

Our key commitments for 2009-11	What are the key actions we will take to achieve these commitments?	Completion date	Strategic lead		Date provided
Increase the number of bus journeys made compared to 2005-06	Secure planning permission for first permanent park and ride site and deliver it	Dec-09	Director of Regeneration	Transportation Team is seeking to optimise the subsidised services to benefit most users, up to a point at which they may become commercially viable. The team is undertaking a comprehensive programme of publicity to ensure that users and potential users have high quality information on the available services.	November
	Secure continued operation by extension or re-tendering of bus service contracts to provide high quality services, with low floor buses, to attract and retain passengers	March 2010 & 2011			
	Provide comprehensive public transport information	March 2010 & 2011			
Construction of Model Farm employment units commenced and first units completed	Infrastructure servicing completed for first phase	Dec-09	Director of Regeneration	Infrastructure design working towards submission of planning application, anticipate this to be achieved in April 10.	March
	Plans and funding secured	Apr-10	Director of Regeneration		

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Construction of Retail Quarter commenced; on and off-site infrastructure commenced	Flood mitigation construction commenced	Apr-09	Director of Regeneration	A Compulsory Purchase Order (CPO) for Flood alleviation Scheme was passed through the objection period. 5 objections were received and a statement of case is to be with Government Office by 11th May 2010. Planning permission for the Link Road was secured in March 2010 and the first business has now been moved from the line of the Link Road.	March
	Delivery of vacant possession to developer	Jan-10			
	Planning permission for link road	Feb-10			
	Link Road construction commenced	Mar-10			
	Commencement on site	Mar-10			
	Flood Mitigation constructed	Apr-10			
	Flood Alleviation Scheme	Sep-10			
	Link Road constructed	Apr-11			
	Retail Quarter open	2012			
Completion of new cattle market	Completion of new livestock market	Dec-10	Director of Regeneration	Construction on the new Livestock Market scheme has now commenced.	March
	Closure of old livestock market and transfer of market to new site	Dec-10			
Units on Rotherwas Futures phase 2 completed and site infrastructure in place	First units complete, with phase 2 to be complete by target date.	Apr-10	Director of Regeneration	Planning permission for Phase 2 secured in October 2009.	December
Implement the inward investment strategy	Strategy Launch	Oct-09	Director of Regeneration	An outline Strategy has been produced and circulated around the Economic Development Partnership Group.	December
	Marketing Campaign	Dec-09			
	Implementation of new initiatives	Mar-10			

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An action plan to combat the effects of the downturn and prepare for recovery	Create interactive web advice service for businesses promoted through local media and business agencies	May-09	Director of Regeneration	Unemployment figures show a downward trend seen since June 2009. Claimant figures for December 2009 was 2,726. The unemployment rate in December 2009 was 2.6%, no change on November, but higher than in December 2008 (2.1%). This rate remains low compared to the West Midlands (5.3%) and England (4.1%). The number of short short-term claimants (less than 6 months) increased (+2%) for the first time since March 2009. Long-term claimants (over 12 months) continued to increase in number (+12%), whilst medium term claimants (6-12 months) decreased (-5%). The number of under 25s continued to decrease (-3%), the 25-49s increased (+4%) and the over 50s remained the same. The Economic Development Partnership Group has produced a Recovery Action Plan to reflect a change in direction to recovery rather than fighting the downturn. New programmes continue to be rolled out, including new round of Business Booster Grant and Training Vouchers. The council have also reduced the average days payment of invoices, introduced procurement training, and revised its procurement strategy to support local businesses.	March
	Instigate a 20 day payment limit for invoices, and work towards a continuous reduction	Jun-09			
	Establish funding programme to support business growth and training voucher scheme	Jul-09			
	Instigate a scheme to address "retail blight" to address empty shops within Hereford and the market towns	Jul-09			
	Reporting bi-monthly	Sep-09			

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Extend the refurbishment of Hereford City Centre	Complete the extended refurbishment work in city centre	Jul-09	Director of Regeneration	<p>Widemarsh Street enhancement project is progressing well and on track for commencement on site in January 2010. Consultation has taken place with stakeholders and Cabinet Members regarding the design, which is currently out to tender.</p> <p>The public consultation has been finalised with support for redevelopment of the butter market. The cost for redevelopment range from £6m to £14m depending on the scale of improvement to the building. No funding is currently identified. However, some EU funds allocated to urban / city projects is currently underspending by 70% so there is potential that this funding stream will become available to second tier cities like Hereford. This should be confirmed by the end of the calendar year (50% match funding required).</p>	November