

# QUARTERLY MONITORING REPORT

**DIRECTORATE:** Environment

**SERVICE:** Economic Regeneration

**PERIOD:** Quarter 1 to period end 30th June 2009

## 1.0 INTRODUCTION

This quarterly monitoring report covers the Economic Regeneration Department first quarter period up to 30 June 2009. It describes key developments and progress against 'key' milestones and performance indicators for the service.

The way in which traffic lights symbols have been used to reflect progress to date is explained within Appendix 6.

***It should be noted that this report is presented to a number of Policy and Performance Boards. Those objectives and indicators that are not directly relevant to this Board have been shaded grey.***

## 2.0 KEY DEVELOPMENTS

- As part of Adult Learners' Week, the Adult Learning & Skills Division worked in partnership with the Council's Corporate Training department in running a 'Test the Council' initiative, focusing on testing the maths and English skills of employees. More than half of the 47 staff that took signed up to Skills for Life classes
- The annual Adult Learners' Awards ceremony held on 9th May (SSP funded event) attracted over 200 people from a range of partners (HBC, Riverside College and the voluntary & community sector) where the Mayor presented awards.
- Unison and Corporate Training have asked the Division to manage the development of a network of Union Learn Representatives to promote workplace learning across the Council. A Service Level Agreement will be drawn up in Q2 and will involve Divisional staff undertaking ULR training and then promoting and recruiting Council staff as ULRs.
- The Halton Employment Partnership & Skills for Life Teams started delivering provision from a new training facility at the Stobart Stadium. This was initially for a 6 month contract after which the facility will be reviewed.
- A 'Response to Redundancy' LSC contract was awarded to the Halton Employment Partnership (HEP) in Q1 and will be jointly delivered by the HEP Team and Halton People into Jobs. The contract is to support anyone who is under threat of redundancy

or who has been out of work for upto 6 months with re-training and IAG (Information, Advice & Guidance).

- The expected announcement of Customer Number One (the new inward investor company that will operate the 3MG development site) did not happen. A dedicated 3MG Recruitment Team had been established by Halton Employment Partnership but had to be disbanded. Work is now underway to secure an agreement that any future 3MG recruitment is handled by HEP.
- COMT had endorsed the development of the Halton Construction Employment Integrator which is a recognised model of skills development to support recruitment & training in the construction sector. A workshop to promote the model to all relevant agencies/stakeholders and gain support for it to be introduced in Halton is planned for Q2.
- The recession and the general economic downturn has resulted in the number of investment enquiries recorded by the Business Development Team reducing by almost two thirds compared with the same period in previous years.
- As a direct response to the impact upon local businesses of the recession a radical refocusing of the activities of the Business Development Team has taken place. A number of activities to support local business during the recession have either taken place or are planned. Future events include a four-month programme of surgeries delivered in partnership with SOG Ltd, The Federation of Small Business, RBS and Halliwells Solicitors focusing upon debt recovery and access to company finance.
- Although the New Mersey Gateway Public Enquiry has concluded, the Economic Development Officer (Development), seconded to the project team to support the acquisition of the land necessary to build the new bridge. His absence continues to impact upon the Business Development Team's ability to meet its performance targets in terms of investment enquiries and conversions.
- The transfer of the Town Centre Management post from the Economic Regeneration Service to Environmental and Regulatory Services was completed. The TCM function is now managed by the Head of Waste Management Service.
- LPSA 12 Incapacity Benefit Claimants into Sustainable Employment. HPiJ achieved the target of 179 clients into sustainable employment (13 weeks plus) at the end of the 3 year period (30.6.09). The remaining reward grant will be claimed in 2010..
- A new Job Retention service (SSP funded) aimed at helping sick people in employment that are in danger of falling out of work and on to benefits (NI 173) to keep their job has had an encouraging start with referrals from employers and GP practices.
- The appointment of 3 Neighbourhood Engagement Officers (SSP funded) will enable effective partnership working to tackle worklessness with RSL's that operate in the Neighbourhood

- Despite the recession the Enterprising Halton Business Start up programme has seen a significant increase in the number of new business start up enquiries and 42 new businesses have been created.
- Easter Sunday saw the Road Race take place with almost double the amount of entries from previous years. Over 700 runners registered when 400 were expected. Caused slight delay in the Bridge Road Closure, but everything else went brilliantly. Administration at the start a potential problem for next year. Race route re-measured in accordance with UK Athletics rules which require re measuring every 10 years, ready for next year.
- New Governance system for The Mersey Partnership (TMP). Following the news that funding from 2012 will be come an issue, TMP has restructured its governance system on the Tourism side to enable more focus to be given to moving faster and smarter than before. This new system also includes the possible farming out of work to Local Authorities tourism units, to undertake work for the whole of Merseyside, or seconding individuals with specific skills into TMP for a specific project over a period. This may have an impact on what Halton can deliver in the future.
- Halton Tourism Awards. Debrief took place with excellent results for the inaugural event. Some minor consideration for next year. Date set for next year, February 26<sup>th</sup>. Venue still to be confirmed by Runcorn and Widnes Tourism Business Network and Halton Chamber of Commerce.
- TMP Tourism Awards took place at the BT convention Centre in Liverpool. Halton had 4 nominations for various categories, Tracey Crutchley from Norton Priory for Outstanding Customer Service, Norton Priory's Medieval Mersey Traders Event for Tourism Experience and Creamfields for Tourism Event of the Year and also Tourism Marketing Project of the Year. Creamfields won the Tourism Event of the Year award against some very stiff opposition including The British Open Golf Championship, The Southport Flower Show and the Klimt Exhibition at the Liverpool Tate Gallery.




### 3.0 EMERGING ISSUES

- The impact of the Foundation Learning Tier on the Division's 'First Steps' provision is still unknown. Very little firm information has been made available by LSC. Also, as we approach the last academic year for the LSC, how the new Skills Funding Agency will operate is also unknown. The Division must take these uncertainties into account when looking at funding/income sources.
- A new 'case conferencing' group has been formed to focus on inward investment/redundancy announcements and support arrangements. The HEP Manager will lead on this, but the group

includes all key representatives of the Economic Development department.

- A draft of the Borough's new Economic Development Strategy has recently been completed and will be consulted upon in the coming months
- The Business Development Team are working closely with the Divisional Manager Adult Learning and Skills Development to develop a comprehensive skills strategy for the science, technology and advanced manufacturing sector.
- Enterprising Halton has secured NWDA funding to coordinate the business start up activity in Halton until March 2012. A mini tendering exercise to appoint a provider from the NWDA supplier list is underway.
- Meeting of Chester Services Tourist Information Partnership. New Tourist information point to be opened in Broughton park retail development. Halton is one of the founding partners in the project which started 8 years ago.

#### 4.0 PROGRESS AGAINST OBJECTIVES / MILESTONES

<b>Total</b>	<b>18</b>		<b>17</b>		<b>0</b>		<b>1</b>
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A slight delay in respect of the milestone relating to the Disabled and Carers Employment Strategy which has been refreshed and is now subject to consultation. Good progress against all other objective/milestone targets. For further details, please refer to Appendix 1.

#### 5.0 SERVICE REVIEW

- The Adult Learning & Skills Division will finalise its recruitment in Q2, taking staff numbers upto 50. It is not expected that any more recruitment will take place over the next year, unless staff leave.
- The Adult Learning & Skills provision was the subject of Ofsted inspection and the service was graded the 2nd highest grade (Grade 2).
- It was expected that this would be a multi remit inspection including LSC provision offered through the Enterprise & Employment division, but the inspection focused just on Adult Learning & Skills provision. However, the good links with Halton People into Jobs was positively commented on within the inspection report.
- COMT approved recommendations for HPiJ Employment Officers and Job Brokers to move to a generic Employment Officer job description, the assimilation of existing job brokers to the new




- post and the filling of vacant Employment officer posts.
- Draft Halton Tourism Strategy - 60 local tourism business including local attractions and key partners have been consulted regarding the outline contents of the draft strategy.

## 6.0 PROGRESS AGAINST KEY PERFORMANCE INDICATORS

<b>Total</b>	<b>5</b>		<b>3</b>		<b>2</b>		<b>0</b>
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For further details, please refer to Appendix 2.

## 6.1 PROGRESS AGAINST OTHER PERFORMANCE INDICATORS

<b>Total</b>	<b>1</b>		<b>0</b>		<b>1</b>		<b>0</b>
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The number of inward investment enquiries has been severely affected by the recession, the associated indicator has been reported by exception this quarter. For further details, please refer to Appendix 3.

## 7.0 RISK CONTROL MEASURES

During the production of the 2009-12 Service Plan, the service was required to undertake a risk assessment of all Key Service Objectives.

Where a Key Service Objective has been assessed and found to have associated 'High' risk, progress against the application of risk treatment measures is to be monitored, and reported in the quarterly monitoring report in quarters 2 and 4.

Progress towards 3 risk mitigation measures in respect of objective ER1 (Promote economic diversity and competitiveness within an improved business environment), have been reported by exception this quarter. For further details please refer to Appendix 5.

## 8.0 PROGRESS AGAINST HIGH PRIORITY EQUALITY ACTIONS

During 2008/09 the service was required to undertake an Equality Impact Assessment. Progress against actions identified through that assessment, with associated High priority are to be reported in the quarterly monitoring report in quarters 2 and 4.

No actions have been identified as high priority for the service.









## **9.0 DATA QUALITY**

The author provides assurance that the information contained within this report is accurate and valid and that every effort has been made to avoid the omission of data. Where data has been estimated, has been sourced directly from partner or other agencies, or where there are any concerns regarding the limitations of its use this has been clearly annotated.




## **10.0 APPENDICES**

Appendix 1- Progress against Objectives/ Milestones  
Appendix 2- Progress against Key Performance Indicators  
Appendix 3- Progress against Other Performance Indicators  
Appendix 4- Progress against Risk Treatment Measures  
Appendix 5- Financial Statement  
Appendix 6- Explanation of traffic light symbols

Service Plan Ref.	Objective	2009/10 Milestone	Progress to date	Commentary
ER 1	Promote economic diversity and competitiveness within an improved business environment	Update Economic Development Strategy by 1/10/09		A draft of the Economic Development Strategy 2009- 2013 has been completed
		Develop Tourism Strategy and action plan by 1/10/09		Awaiting feedback on consultation with tourism businesses and partners to contribute to strategy.
		Review procurement topic actions by 31/10/09		Review underway.
		Revise Science and Technology Strategy and action plan by 1/10/09		Action Plan/Work Programme updated June 2009. Skills for the Science, Technology & Advanced Manufacturing Sector Steering Group scheduled for 23 July (Q2).
		Deliver BIDs year 2 action plan by 31/3/10		All outputs associated with the BID programme are on-programme and were reported to Executive Sub-Committee on 16/07/09
		Secure funding package for Lewis Carroll visitor centre by 31/3/10		All funding secured. Build should start August, with Finish date projected for late Spring 2010
ER 2	Foster enterprise and entrepreneurship in order to grow an enterprise culture in Halton.	Re-launch expanded Enterprise Academy by 30/6/09		Programme expanded to provide sustainability grants to businesses still trading after 12 months and job creation grants available to new businesses that recruit unemployed residents.

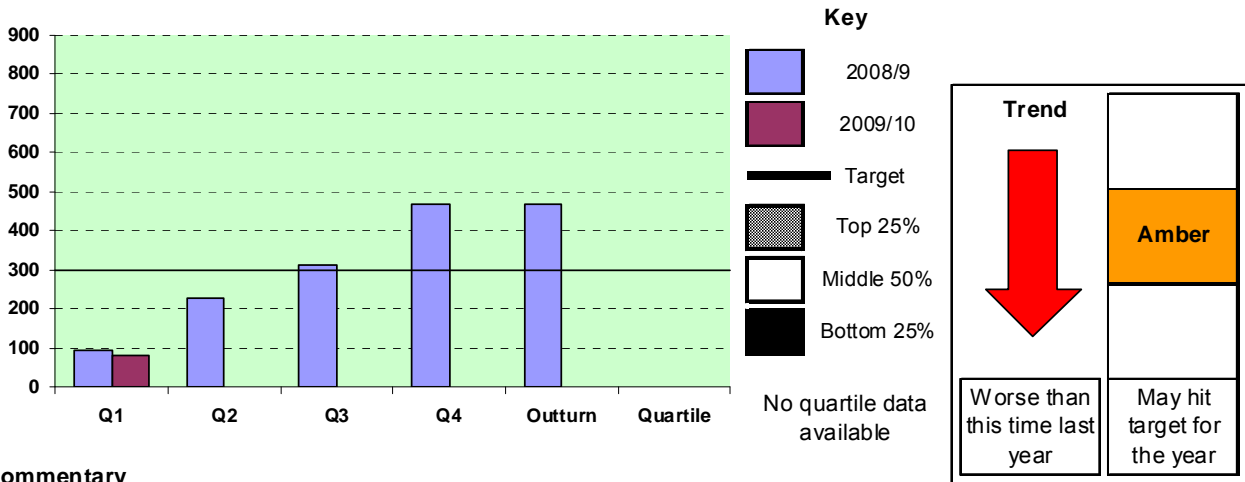
Service Plan Ref.	Objective	2009/10 Milestone	Progress to date	Commentary
		Deliver Enterprise Week programme by 31/11/09		Enterprise Fair scheduled for Halton Lea on 3/9/09 and programme of events being planned for enterprise week.
		Deliver expanded start up programme by 31/3/10		NWDA funding secured to expand and coordinate all business start up activity from September 2009.
ER 3	Reduce unemployment/worklessness by assisting people to secure employment.	Secure future of Castlefields Employment Project by 31/5/09		Completed.
		Deliver permitted work placements in council department by 1/10/09		Ongoing – 3 additional permitted work placements secured.
		Development of Employment Action Plans for each NM area by 31/1/10		Neighbourhood Employment Officers appointed in June 2009 and Steering Group established to develop Action Plans for each NM area.
		Double the number of council apprenticeships by 31/1/10 (2008/9 will be baseline)		Several apprentices including care leavers have commenced training. Recruitment underway for two more care leavers in CYP and two landscape trainees with several in the pipeline.
		Finalise the Disabled and Carers Employment Strategy by 30/6/09		Disability Employment Network established and refreshed Strategy out to consultation.
		Implement phase 1 of the Disabled and Carers Employment Strategy by 31/3/10		On track.



Service Plan Ref.	Objective	2009/10 Milestone	Progress to date	Commentary
ER 4	Raise workforce skill levels by reviewing and addressing the skills deficit in Halton	Commence full operation of Halton Employment Partnership by 30/6/09		<p>The Halton Employment Partnership Team has just appointed its final 2 members (Skills for Life Assessor; additional trainer).</p> <p>The HEP Award has continued to operate and this quarter has offered sector specific employability programmes in logistics, retail and call centres.</p>
		Develop Science and Technology offer and handbook by 31/12/09		<p>A new Skills for the Science Technology &amp; Advanced Manufacturing (STAM) Sector Steering Group has been established and an audit of the demand and supply for skills within the sector will be reported on in Q3. The outcomes of this will determine the content for the Investors' Handbook.</p>
		Produce updated skills and workforce development strategy by 31/3/10		On target

ER LI1

### Number of local people into jobs

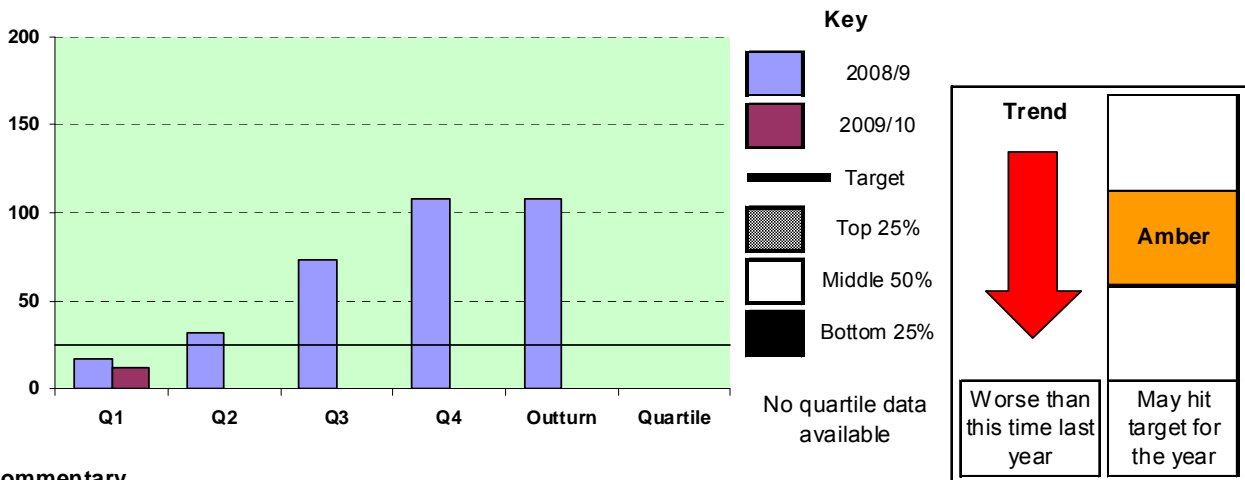


**Commentary**

HPIJ continues to support people from priority groups i.e. NEET 15 apprenticeships, 13 redundant workers and residents from priority Isoa's

ER LI2

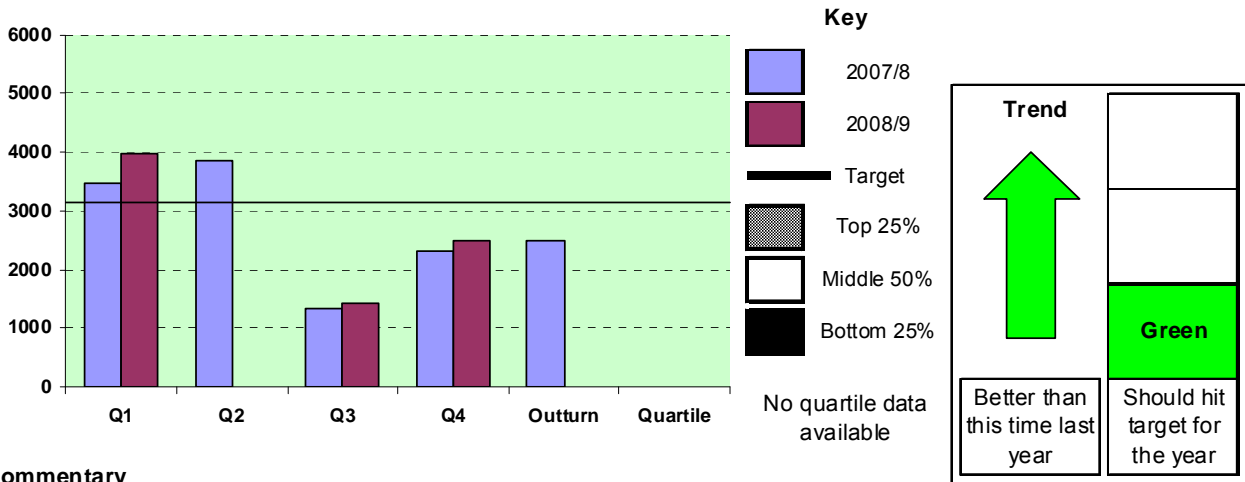
### Number of local people with disabilities into permitted/paid work



**Commentary**

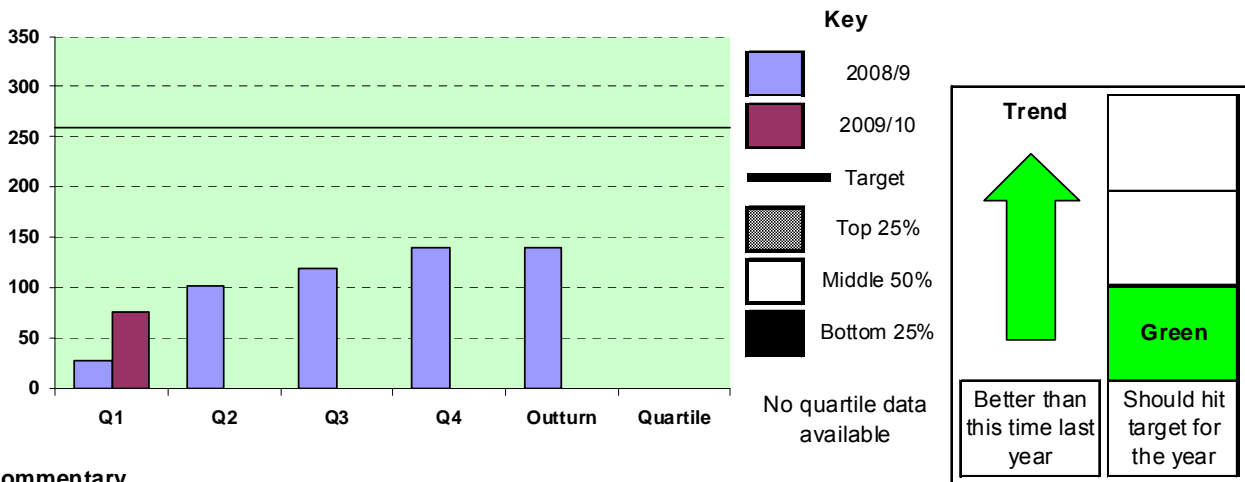
7 people with disabilities into work over 16 hours per week □  
 5 people with disabilities in to Permitted work under 16 hours per week □

ER LI4 **Number of learner enrolments (Academic year)**

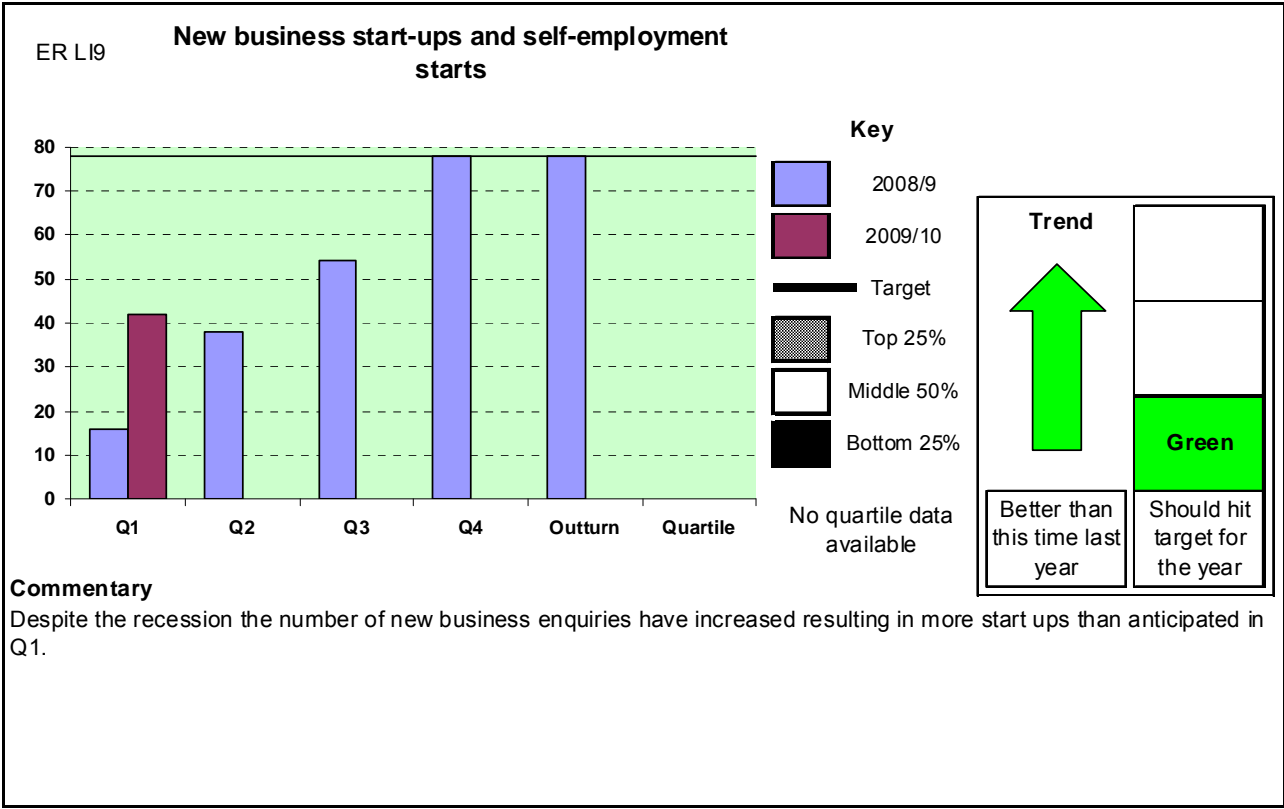



**Commentary**  
Above target




ER LI7 **Contribution to the number of jobs created, as a direct result of the service/s being provided**



**Commentary**  
The number of residents supported into work by HPIJ has been affected by the recession but the service continues to achieve progress on job outcomes for residents from priority Isoa neighbourhoods and priority groups including disabled people and young people that are NEET



Ref	Description	Actual 2008/9	Target 09/10	Quarter 1	Progress	Commentary
<b>Service Delivery</b>						
ER LI5	Number of inward investment enquiries per annum	193	180	29		The volume of property enquiries has been severely affected by the current recession. Numbers have fallen throughout 2008\09 and are expected to continue to do so in 2009\10. The impact of the recession is particularly felt throughout the commercial property industry

Objective Reference	High Risk Identified	Risk Treatment Measures	Progress	Commentary
ER1	Reduction in capacity of team	Prioritise programmes and projects		The service is responding to increasing demand to support businesses affected by the recession but with fewer staff
	Problems with accessing ERDF for tourism	Target decision makers to access funding		ERDF funding via NWDA allocated and oversubscribed. Also late information from NWDA regarding other pots of funding. Still unsure where Halton "reports" to i.e. Merseyside or Cheshire. of money with very tight deadlines.
	Increased workload re Mersey gateway	Reduce other activity to compensate		The continuing involvement of the Economic Development Officer (Development) is having a negative and continuing effect upon the services capacity to service investment enquiries




Financial statement to be inserted.

**REGENERATION**

**Revenue Budget as at 30<sup>th</sup> June 2009**

	Annual Revised Budget	Budget To Date	Actual To Date	Variance To Date (Overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
<b>Expenditure</b>					
Employees	1,735	419	367	52	367
Premises Support	85	10	10	0	10
Office	48	12	12	0	12
Accommodation					
Marketing	44	11	15	(4)	27
Programme					
Promotions	51	13	10	3	12
Development	21	5	0	5	0
Projects					
Supplies & Services	117	29	80	(51)	87
Halton People into Jobs	180	45	48	(3)	48
Mersey Partnership	75	75	75	0	75
Transport	19	5	4	1	4
Central Support	254	63	63	0	63
Services					
Departmental	23	0	0	0	0
Support Services					
Agency	0	0	1	(1)	1
Capital Financing	-188	0	0	0	0
Asset Charges	10	0	0	0	0
<b>Total Expenditure</b>	<b>2,474</b>	<b>687</b>	<b>685</b>	<b>2</b>	<b>706</b>
<b>Income</b>					
Sales	0	0	0	0	0
Fees & Charges	-30	-3	-8	5	-8
Reimbursements	-325	0	0	0	0
Government grants	-639	-160	-189	29	-189
Recharges to Capital	0	0	0	0	0
<b>Total Income</b>	<b>-994</b>	<b>-163</b>	<b>-197</b>	<b>34</b>	<b>-197</b>
<b>Net Expenditure</b>	<b>1,480</b>	<b>524</b>	<b>488</b>	<b>36</b>	<b>509</b>

The traffic light symbols are used in the following manner:

	<u>Objective</u>	<u>Performance Indicator</u>
<b><u>Green</u></b>	 <p>Indicates that the <u>milestone/objective is on course to be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the <u>target is on course to be achieved</u>.</p>
<b><u>Amber</u></b>	 <p>Indicates that it is <u>unclear</u> at this stage, <u>whether the milestone/objective will be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that it is either <u>unclear</u> at this stage or too early to state whether the target is on course to be achieved.</p>
<b><u>Red</u></b>	 <p>Indicates that it is <u>highly likely or certain that the milestone/objective will not be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the <u>target will not be achieved</u> unless there is an intervention or remedial action taken.</p>