs when requested by SBC.</li> <li>Impact of potential flooding on areas not raised needs to be clarified.</li> <li>Commence marketing the phase 1 site to potential house builders.</li> <li>Ongoing work on Business plan and robust structure for taking new Gateway community/skills centre</li> </ul>

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			<p>replacement Gateway community/skills centre and some support to current operation.</p> <ul style="list-style-type: none"> <li>Useful tripartite discussions held between HCA (landowners), SBC and KCC regarding repayment of funding to KCC for completion of Rushenden Link Road.</li> </ul>	<p>forward.</p> <ul style="list-style-type: none"> <li>HCA as landowners to conduct revised viability assessment prior to marketing Phase 1 (Rushenden Square) later in 2012.</li> </ul>
Sittingbourne Northern Relief Road	Milton Creek Crossing. To join Eurolink and Kemsley Industrial Areas, relieving Town Centre.	Total cost £30.6m HCA £8m S106 £2.6 DfT £20m	<ul style="list-style-type: none"> <li>Road completed and opened on 15 December 2011.</li> <li>Landscape underway.</li> <li>Contractor completing remedial works to primary path.</li> </ul>	<ul style="list-style-type: none"> <li>Contractor will complete works to primary path after Church Wharf contract lorry movements completed.</li> <li>Scheme has one year maintenance period.</li> </ul>
	Bapchild Link. Completion of relief road from existing route to A2 at Bapchild route.	Total cost estimated between £15m to £45m, dependant on final route option selected,	<ul style="list-style-type: none"> <li>Following agreement in December at the JTB; Scheme to be included in Swale LDF Core Strategy.</li> </ul>	<ul style="list-style-type: none"> <li>Liaison with Swale BC to bring scheme forward at an appropriate timescale in LDF Examination in Public process.</li> <li>Associated public consultation to flow from that process.</li> </ul>
Sittingbourne Southern Relief Road /M2 Junction 5	M2/Junction 5 Completion of Transportation Strategy for Sittingbourne, including solution to congestion / safety problems at M2 Junction 5.	Total Cost estimated between £120m to £150m. (Preliminary costs only at this stage).	<ul style="list-style-type: none"> <li>Progress report being taken to Swale JTB in March 2012.</li> </ul>	<ul style="list-style-type: none"> <li>Continued exploration of options with local partners.</li> </ul>
Sittingbourne Town Centre	Remodelling / regeneration of Town Centre Retail Core and local road network.	Costs being borne by developers (Tesco / Spenhill).	<ul style="list-style-type: none"> <li>Development Agreement between SBC and Spirit of Sittingbourne Consortium regarding regeneration of Sittingbourne town centre in process of negotiation.</li> </ul>	<ul style="list-style-type: none"> <li>KCC to consider potential to transfer land to SBC in return for construction by developers of new library and other community facilities.</li> <li>Completion of development</li> </ul>

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				agreement between SBC and Spirit of Sittingbourne.
<b>Thanet</b>		<b>Lead Officer: Theresa Bruton - Contact 01622 221947</b>		
East Kent Opportunities LLP	Limited liability partnership created by KCC and Thanet DC to develop land holdings at Manston Business Park and Euro Kent adjacent to Westwood Cross. EuroKent spine Road opened November 2008.	KCC purchased Manston Park landholdings in June 2006 £5.35m. Now sits alongside TDC equivalent landholding at EuroKent in the LLP.	<ul style="list-style-type: none"> <li>• Eurokent outline mixed use planning submission made on 31October 2011 and registered with the local planning authority on the 14 November.</li> <li>• Manston – Review and improvement of marketing and media material including Web site redesign and promotion in conjunction with Locate in Kent.</li> </ul>	<ul style="list-style-type: none"> <li>• Eurokent - Preliminary promotion of site sales opportunities and exploration of housing and other land use interests from prospective parties.</li> <li>• Negotiation of planning application and S106 provisions with Thanet DC as LPA and KCC (developer contributions).</li> <li>• Manston - All sales opportunities being pursued at Manston in difficult market conditions. Two current projects with good prospects.</li> <li>• 'Employ Thanet' Jobs Fair taking place in April 2012.</li> </ul>
<b>Margate</b>		<b>Lead Officer: Theresa Bruton - Contact 01622 221947</b>		
Rendezvous site development	A quality mixed-use development at the eastern end of the Rendezvous site that is sympathetic to the Turner gallery and provides strong and effective linkages to the Old Town and the Winter Gardens. R&E are working with Thanet District Council (TDC), to	Total cost will be determined by the eventual direction of the project.	<ul style="list-style-type: none"> <li>• Planning brief agreed by Thanet DC now available</li> <li>• Options for development on Rendezvous site explored with developers</li> <li>• Status of RNLI and Margate YC revisited – They have lease/licence to use part of site</li> <li>• Winter Gardens (WG)– exploring options for future use with TDC</li> <li>• Major video gaming event (GEEK) with workshops and training element held successfully at WG in Feb 2012 with KCC/TDC backing.</li> </ul>	<ul style="list-style-type: none"> <li>• Scope options for site (e.g. restaurant/small hotel).</li> <li>• Clarification of RNLI long term plans post 2017 when they hope to vacate the Rendezvous site and place lifeboat on beach.</li> <li>• Support to GEEK to enable it to become annual event in Margate showcasing and developing important video gaming industry.</li> <li>• Clarification of way forward for Winter Gardens with Thanet DC at Member and officer level.</li> <li>• Identify costs and options for</li> </ul>

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	transform the Grade 2 listed, Winter Gardens into a successful, modern operation.			potential HLF bid for Winter Gardens
Development on the Dreamland site	To deliver the Dreamland Entertainment Complex & Heritage Amusement Park on a 10 acre site around the listed cinema and scenic railway.	£12.4m (Phase 1) including: SeaChange £4m HLF £3m TDC £0.75m Developer £4m	<ul style="list-style-type: none"> <li>Public enquiry under way on Dreamland site as part of Thanet DC's plans to compulsorily purchase the site.</li> <li>Discussion with Thanet DC on respective roles of Dreamland cinema and Winter Gardens to ensure complementarily.</li> </ul>	<ul style="list-style-type: none"> <li>Assuming successful CPO of site by Thanet DC implementation of first phase of works to enable essential repairs to the cinema, restoration of the scenic railway and some landscaping of the park using HLF and TDC funding already secured.</li> </ul>
<b>No Use Empty</b>		<b>Lead Officer: Steve Grimshaw - Contact 01622 221906</b>		
No Use Empty (NUE)	Initiative launched in 2005 as part of its PSA 2 commitments to examine better ways of delivering services and working more effectively with district councils by returning long term empty properties back into use.	£5m	<ul style="list-style-type: none"> <li>NUE – will continue to 2016-17 following approval of spending plans agreed at Council. (Loan fund will operate with £5m being recycled).</li> <li>Bid submitted to HCA for £1M funding (Jan) to complement the NUE Affordable Homes Project which commence April 2012 (funding from Regeneration Fund approved Dec 2011).</li> <li>£5.5m loans awarded since start of Initiative, pulling in £11.2m leverage to date (Feb).</li> <li>£1.2M loans repaid (Feb) of which £400k repaid earlier than due dates.</li> <li>Further applications for loans with a value of £1m currently being considered / processed (Mar).</li> <li>2,031 units returned to date since start of the Initiative. (Dec).</li> </ul>	<ul style="list-style-type: none"> <li>Outcome of bid to HCA for funding to complement the NUE Affordable Homes Project due 23 March 12.</li> <li>Continue to process loan applications for main scheme.</li> <li>Further meetings with districts and property owners who have been identified as having suitable properties for inclusion in the NUE Affordable Homes project. (Dover, Shepway and Sevenoaks to date).</li> <li>Continue to explore potential to “franchise” NUE brand with legal services.</li> <li>Follow up work on recovery of loans in relation to revised payment plans.</li> <li>Review of procedures undertaken by Legal Services with a view to</li> </ul>

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			<ul style="list-style-type: none"> <li>• Annual Target to return 200 units has been exceed by 154 (354 achieved by Q3).</li> <li>• Approved first loan for Gravesham and Tonbridge &amp; Malling since joining Loan Fund.</li> <li>• NUE guest speaker at Annual Capita Conference London (Jan).</li> <li>• Presented Empty Homes to Shepway Locality Board (Jan).</li> <li>• Extensive coverage on BBC Britain's Empty Homes regarding empty property work in Thanet (Jan/Feb).</li> </ul>	<ul style="list-style-type: none"> <li>reducing legal fees.</li> <li>• Follow up work with Eden Council having expressed an interest in KCC administrating their loan fund (subject to their funding being agreed).</li> <li>• Further discussion on raising awareness through Publicity/PR for 2012-13.</li> <li>• Planning training for district officers</li> <li>• NUE invited to attend Shepway Empty Homes Sub Group following risk assessment of 400 empty units.</li> </ul>
<b>Kent Forum Housing Strategy</b>		<b>Lead Officer: Brian Horton - Contact 01622 221947</b>		
Kent Forum Housing Strategy	To develop and implement an integrated Housing Strategy for Kent and Medway.	£255k (rev) funding from the KCC Regeneration Fund. £200K (capital)	<ul style="list-style-type: none"> <li>• The first draft of the refreshed Housing Strategy has been shared with Kent Joint Chief Executives in January 2012 and the Kent Forum in February 2012, and work is progressing on the consultation version of the document to be considered by the Kent Joint Chief Executives and Kent Form at the March cycle of meetings.</li> <li>• New content on the key strategic housing issues facing Kent has been developed, including positions on the Localism Act, Regulatory Reform, Benefit Reform, Affordable Rent and the Right to Buy.</li> <li>• KCC sites have been identified for a pilot project between KCC and a major constructor to develop new private sector and affordable housing using significant institutional investment. We have also started discussions with relevant Districts on housing and planning considerations.</li> <li>• KCC have confirmed an initial £12m</li> </ul>	<ul style="list-style-type: none"> <li>• Circulation of the consultation draft of the refreshed Housing Strategy in April with endorsement of the Forum.</li> <li>• Review and redraft Strategy to reflect consultation responses and finalise for publication with endorsement of the Forum.</li> <li>• Launch the refreshed Housing Strategy at the KHG Event in September/October.</li> <li>• To finalise delivery of the work streams in the Implementation Plan.</li> <li>• To develop and include in the final draft a new Implementation Plan for the refreshed Housing Strategy.</li> </ul>

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			<p>commitment to a Kent-wide Local Authority Mortgage Scheme to help first time buyers access the mortgage market. An agreement is being developed with Kent Districts to launch the scheme early in the new financial year.</p> <ul style="list-style-type: none"> <li>• KPOG are reviewing feedback from with the Kent Developers Group, Kent Housing Group and HCA on the development of Housing and Planning Futures, the new methodology to help District and Boroughs to determine their future dwelling numbers. This is fully reflected in the refresh of the Housing Strategy.</li> </ul>	
<b>Sector Conversations</b>		<b>Lead Officer: David Hughes 01622 221947</b>		
Sector Conversations	<p>Expanded network of business contacts with key business sectors – target no of new business contacts 800</p> <p>Identify key actions that will stimulate business growth</p> <p>Task &amp; Finish activities to address issues that will make a tangible difference to business growth</p>	<p>Total project cost £12K – 1.5K per event.</p> <p>Partner contributions in kind – include subsidised venues, business champions time and speakers free of charge</p>	<ul style="list-style-type: none"> <li>• Creative, Media and Communications Sector event held at Maidstone Studios on 29 February was attended by other 200 business representatives</li> <li>• Two sub groups set up through Business Advisory Board focusing on finance for SMEs (group includes bank reps) and on trade development.</li> </ul>	<ul style="list-style-type: none"> <li>• Draw up new programme of sector and thematic conversations with business community</li> <li>• Present action plans from sub groups to Business Advisory Board.</li> </ul>

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<b>Kent and Medway Investment Fund</b>				
Kent and Medway Investment Fund	Revolving Fund to provide investment for regeneration	Phase 2: Development £650k – contributions from Medway & Districts subject to further discussion. KCC contribution up to £500k, subject to Regen Fund bid.	<ul style="list-style-type: none"> <li>Phase 2 contributions secured from Maidstone, Ashford, Tunbridge Wells, Canterbury and Maidstone</li> </ul>	<ul style="list-style-type: none"> <li>First KMIF project meeting scheduled for mid April to agree project governance and work programme going forward. .</li> </ul>
<b>Pfizer/East Kent Recovery Package</b>				
Pfizer/East Kent Recovery Package	Following the announcement that Pfizer will exit the Sandwich site by the end of 2012, this project focuses on: <ul style="list-style-type: none"> <li>a) Establishing new options for the future of the Sandwich site;</li> <li>b) Supporting staff, contractors and suppliers affected by closure; and</li> </ul>	Sandwich Task Force, East Kent Leaders and CE's, Business and HE.	<ul style="list-style-type: none"> <li>Final meeting of Task Force took place on 20 February. Final report in preparation for "One Year On" launch event on 6 March</li> <li>Pfizer currently in exclusive negotiations with London &amp; Metropolitan for the sale of the site.</li> <li>Around 850 jobs now secure on site.</li> <li>Enterprise Zone designation secured, giving a business rate discount for new occupiers and simplified planning procedures. Local Development Order currently being prepared by Dover District Council.</li> <li>Grant agreement received from BIS for Regional Growth Fund, and due diligence underway</li> <li>Funding package secured to deliver 1 in 200 flood risk protection for Sandwich site.</li> <li>Accelerator Grant programme launched for</li> </ul>	<p><u>Discovery Park site</u></p> <ul style="list-style-type: none"> <li>Transfer of site to new owner (timetable not yet confirmed)</li> </ul> <p><u>Regional Growth Fund</u></p> <ul style="list-style-type: none"> <li>Governance arrangements developed (report to Cabinet in April).</li> <li>Launch for applications (April).</li> </ul> <p><u>Enterprise Zone</u></p> <ul style="list-style-type: none"> <li>Continued site marketing associated with EZ incentives.</li> <li>Board established (Mar/ April)</li> <li>Certificate of Lawful Development in place (April), followed by Local Development Order.</li> </ul>

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	c) Developing the broader economic strategy for East Kent.		<p>new start-up businesses, offering grants of up to £20k - first approvals in February</p> <ul style="list-style-type: none"> <li>• Support package for business on Sandwich site assembled with High Growth Kent Team.</li> </ul>	
<b>Thamesteel Task Force</b>		<b>Lead Officer: Ross Gill – Contact 01622 221312</b>		
Thamesteel Task Force	To coordinate actions in support of the staff and community affected by the collapse of Thamesteel and to consider opportunities for economic recovery in Sheerness	Current KCC commitment: £110k to support Higher National Certificate students; minor costs in support of job brokerage	<ul style="list-style-type: none"> <li>• Thamesteel Task Force established in February following collapse of Thamesteel into administration</li> <li>• Single point of contact for staff established at Sheerness Gateway</li> <li>• Availability of skilled staff advertised widely and short-term job brokerage service in place</li> <li>• Full economic impact study commissioned and underway</li> <li>• Charitable contributions to hardship support received via Kent Community Foundation</li> <li>• KCC wage subsidy offered to enable Higher National Certificate students employed at Thamesteel to remain in employment.</li> </ul>	<ul style="list-style-type: none"> <li>• First Task Force report to be published (March)</li> <li>• Options for future investment in Sheerness (including potential application to Coastal Communities Fund) to be considered.</li> </ul>
<b>Rural Superfast Broadband Project</b>		<b>Lead Officer: Elizabeth Harrison – Contact 01622 694835</b>		
Unlocking Kent's Potential: Rural Superfast Broadband Project	To pilot innovative solutions to providing high speed access in areas of market failure for next generation broadband access.	£1.6m funding from KCC Regeneration Fund and £10 million funding from KCC Capital programme	<ul style="list-style-type: none"> <li>• Kent and Medway Local Broadband Plan approved by the Secretary of State in January</li> <li>• 'Make Kent Quicker' campaign launched to provide critical evidence of the demand for better broadband from Kent's residents and businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Working closely with BDUK to clarify and confirm delivery timescales.</li> <li>• Preparing 'data room' for BDUK procurement.</li> <li>• Working with rural partners and district councils to promote the "Make Kent Quicker" campaign.</li> <li>• Undertaking a supplier consultation as part of the Kent and Medway State Aid submission.</li> </ul>

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<b>Developers Guide</b>		<b>Lead Officer: Nigel Smith – Contact 01622 221867</b>		
Developers Guide	A revision of the current Guide to reflect new innovative service delivery methods for ELS, C&C and FSC and KCC's approach delivering services in the current economic climate. The Guide will be informed by the IIFM above.	£25k for public consultation	<ul style="list-style-type: none"> <li>Formal consultation on Developer's Guide commenced 1 February 2012.</li> </ul>	<ul style="list-style-type: none"> <li>Consider appropriate amendments following public consultation and adoption by KCC.</li> </ul>

## **2. Recommendation:**

**2.1** Members are asked to note progress against each of the projects.

### **Lead Contact Officer:**

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