

## East Devon District Council UKSPF and REPF 2025-26 Programme Plan

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### Programme Overview:

Project Name	Theme	Fund	Total Budget	Project Lead
Business Support Programme (Prosper)	Supporting Local Businesses	UKSPF	£75,000	Senior Economic Development Officer
Carbon Action Fund	Communities and Place/ Supporting Local Businesses	UKSPF and REPF	£256,249	Economic Development Officer
Cultural Programme	Communities and Place	UKSPF	£37,985	Cultural Producer
Employment Hubs Programme	People and Skills	UKSPF	£89,578	Economic Development Officer
Innovation and Resilience Fund	Supporting Local Businesses	UKSPF and REPF	£190,000	Economic Development Officer
Leisure Programme	Communities and Place	UKSPF	£34,000	Senior Leisure Officer
Sustainable Tourism Fund	Supporting Local Businesses	UKSPF	£29,000	Senior Economic Development Officer

## Business Support Programme:

<b>Project Lead:</b>	Senior Economic Development Officer
<b>Project Guarantor:</b>	Economic Development Manager
<b>Budget:</b>	£75,000
<b>Delivery Method:</b>	Contracted service (managed by Devon County Council)

### ***Project Summary:***

The Business Support Programme, originally delivered from 2023-25 as ‘Prosper’, provides fully funded, generalist business support to all enterprises in East Devon. This includes 1-2-1 guidance from trained business advisers, workshop sessions, and specialist support for start-ups and entrepreneurs. Businesses can benefit from up to 12 hours of support, with the provision adaptable to business needs. This is a procured provision managed by Devon County Council on behalf of three district areas.

### ***Strategic Case:***

The Business Support Programme delivers on the Economic Development Strategy (EDS) commitment to ‘ensure that East Devon businesses and start-ups can access free and professional business support services.’ This provision has long been available to East Devon businesses through the ERDF-funded ‘Thrive’ and the ‘Prosper’ programme supported in previous years of UKSPF.

East Devon is home to over 6,800 businesses, of which 99% are either micro or SMEs. To meet the Council Plan priority to develop a ‘resilient economy that supports local businesses’, it is key that there are a free and accessible support services to promote the development of our small business economy. East Devon also has more self-employed individuals than both the regional and national averages, necessitating that this support includes a ring-fenced provision for entrepreneurs and start-ups to ensure we foster innovation in the district.

Take-up of previous generalist support provisions has always been high in East Devon, with Prosper support being exhausted three months before the programme end. This demonstrates a clear need for this provision and a business base that is eager to engage with support offered.

### ***Activities to be Delivered:***

<b>Item/Activity</b>	<b>Description</b>	<b>Cost</b>
Procured Contract	Delivery of two lots of support – generalist and start-up support	£51,000
Programme Support	Project Management from DCC and staff overheads	£20,000
Marketing	Promotion of offer including paid social media ads	£4,000
<b>Total</b>		<b>£75,000</b>

***Outputs, Outcomes, and Impacts:***

<b>Output</b>	<b>Target</b>
Number of enterprises receiving non-financial support	50
Number of potential entrepreneurs assisted to be enterprise ready	12
<b>Outcome</b>	<b>Target</b>
Number of enterprises with improved productivity	10
Number of new enterprises created as a result of support	5
Number of enterprises adopting new to the firm technologies or processes	10

Impact of the support provision will be recorded via case studies and feedback received from beneficiaries. Delivery of previous support offers indicates that additional impacts on beneficiaries include improved business confidence and wellbeing, networking opportunities via the workshops delivered, and support with developing proposals for grant funding opportunities.

## Carbon Action Fund:

<b>Project Lead:</b>	Economic Development Officer
<b>Project Guarantor:</b>	Economic Development Manager
<b>Budget:</b>	£256,249
<b>Delivery Method:</b>	Grant scheme

### ***Project Summary:***

The Carbon Action Fund (CAF) is a decarbonisation grant scheme which provides funding to businesses and community organisations to reduce their carbon emissions. CAF was previously run in 2024 and provided 28 organisations with grants for equipment such as solar panels, EV charge points, and LED lighting. Grants of between £2,000 to £30,000 will be available, with businesses needing to match fund 30% of the total project costs and a 10% match funding requirement for community organisations. The funding will be split 50/50 between businesses and community organisations, with scope to move funding between pots if necessary to achieve full spend.

### ***Strategic Case:***

The second priority listed in the Environmental Policy of East Devon's [Economic Development Strategy](#) is to 'provide decarbonisation grant funding to those organisations in most need. In a survey of East Devon's business community conducted by EDDC in 2023, the majority of respondents indicated that reducing their carbon emissions was 'very important' or 'important' to them, however the capital costs required was listed as the most significant barrier to decarbonisation.

Through the East Devon Carbon Action Programme and the Prosper Business Support offer, both businesses and community organisations have been able to benefit from free training and 1-2-1 support to reduce their environmental impact. Despite survey respondents indicating that this was a key concern for organisations, support providers experienced lower take-up than anticipated. However, when the first round of the CAF was announced, interest in the ancillary support skyrocketed. This demonstrates that the provision of grant funding is a strong incentive to engage organisations with decarbonisation support offers.

Demand for CAF exceeded the available funding, with a similar subsequent grant scheme offered by Devon County Council also experiencing a high level of demand. There is a clear financial benefit to organisations through reduced utility costs, although the payback period or upfront cost threatens the viability of decarbonisation projects for many organisations, particular those that are not profit generating. The grant funding overcomes these challenges and means the organisation can experience both the economic and environmental benefits of decarbonisation.

The alignment with both the EDS and EDDC's Climate Action Plan shows the importance of CAF in meeting strategic goals. Recipients benefit from improved

sustainability in both senses whilst being supported to overcome the challenges involved in decarbonisation.

**Activities to be Delivered:**

Item/Activity	Description	Cost
Grants Awarded	Grants between £2,000 to £30,000 for decarbonisation equipment. The average grant award for CAF1 was £19,000, so between 12-14 organisations are expected to receive grants.	£256,249
<b>Total</b>		<b>£256,249</b>

**Outputs, Outcomes, and Impacts:**

Output	Target
Number of enterprises receiving grants	6
Number of low or zero carbon energy infrastructure installed	6
Number of organisations receiving grants	6
Outcome	Target
Estimated carbon dioxide equivalent reductions as a result of support	25
Number of enterprises adopting new to the firm technologies or processes	6

The requirement to submit a carbon action plan when applying means that applicants have a greater understanding of their organisational carbon footprint and energy usage. This includes information on the financial savings forecast through reduced electricity bills which is captured through the application form. This will enable production of total savings realised from all grant recipients in the year after their project completes.

Furthermore, making buildings more energy efficient also improves their user experience. Many of East Devon’s community buildings are in a poor state and their high heating costs mean they are often cold and draughty. The upgrades made through the grant funding make these buildings more pleasant, benefiting the users and allowing the organisations to hold more income-generating events.

The link between the Carbon Action Fund and wider decarbonisation support equips participants with greater knowledge and understanding of their operational emissions. By showing where they can reduce their environmental impact beyond grant funding, applicants are encouraged to take additional steps to decarbonise, including low and free cost options.

Another impact experienced in previous years is that organisations serve as examples and inspire others to take steps to reduce their footprint. The principle of ‘solar contagion’, where studies have shown one house in a neighbourhood getting solar panels often leads to widespread adoption, can also apply to organisations. One beneficiary of a previous decarbonisation scheme reported that their solar panels had encouraged a user of the building and another local business in the area to also invest in solar panels.

## Cultural Programme:

<b>Project Lead:</b>	Cultural Producer
<b>Project Guarantor:</b>	Senior Economic Development Officer
<b>Budget:</b>	£37,985
<b>Delivery Method:</b>	Internal delivery, including a grant scheme

### ***Project Summary:***

The Cultural Programme is the primary vehicle for delivery of the East Devon Cultural Strategy. It provides support to a number of initiatives including the Arts and Culture East Devon (ACED) network, a group of local creatives championing the sector and Villages in Action (ViA), who empower rural communities via artistic engagement. It also includes ongoing support for Screen Devon, a regional film agency working to strengthen Devon's film industry and improve its attractiveness as a filming location. Funding will also be used for a third round of the Creative East Devon Fund (CEDF) which provides small grants to local arts organisations and events.

### ***Strategic Case:***

Delivery of the Cultural Programme is critical to achieving the objectives set out in the 10-year Cultural Strategy. Under the Council Plan priority to create a 'supported and engaged community', delivery against the Strategy is listed as a key action for developing a vibrant district that is an attractive place to live and work. The Programme is also crucial to meeting the EDS Social Policy priority of funding targeted cultural projects to improve and promote the lifestyle offer for young adults.

Activity spans all eight themes of the Cultural Strategy, with a particular emphasis on Theme 1: "Strengthen and support the people-that-do". By funding leading organisations such as Villages in Action and the ACED network, the programme supports cultural practitioners to 'feel connected, resilient, and creatively ambitious'; the fifth goal outlined in the strategy.

There is huge economic potential associated with the development of Screen Devon. Research indicates that average regional spend lies between £17,000 to £32,000 per day when a high-end production arrives on location. In three years of operation, Screen Cornwall created 75 jobs in the film and TV industry, a growing sector in the UK. Development of a regional screen agency enables Devon to capitalise on this growing market and create more jobs in the cultural and creative industries, the fourth objective of the Cultural Strategy.

The CEDF has proved a successful and cost-effective method of meeting multiple themes and objectives of the strategy. Provision of small grants has a proven track record of promoting the district's cultural offer, increasing the number and diversity of events available, investing in our heritage organisations, and using cultural to tackle the climate emergency.

**Activities to be Delivered:**

<b>Item/Activity</b>	<b>Description</b>	<b>Cost</b>
Creative East Devon Fund	Grants between £500 and £3,000 to ACED members for activities aligning with the Cultural Strategy.	£20,985
ACED Network	Maintain the ACED website, ACED Volunteer of the Year Award and deliver ACED Network meeting x3 times a year (venue hire and refreshments)	£2,000
Screen Devon	Development of a regional screen agency to support the local film industry and emerging talent.	£10,000
Villages in Action	An uplift to EDDC's core contribution to enable the recruitment of a Culture Network Lead for the area.	£5,000
<b>Total</b>		<b>£37,985</b>

**Outputs, Outcomes, and Impacts:**

<b>Output</b>	<b>Target</b>
Number of local events or activities supported	8
Number of organisations receiving financial support through grants	8
Number of organisations receiving non-financial support	30
Number of volunteering opportunities supported	45
Number of enterprises receiving non-financial support	5
<b>Outcome</b>	<b>Target</b>
Improved engagement numbers	150
Number of community-led arts, cultural, heritage and creative programmes as a result of support	6

Previous years of delivery indicate that additional benefits realised include increased happiness and wellbeing, the creation of new places for culture, and support for the natural environment. Participants in CEDF-funded projects reported feeling more connected, joyous, and confident after participating in cultural events and activities. Close working with the Sustainable Tourism Programme enhanced the cultural tourism offer, with both new and established festivals able to increase their reach, increase their accessibility, and provide activities outside of peak season to both visitors and residents. Several CEDF projects used the arts as a tool for encouraging engagement with the climate emergency and promoting appreciation for the natural environment of the district, with arts organisations partnering with climate groups.

These wider impacts are a crucial indicator of success as they link back to the themes and objectives outlined in the strategy. They will be recorded through the monitoring reports for CEDF beneficiaries, presentations at ACED network meetings, and reports from Screen Devon and Villages in Action. These methods were highly effective in previous years at capturing the depth and breadth of the programme's value.

## Employment Hubs Programme:

<b>Project Lead:</b>	Economic Development Officer
<b>Project Guarantor:</b>	Economic Development Manager
<b>Budget:</b>	£89,578
<b>Delivery Method:</b>	Contracted service (managed by Devon County Council)

### ***Project Summary:***

The Employment Hubs Programme funds the operation of the Honiton Employment Hub, the East Devon branch of the wider programme. Managed by Devon County Council, the Employment Hubs provide a 'one-front door' approach to residents looking for education, employment, and training opportunities. Located in the Beehive, the Hub is staffed by experienced case workers who provide 1-2-1, personalised support to connect individuals to opportunities and move them closer to employment pathways. It also includes a supported employment provision for those with specialist needs and those furthest from the labour market.

### ***Strategic Case:***

The Honiton Employment Hub meets the Economic Development Strategy (EDS) commitment to 'help coordinate employment support for economically inactive residents of all ages, including specialist support for those with disabilities.' East Devon has a smaller working age population than both national and regional averages and neighbouring authorities. Coupled with the 10<sup>th</sup> lowest unemployment rate of all lower tier authority areas, East Devon's labour market is becoming increasingly constrained.

Tackling economic inactivity amongst working age residents and providing support to the 21% of economically inactive individuals who do not want a job is crucial to increasing the size of the labour pool. These individuals often have significant barriers to employment, such as skills gaps, poor mental health, or additional needs. Intensive and tailored support connecting different services (such as the Jobcentre or NHS programmes) is required to overcome these barriers and create pathways towards employment, education, and training.

Since the Hub opened in 2024, user numbers have steadily increased each quarter, with staff taking on additional hours to cope with rising demand. This shows an evidenced need for the continuation of this provision.

### ***Activities to be Delivered:***

<b>Item/Activity</b>	<b>Description</b>	<b>Cost</b>
Hub Team Staff Costs	Hub Manager and Hub Co-ordinator staff costs for 5 and 4 days a week respectively	£55,500
Premises	Rent for the space in The Beehive, Honiton	£6,578
Supported Employment	Procured contract for specialist provision for supported employment	£28,000

<b>Total</b>	<b>£89,578</b>
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***Outputs, Outcomes, and Impacts:***

<b>Output</b>	<b>Target</b>
Number of people supported to participate in education	72
Number of volunteering opportunities supported	37
Number of economically inactive people engaging with keyworker support services	37
Number of people receiving support to gain employment	29
<b>Outcome</b>	<b>Target</b>
Number of people reporting increased employability through development of interpersonal skills funded by UKSPF	105
Number of people in employment, including self-employment, following support	29
Number of people in supported employment	8

The impact on users has been demonstrated through the production of case studies by the Hub Team. A lack of self-confidence and high levels of anxiety are often cited by the caseworkers as obstacles to becoming economically active, and the development of relationships with Hub staff and the structure provided by Hub visits have been crucial first steps to building resilience.

The Hub Team also liaise with a variety of stakeholders such as DWP, education providers, Learn Devon, job clubs, and supported employment providers to present a cohesive picture of the support offer. By providing a warm handover to other support providers, they help users navigate a fluctuating and patchwork provision and ensure they follow through with signposted offers. This helps avoid duplication of provisions and makes it easier and more likely that individuals take up the full range of support they require to enter education, employment, and training.

Through their frontline experience, the Hub Team have also been gathering important evidence about the barriers experienced by residents and their specific training and education needs to fill jobs available locally. This led to the development of specialised courses in digital skills after it was identified as a skills gap. Continued funding for the hub enables better knowledge and understanding of these gaps so future support offers can be shaped by on the ground experience.

## Innovation and Resilience Fund:

<b>Project Lead:</b>	Economic Development Officer
<b>Project Guarantor:</b>	Economic Development Manager
<b>Budget:</b>	£190,000
<b>Delivery Method:</b>	Grant scheme

### ***Project Summary:***

The Innovation and Resilience Fund is a capital grant scheme which provides funding to businesses looking to improve their productivity and expand their operations. Over three previous rounds, IRF has supported a diverse range of projects across the district, with sectors supported including food and drink, manufacturing, hospitality, and agriculture. Businesses will be able to apply for grants between £3,000 to £30,000, with a 30% match funding commitment required.

### ***Strategic Case:***

The Innovation and Resilience Fund is a key vehicle for delivery of East Devon's Economic Development Strategy. The Industrial Policy highlights grant funding schemes as a mechanism for supporting both traditional and aspirational sectors, with expecting outcomes including job creation and productivity gains. By assigning additional points to priority sectors, the IRF provides specific support to key projects such as clean growth, tech innovation, food and drink, tourism and farm diversification.

Access to capital is a huge barrier to growth for East Devon's business community. As the overwhelming majority are micro or small businesses, sourcing external investment is a challenge, with high interest rates and small profit margins making it difficult to borrow. These constraints contribute to the district's history of low productivity and low wages compared to national averages, with 2022 figures showing GVA per hour and per job below UK averages.

Previous rounds have demonstrated that investment via grants is able to boost productivity, enable a diversification in products and services offered, and create new job opportunities.

The EDS also contains a Workspace Policy, designed to address the deficit of appropriate and available employment spaces in the district. Previous grants have been used to upgrade premises for alternative uses and convert disused spaces into functioning industrial spaces. Intensification, specialisation, and repurposing of existing employment space is crucial to proving the workspace businesses need to thrive, but the high costs associated make it difficult to achieve without grant funding.

For IRF3, 91 businesses submitted Expressions of Interest, with a further 46 completing full applications. The total requested was 272% of the total grant funding pot. This shows a latent demand for grant funding which cannot be met through internal budgets.

**Activities to be Delivered:**

Item/Activity	Description	Cost
Grants Awarded	Grants between £3,000 and £30,000 for capital equipment. The average grant award in IRF3 was £16,000, so between 10-12 businesses are expected to receive grants.	£190,000
<b>Total</b>		<b>£190,000</b>

**Outputs, Outcomes, and Impacts:**

Output	Target
Number of enterprises receiving grants	9
Amount of commercial space completed or improved (m2)	100
Outcome	Target
Jobs created as a result of support	4
Number of enterprises with improved productivity	7
Number of businesses adopting new to the firm technologies or processes	8
Number of enterprises engaged in new markets	5
Number of enterprises adopting new or improved products or services	2

Previous applicants have indicated that the application process has been beneficial in clarifying their business plans, forecasting productivity gains, and identifying the activities and equipment needed to achieve their goals. Unsuccessful applicants receive comprehensive feedback on the strengths and weaknesses of their application, which helps inform future grant bids and helps them refine their business plans.

Where possible, grant recipients often opt to procure services and items locally, thus supporting other local businesses. Through the monitoring process, the amount of money spent at other East Devon businesses will be tracked to demonstrate the additional economic benefit. Additionally, past projects have brought services in house, reducing the need for products to travel long distances and cutting the business' emissions.

Project Completion Reports will capture the additional benefits realised, including the environmental impact, increased turnover, jobs created, and training or upskilling opportunities created.

## Leisure Programme:

<b>Project Lead:</b>	Senior Leisure Officer
<b>Project Guarantor:</b>	Economic Development Manager
<b>Budget:</b>	£34,000
<b>Delivery Method:</b>	Contracted service (managed by LED)

### ***Project Summary:***

The Leisure Programme is an outreach project that works in the community to encourage participation in sports and wellbeing activities. Its primary aim is to support residents to improve their physical and mental wellbeing through a holistic provision that includes exercise, nutrition advice, mental health support, and help with managing chronic conditions. The programme seeks to improve the leisure offer in the district, especially for the young adult cohort.

### ***Strategic Case:***

The Council Plan highlights promoting wellbeing as a key element of its vision to make a positive contribution to the lives of residents. This links to East Devon's Public Health Strategy, which looks to improve levels of physical activity, improve diet and nutrition, tackle mental health problems and social isolation, and support those with long-term health conditions and frailty.

The 10-year Leisure Strategy commits to the development of a coordinated health and wellbeing programme between EDDC, LED, and third sector partners to deliver the aims outlined in the Leisure and Public Health Strategy.

As an outreach programme, the Leisure Programme engages residents who are less physically active and provides them with opportunities to engage in comfortable and familiar spaces to increase the accessibility of their services. With 2023 figures indicating that 29,200 residents qualify as 'inactive', increasing participation in physical activity is crucial to improving health outcomes and reducing pressure on health services.

Additionally, the programme has a strong focus on wellbeing and integrating physical activity with other health promoting behaviours. The clear link between physical and mental health is bolstered by targeted activities, such as men's mindfulness yoga, to encourage participants to consider their mental wellbeing. Furthermore, by facilitating group activities and connecting people through sport, residents have opportunities to meet new people and reduce feelings of isolation and loneliness.

East Devon's demographic imbalance indicates a need to create and publicise an enticing lifestyle offer to working age residents considering relocating to the district. Provision of leisure activities targeting young adults, who are traditionally underrepresented in LED's membership, enhances the overall offering in tandem with other projects such as the Cultural Programme.

**Activities to be Delivered:**

<b>Item/Activity</b>	<b>Description</b>	<b>Cost</b>
LED Outreach Team Staff Costs	Programme development and delivery for the LED Outreach Team, including travel expenses	£11,250
Digital Health Network	Development of a digital platform where LED will utilise social media to launch specific coaching groups to support 16-45 years with behaviour change, nutrition and exercise. This will link to virtual, in-centre classes to encourage further participation.	£7,000
Hyrox – Exmouth	Expansion of Hyrox to Exmouth – an innovative fitness programme aimed at young adults. Includes a Hyrox event.	£4,500
Wellbeing Open Days	4 open days that offer the EDDC community opportunities to access exercise and health checks at Exmouth, Honiton, Seaton and Axminster.	£5,000
Climbing and Swimming	Utilise the climbing wall at Exmouth to access a family session alongside a family swim to get families to be active together.	£2,000
Gymnastics	Gymnastics expansion to Saturday sessions and growing the volunteer program to include memberships for the volunteers and training.	£2,500
Men's Mindfulness	Linking with local groups to develop men's specific Pilates and Yoga sessions to help improve men's mental health.	£1,750
<b>Total</b>		<b>£34,000</b>

**Outputs, Outcomes, and Impacts:**

<b>Output</b>	<b>Target</b>
Number of local events or activities supported	6
Number of volunteering opportunities supported	8
Number of people reached	1050
<b>Outcome</b>	<b>Target</b>
Improved engagement numbers	1350
Increased users of facilities/amenities	250

Case studies and feedback from previous years of the Leisure Programme show the positive impact on participants in outreach activities. This includes a better perception of the leisure offer and continued participation in leisure activities following initial engagement.

The positive impact on participants' wellbeing is also clear. This is particularly visible in programmes focusing on targeted cohorts, where having a dedicated provision has reduced loneliness and created a positive association with physical activity.

Once individuals have been engaged in one element of the programme, it opens the door to further conversations on health promoting behaviour and how to improve overall wellbeing.

These additional impacts can be tracked through surveys of participants and the production and publicization of case studies. For Year 4, the LED team aim to produce two case studies for each activity outlines to assess and demonstrate their efficacy.

## Sustainable Tourism Fund:

<b>Project Lead:</b>	Senior Economic Development Officer
<b>Project Guarantor:</b>	Cultural Producer and Economic Development Manager
<b>Budget:</b>	£29,000
<b>Delivery Method:</b>	Internal delivery

### ***Project Summary:***

The Sustainable Tourism Programme is the primary mechanism for the delivery of East Devon's 5-year Tourism Strategy. The strategy is built around core values of sustainability, accessibility, inclusivity, collaboration, and nature connection, with East Devon positioned as an enabler to support the implementation of the strategic vision. The programme builds on previous years' activity to support new promotional themes, improve sustainable travel options for tourists, and connect and market new and emerging tourism offerings.

### ***Strategic Case:***

Action 31 of the Council Plan includes the implementation of the Tourism Strategy to ensure the development of high quality, inclusive, and sustainable culture and tourism offers. This is echoed in the Industrial Policy of the EDS which commits to investing in and supporting projects linked to the Tourism Strategy to promote improvements in these values across the sector.

The Tourism Strategy outlines how these values and priorities can be actioned. In an overview of the sector, the strategy states that East Devon has a strong tourism offer, but there are gaps and key opportunities to improve the provision and support businesses in the sector. Visitor-related spend in 2022 contributed £312m to the local economy, with 9% of jobs in East Devon associated with the sector. Continued growth of this sector, along with initiatives to encourage increased spending amongst visitors, is crucial for the local economy and job security.

Areas of opportunity highlighted in the strategy include opportunities to develop a product offer that leverages the strength of East Devon's natural environment, created themed propositions that align with macro trends for visitor experiences, facilitate more sustainable travel options, and attract more visitors outside of the peak season. The activities proposed for Year 4 are developed around the analysis and recommendations outlined in the strategy.

### ***Activities to be Delivered:***

<b>Item/Activity</b>	<b>Description</b>	<b>Cost</b>
Taste East Devon	Support the promotion of the district-wide food & drink festival to attract visitors in the shoulder tourism season, engaging with local producers and venues.	£5,000
Sustainable Travel Campaign	Promote sustainable modes of travel for visitors to and around the district:	£10,000

	<ul style="list-style-type: none"> <li>▪ Coordinating and producing information and itineraries for exploring the district via train with joined promotion with SWR</li> <li>▪ Pilot with Sidmouth Jazz fest to promote train/bus journeys to attend the festival</li> </ul>	
South West Visitor Economy Hub	Support for a new tool designed for tourism businesses to access an array of data from multiple sources to make informed and evidence decisions on marketing and planning. EDDC can also access this data to report back on core KPIs for UKSPF and TS delivery.	£6,000
Active Nature theme product development	Coordination and production of information and itineraries for walking and cycling trails and their promotion. Delivered via a software tool, it will encourage greater exploration and highlight local gems, dispersing expenditure across the district.	£8,000
<b>Total</b>		<b>£29,000</b>

***Outputs, Outcomes, and Impacts:***

Output	Target
Number of local events or activities supported	30
Number of people reached	5,000
Number of enterprises receiving non-financial support	30
Outcome	Target
Improved visitor numbers	200
Number of organisations engaged in knowledge transfer activity following support	25

The focus on sustainable travel and promotion of active exploration of site of natural beauty via walking and cycling is linked to East Devon’s commitment to reducing carbon emissions and reaching Net Zero. It also promotes appreciation of the natural environment and encourages visitors to reduce their environmental impact.

The programme also seeks to attract visitors outside of peak season, thus supporting the sector year-round and dispersing the financial benefits of the visitor economy. Producing visitor itineraries and providing support to off-season festivals showcases the strength of the offer beyond the summer, attracting a wider visitor base and improving the industry’s resilience.

The links to cultural tourism, such as working with Sidmouth Jazz Festival, also contribute to delivery of the Culture Strategy, increasing visitor spend and supporting arts and heritage venues in the district.

Support for the SW Visitor Economy Hub also improves the accuracy and scope of how impacts are measured, enabling decision making and future scheme development to be driven by robust evidence.



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