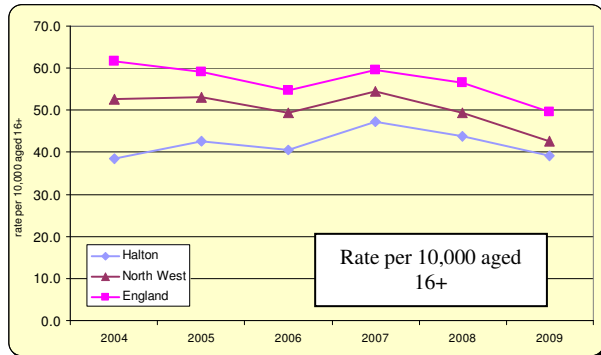
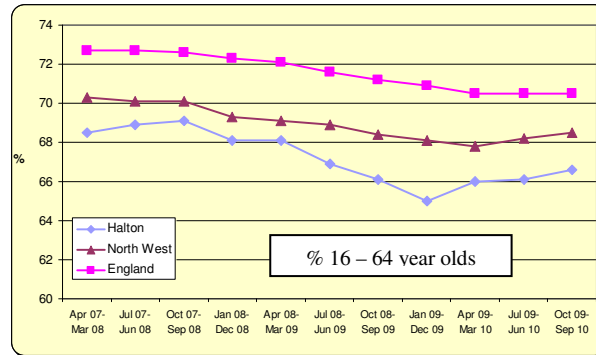


Key Contextual Measures

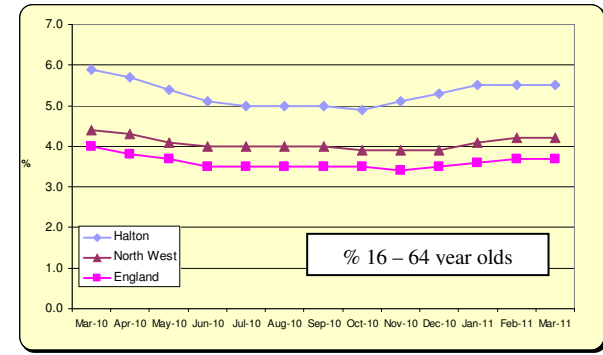
VAT business registrations



Employment Rate



JobSeekers Allowance Claimant Rate



Key developments / emerging issues

The coalition government continue to roll out the initiatives contained within the White Paper 'Local Growth; Realising Every Places Potential with the intention that support for the business sector will increasingly migrate from the public to the private sector. For example the abolition of the Northwest Development Agency and the demise of Business Link will mean that a number of programmes typically accessed by Halton companies will cease.

PA Consulting, a private sector enterprise, have recently been awarded the contract to deliver the United Kingdom Trade and Investment service and the government have announced a competitive bidding process to appoint a single contractor to deliver 'Business Coaching for Growth' to support existing and new high-growth Small and Medium Enterprises.

The North West Development funding for the Widnes Waterfront has now come to an end and phase I of the venture fields project is due to be handed over to tenants by the end of September 2011. the opening of Widnes Bowl, Reel Cinemas and Frankie & Benny's is due in October with the Ice Rink likely to open in 2012.

A regeneration programme manager has been seconded to the Construction Halton project from April 2011 which will provide a sound link between regeneration activity, the Council's employment, learning and skills teams and developers contractors.

With the whole Investor Development team being issued redundancy notices The Mersey Partnership have recalled the secondees

delivering the project in Halton. This post has for some years been an integral part of the Business Development Team providing support to a significant number of local businesses and decisions will now have to be made concerning the future level of support that can be offered.

The restructure of Halton people into Jobs was completed by the end of quarter 4 prior to new reporting arrangements coming into play in the new financial year.

### 3.0 Progress during the period

#### *Key Milestones*

Ref	Milestone	Progress
EEB1	Develop science, technology and advanced manufacturing (STAM) sectoral action plan	<input checked="" type="checkbox"/>
	Deliver Business Improvement District 3 year action plan	<input checked="" type="checkbox"/>
EEB 2	Launch expanded enterprise academy by <b>September 2010</b>	<input checked="" type="checkbox"/>
	Deliver enterprise week programme by <b>November 2010</b>	<input checked="" type="checkbox"/>
	Deliver expanded start up programme by <b>March 2011</b>	<input checked="" type="checkbox"/>

#### **Summary of Planned and Emergent Activities including exception reports.**

The multi-agency STAM group continues to meet on a monthly basis to advance the sector and have developed a number of initiatives. Given the coalition governments significant changes to the governance of the sector the development of a plan will now necessitate the involvement of both the new Daresbury Science and Innovation Campus Joint Venture and other public and private sector agencies.

All elements of the BID Year 3 Action Plan are on programme and on budget.

Halton Chamber of Commerce and Enterprise are delivering the expanded Enterprise Academy and Aftercare Programme. Halton education Business Partnership and Young Enterprise have jointly appointed a Schools Enterprise Officer who is leading the Next Generation Entrepreneurs schools programme and a successful Enterprise week programme was delivered a planned in November 2010.

The Division has now secured a further £60K to continue to deliver an expanded start up programme in Halton. A Service Level











Agreement is now in place for 2011 – 12 for Enterprising Halton to provide 1 to 1 start up advice, pre start up training, 'kick start' courses for individuals wanting to become self-employed or start up their own business. These services will operate alongside the new Enterprise Allowance Scheme (DWP) and the Intensive Start Up Programme.

***Exception reports***

Unfortunately the number of Council apprentices has not increased as was planned and work is being done with Riverside College and the Corporate Training Centre to covert some existing staff onto apprenticeships. Additionally the Construction Investors Handbook has not yet been produced (**so what and why?**).

Some delay has occurred in relation to Widnes Waterfront and St Michaels golf course due to funding issues.

## Key internal indicators

Ref	Measure	Q4 09-10	2010 – 11 Target	2010 - 2011				Progre ss	Travel
				Q1	Q2	Q3	Q4		
EEB LI 1	Number of local people into jobs	374	<b>300</b>	-	-	-	<b>623</b>		
NI 153	Worklessness within the most deprived LSOA's	29.6%	<b>33.5</b>	-	-	-	<b>32.8</b>		
LI 5	Number of inward investment enquiries	119	<b>200</b>	-	-	-	<b>162</b>		
LI 6	Inward investment enquiry conversion rate	13.4	<b>11</b>	-	-	-	<b>14.8%</b>		
EEB LI 9	New business start ups and self employed starts	154	<b>110</b>	-	-	-	<b>148</b>		

### Summary of Performance measures and Targets including exception reports

A significant number of local people have been assisted into employment during the year although worklessness within the most deprived LSOA's has increased since last year. Unfortunately the number of disabled people into permitted work (29) has fallen significantly short of annual target (75) and this situation has not been helped by the current economic climate.

As would be expected given the economic climate the number of business inward investment enquiries has declined since last year although the conversion rate remains impressively high and shows an improvement upon that achieved in 2009 – 10. Additionally although the number of start ups and self employed starts failed to achieve annual target levels remain relatively constant.

***In the actual version of the report we would seek to develop a commentary that encapsulates the main messages in relation for example to the nature of self-employment in Halton, what drew business to the borough etc.***