



PROJECT OVERVIEW

Design and development of a new £8 million facility for rural enterprise creation, development, and growth in Eden as a key component of the district's 'Inspiring Eden' initiative to drive economic recovery, prosperity and levelling up.

It will provide 3,390 sqm of new high quality managed business space in Eden and a focus for business support services outreach, supporting an estimated 740 businesses both within the Hub and in the wider district, creating an estimated 655 jobs and £26.2m in additional economic value over a 10-year period in existing and diversified growth sectors.



LOCAL AND STRATEGIC IMPACT...

Supporting Eden - The Hub will provide a base to support the development and delivery of satellite enterprise facilities across all our communities with a particular focus on Appleby, Kirkby Stephen, and Alston. This will ensure enterprise and entrepreneurship is placed at the heart of local economies and community life and, as a result, be an exemplar of rural working and living in the 21st Century.

Supporting Penrith - The Hub is already helping with the development and delivery of other key initiatives, including its sister project, the Inspiring Eden (town) Hub (at the heart of Penrith town centre). This will provide the base and shop front for the Inspiring Eden Project team and a platform from which to drive key projects such as improvements to the Two Lions building, several public realm schemes and addressing the key issue of empty shops. It is from this Town Centre hub that the project team will focus on the development and delivery of other key projects, such as the Penrith Town Hall Arts and Culture Hub, the Penrith Station Transport Interchange, the Castle Park Rejuvenation Scheme, and the National Park Discovery Centre.

Supporting National Priorities - The Hub will play a strategic role, while working with local universities, in shaping the delivery of the M6 Cyber and Digital Corridor, which will support national ambitions around these sectors and the wider knowledge economy, land-based sector and creative industries all of which will help improve wages and prosperity across the area.

THE TIMEFRAMES...

ACTIVITY	2022			2023			2024		
	J	F	M	J	A	S	J	F	M
Development of concept and submission of Levelling Up Fund bid for submission by 6 July 2022 deadline									
Confirmation of the position of the land with landowner and development of mobilisation timetable									
Appointment of Project Manager/ Quantity Surveyor consultants to act as Eden District Council's agents									
Appointment of delivery team (Architect, Structural and Civil Engineer & Principal Designer)									
Securing detailed planning permission									
Procure main contractor									
Procure operator									
Construction									
Open									

Inspiring Eden ENTERPRISE HUB

ACHIEVING RURAL EXCELLENCE



Eden
District Council



For more information about Inspiring Eden,
 Email: econ.dev@eden.gov.uk
 Telephone: 01768 817817
 Web: www.eden.gov.uk
 Business focused advice: www.investineden.co.uk
 Visitor destination site: www.visiteden.co.uk

INSPIRING EDEN ENTERPRISE HUB
 WORKSTREAM PROSPECTUS
www.investineden.co.uk

Photography by Richard Chivers

THE CHALLENGE...

Low Productivity – Gross Value Added per filled job (£47,100) is marginally higher than Cumbria but only 83.1% of the UK, and very low for tourism and agriculture sectors (respectively £24,300 and £23,900).

Declining working-age population – by 5.2% in the past 10 years (compared with a UK increase of 2.9%) and a projected 9.1% fall between 2022-42 (greater than -8.6% for Cumbria and a continued contrast with the UK of +1.4%).

A significantly ageing population – a projected -10.7% fall in those aged 0-15 for 2022-42 (compared with -8.6% in Cumbria and -3.5% in the UK) but a 32.6% increase in those aged 65+ (23.6% in Cumbria). The significant expected fall in young adults aged 18-24 (-4.9%) for reasons including a lack of job opportunities and in particular house prices.

A thinner pool of higher-level skills and an excess of low-skilled workers – in 2021, 33.8% of Eden working-age residents were educated to degree level compared with 43.1% in England, while 7.8% had no qualifications compared with 6.4% in both Cumbria and England.

A business start-up rate across Cumbria less than two-thirds of the England average – business births in Eden in 2020 were 6% of stock compared with 13% in England, although its 5-year survival rate (54%) is reflected in lower business deaths (5%) compared to 12% in England.

COVID19 impacts – 23% of workers were furloughed in the peak of Jan/Feb 2021 (compared with 19% in Cumbria and 16% in England during the same period), and a dramatic increase in high-risk credit score businesses in 2021 (25.5% annual change in Eden compared with 15.2% in Cumbria and 8.1% in the UK).

Sectoral dependence and few fast-growing firms – heavy dependence on agriculture and tourism with a greater number of slower-growing businesses, and a limited knowledge economy with relatively small professional (1,500 workers) and other services. It has a significant proportion of workers in elementary occupations (13.6% compared to 10.7% in Cumbria and 9.4% in the UK).

Deprivation – while less deprived, nevertheless it suffers from pockets of deprivation in particular areas. South Penrith (Lower Super 'Output Area' within the most deprived 30% in England) and has the highest proportion (52.8%) of Lower Super Output Area in the most deprived 10% nationally for 'Geographical Barriers' and the 'Indoors' Sub-domain (63.9%).

THE OPPORTUNITY...

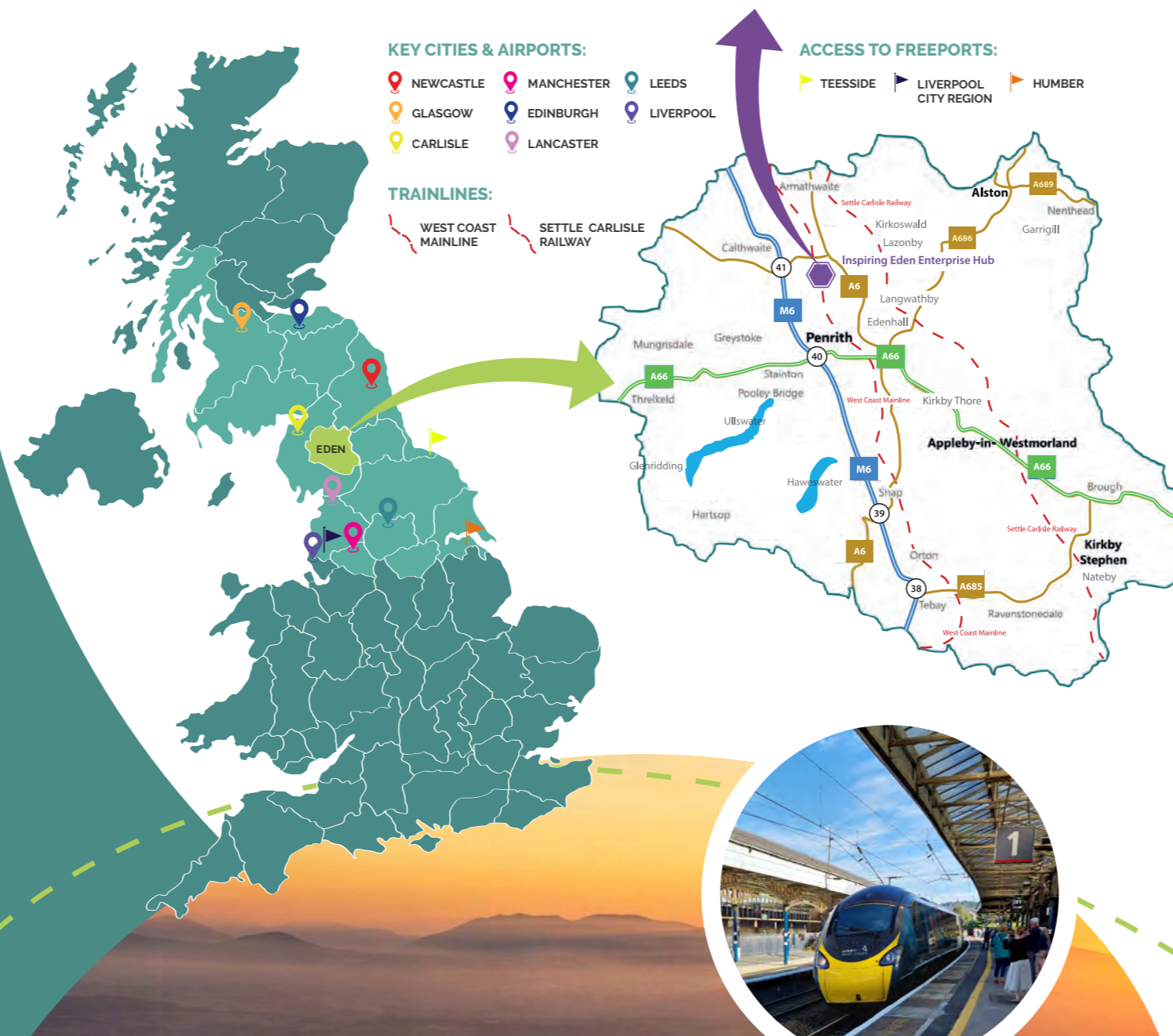
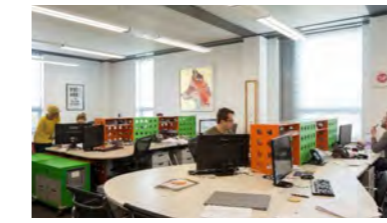
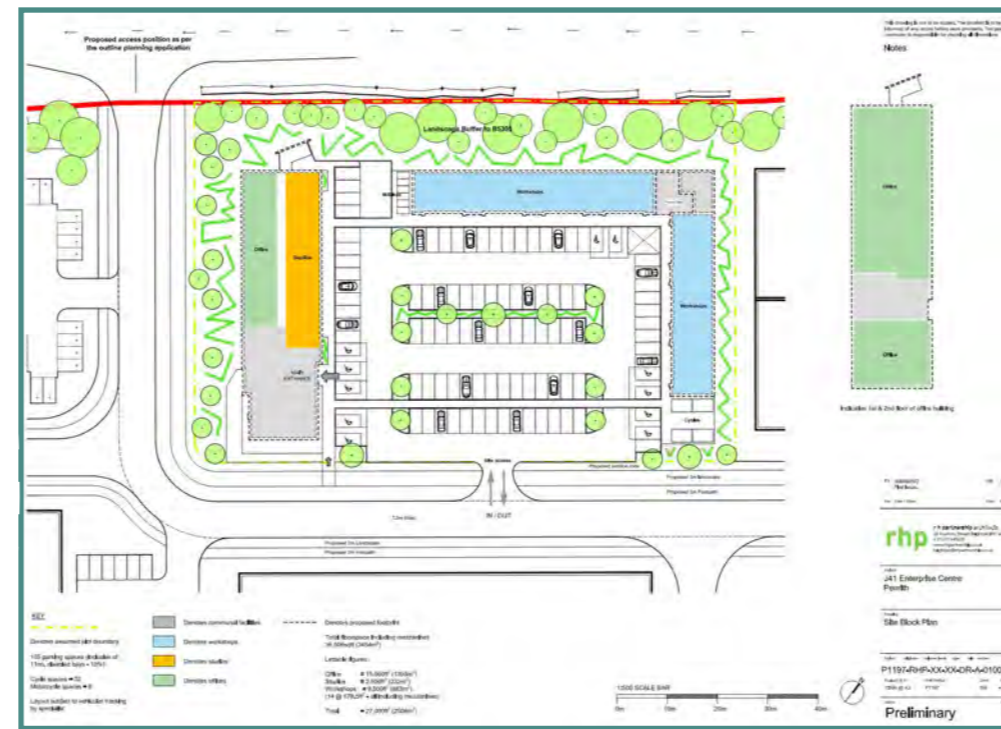
The Enterprise Hub will be a modern high quality business space (up to 90 business units and collaboration spaces) that will:

- Provide modern, flexible, and affordable premises for small to medium sized enterprises (SMEs) supporting existing key sectors and new growth sectors (including knowledge-based industries) with 'easy in, easy out' terms.
- Promote business growth by providing a base for training, support, and advice for businesses across the area.
- Boost entrepreneurial activity within the rural economy and among key under-represented groups (including women) and increase business formation rates.
- Improve the competitiveness of local SMEs by increasing their capacity and capability, value added, and employment creation.

- Create a focus for links with the Further & Higher Education sector and other organisations and foster an ecosystem of business collaboration and knowledge transfer.
- Provide a 'landing pad' for inward investment.
- Ensure a viable and sustainable long-term operating model.
- Provide the basis for capitalising on Eden's well developed social enterprise activity and status of being home to Alston - the world's first Social Enterprise Town.



PERFECTLY PLACED...



COLLABORATION IS KEY...

Delivered by Eden District Council in conjunction with the site owner. The project involves several local and strategic stakeholders who have provided support; below are testimonials from key individuals and organisations:



1. Cllr Virginia Taylor and Cllr Mary Robinson - Eden District Council: "The Enterprise Hub is the flagship project for Inspiring Eden, the Council's plan for economic recovery, prosperity, and levelling up - achieving rural excellence for our communities and businesses. It will play a crucial role in placing enterprise and entrepreneurship at the heart of our communities. This ambitious project - and the wider Inspiring Eden initiative - demonstrates the council's commitment that communities thrive and that businesses grow and prosper. It is important when seeking Government investment that we bear in mind not only what Government can do for us but also what we can do to support UK plc on a global stage."

2. Dr Neil Hudson - MP: "I see the 'Inspiring Eden' Enterprise Hub as a vital stepping-stone in the Government's ambition for levelling-up across the whole of rural Eden. Countless numbers of people, young and old, will benefit from this grant for generations to come, boosting our resilience and also helping enhance the physical and mental wellbeing of our communities."

3. Paul Foster - Development Manager (Lancashire & Cumbria) Federation of Small Businesses: "It is the kind of facility rarely seen in rural areas and will have multiple benefits to existing and prospective entrepreneurs"

4. Jo Lappin MBE - Chief Executive Cumbria Local Enterprise Partnership: "There is a clear need for additional business space in Eden, which the Enterprise Hub will help to address. Importantly, it will offer easy access terms to businesses and has been designed to meet a range of requirements from start up to grow on space across all of the sectors operating within the economy."

5. Professor Brian J Webster-Henderson: - Deputy Vice Chancellor (Health, Environment & Innovation) University of Cumbria: "We would hope that in addition to benefitting Eden's economy, that this facility will be utilised by some of the University of Cumbria's many entrepreneurial students and alumni thereby assisting with graduate retention in the county. There is further potential for businesses to benefit from local research & innovation expertise and to input into higher education agendas and priorities."

6. Suzanne Caldwell - Managing Director Cumbria Chamber of Commerce: "Cumbria Chamber of Commerce is keen to support the Inspiring Eden Enterprise Hub, which we feel will play a vital role in driving the growth and success of Eden's economy."

7. Jim Walker - Chair Eden Tourism Network: "Our members are by definition mainly small operators and this type of support for them and also new tourism businesses setting out, all within a modern facility, could make a real difference."

8. Linda Farrar - Chair Alston Fairhill Committee | Alston Recreation Ground: "We realise what an important asset this will be for the promotion of rural enterprise in Eden."

9. Rob Randell - Chair, Cumbria Social Enterprise Partnership: "The proposal meets with many of the aspirations we have in developing the World's First Social Enterprise Zone."

10. Ian Grey - Alston Moor Business Association: "There is a clear need for high quality business support space in the area for both existing and new businesses. In addition, we recognise that this project would help businesses in Eden realise their potential and attract significant levels of inward investment which will inevitably benefit the economy across Eden."

11. Dion Williams - Director of Research, Enterprise & Innovation / Associate Dean for Enterprise & Engagement Lancaster University: "This fully aligns with Lancaster University's strategic drive to work with our regional partners such as Eden District Council and local businesses to ensure that our region levels out as well as levels up, and that the potential for our more rural areas is realised and we achieve cross regional prosperity beyond, but complementary to, our major city regions."

12. Michael Bell - Bells of Lazonby: "The Enterprise Hub will help incubate and support fledgling businesses that will be the reliable backbone of the local economy for decades to come."

13. Cllr Phil Dew - Chair of Eden Area Committee: "The proposal for the enterprise hub has a good strategic fit with local economic development strategies and the business support ecosystem."