

Economic Investment and Development Team: Best Value Improvement Plan Progress Report, August 2003

ECONOMIC INVESTMENT AND DEVELOPMENT TEAM: BEST VALUE IMPROVEMENT PLAN PROGRESS REPORT

Business Planning and Performance Management

High priority			
Action	Officer responsible	Date for completion	Progress to Date
<ul style="list-style-type: none"> Produce Annual Business Plans for continuous improvement within the Business Excellence Model Framework incorporating the new Best Value performance indicators and an annual action plan aimed at achieving the performance targets and economic development priorities for the Council within the Herefordshire Plan. 	Adrian Marshall	Annually on 31 st March.	Business Plan produced for 2003/04. Draft Business Plan for 2004/05 will be produced by December 2003.
<ul style="list-style-type: none"> Produce an annual progress report for the Cabinet member for Economic Development, the Economic Development Programme Panel and the Social and Economic Monitoring Committee on the contribution of the Economic Investment and Development Team to the Herefordshire Plan and achievement of performance indicators. 	Adrian Marshall	31/03/02 and up to 31/03/07	Progress report produced for 2002/03.
<ul style="list-style-type: none"> Undertake an annual prioritisation day with the Cabinet member for Economic Development and the Programme Panel on the Council's priorities for Economic Development within the Herefordshire Plan as recommended through the IDEA review. Produce an Annual Economic Development Prospectus based on the outcome of the prioritisation exercise as recommended by the IDEA. 	Geoff Hughes Geoff Hughes	Undertaken in December 2001 and annually thereafter. 31/04/02 and annually thereafter	A special meeting of the Economic Development Programme Panel with the Business, Economic Development and Tourism Ambition Group, open to all Members was held in December 2001. The Council's contributions to this Ambition of the Herefordshire Plan were prioritised and emerging priorities built into appropriate Council business plans.
<ul style="list-style-type: none"> Review the staffing structure of the Economic Investment and Development Team to reflect the service priorities. 	Adrian Marshall	31/06/02	COMPLETED

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<ul style="list-style-type: none"> • Make recommendations to the Cabinet member for Community and Economic Development. • Any restructuring will be cost neutral and include redirection to service priorities of the efficiency savings as a result of the review of contributions and service level agreements. 			
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Medium priority			
Action	Officer responsible	Date for completion	Progress to date
<ul style="list-style-type: none"> • Undertake six monthly team away days to review the progress of the annual business plan and the Best Value Improvement Plan. 	Adrian Marshall	On-going	Team away days undertaken on 2 nd October 2002 and 7 th April 2003.
<ul style="list-style-type: none"> • Undertake annual customer, stakeholder and staff satisfaction surveys and bench marking exercises to ensure continuous improvement within the business planning process 	Adrian Marshall	31/05/02 and annually thereafter	Customer and stakeholder surveys for 2002/03 undertaken. IDEA Beacon Council economic development bench marking event attended. Property information benchmarking undertaken with Telford Development Agency. Property information forum with other authorities attended on 28 th November 2002. Surveys for 2003/04 yet to be undertaken.
<ul style="list-style-type: none"> • Undertake quarterly joint team meetings with the Local Development and Policy and Commissioning Teams Division to encourage Divisional integration 	Val Pike to organise	31/03/03 and annually thereafter	Individual Team members now attending other Team meetings as observers.

Low priority			
Action	Officer responsible	Date for completion	Progress to Date
<ul style="list-style-type: none"> • Consider delivering the service through a local authority company and market test through an external provider. 	Adrian Marshall	31/03/04	Work to commence in September 2003.

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Planning and Property Services

High priority			
Action	Officer responsible	Date for completion	Progress to Date
<ul style="list-style-type: none"> Establish a fast-track planning process in partnership with Planning Services for dealing with major employment creating planning applications as recommended through the IDEA review. 	Geoff Hughes	31/03/03	The Council has established a forum to deal with major planning applications. The Team is represented on this forum.
<ul style="list-style-type: none"> Develop a three-year service level agreement with annual review with the Council's Property Services Department to clarify roles and responsibilities with regard to the development, management and marketing of the Council's industrial and commercial property. 	Adrian Marshall	31/03/03 and renewed annually thereafter	Draft agreement produced and circulated in September 2002. Yet to be formalised with Property Services.
<ul style="list-style-type: none"> Establish 95% Occupancy of council owned industrial and commercial property as a joint performance indicator with the Council's Property Services department. 	Adrian Marshall	No longer applicable	As responsibility for industrial and commercial property has transferred to Property Services. This is no longer used as a performance indicator for the Team.
<ul style="list-style-type: none"> Separate the Council's expenditure on Economic and Community Development from the rental income derived from industrial and commercial premises. 	Jane Jones	31/03/03	COMPLETED
Medium priority			
<ul style="list-style-type: none"> Clarify the relationship between the Community and Economic Development Division and the Planning Department by establishing a code of practice for dealing with economic development proposals and commenting on planning applications. 	Geoff Hughes	31/03/03	COMPLETED. Comments only made on significant applications.
<ul style="list-style-type: none"> Introduce an exit survey for tenants leaving Council owned industrial and commercial premises. 	Adrian Marshall	31/06/02	COMPLETED. Exit survey produced and in use.

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Promotion/Profile of the Service

High priority			
Action	Officer responsible	Date for completion	Progress to Date
<ul style="list-style-type: none"> The title of the Team was changed from 'Business Development' to 'Economic Investment and Development' in 2001 following customer and stakeholder feedback as part of the Best Value Review 	Adrian Marshall	N/A	COMPLETED
<ul style="list-style-type: none"> Develop and implement an annual promotional action plan to raise the profile of the Team and market its services to customers (businesses and investors) and stakeholders A promotion/marketing specialist may need to be employed/recruited to undertake this, as there is limited staff time and expertise in the Team to devote to this. 	Ben Albright	30/09/02 for action plan	Annual promotional action plan produced and implemented.

Medium priority			
Action	Officer responsible	Date for completion	Progress to date
<ul style="list-style-type: none"> Prepare twice yearly business newsletters about the activities of the Team County wide and focussed on the Rotherwas Industrial Estate where significant activity is taking place. First Rotherwas newsletter has been produced, countywide newsletter under production. 	Adrian Marshall	On-going through duration of improvement plan	Fourth Rotherwas newsletter produced in August 2003. Herefordshire wide newsletter produced and circulated in early 2003.

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Enquiry Handling/ICT

High priority			
Action	Officer responsible	Date for completion	Progress to date
<ul style="list-style-type: none"> Property Information Officer recruited. Property enquiry service and marketing improved following successful bid for funding from Advantage West Midlands in 2001. Officer contract extended up to 31 March 2004. 	Ben Albright	Review in 2003/2004	COMPLETED. Successful bid for further funding from Advantage West Midlands up to March 2004 completed.
<ul style="list-style-type: none"> Undertake a bid to DEFRA for funding for the recruitment of an agricultural adviser to promote enterprise development within the England Rural Development Programme. 	Clare Wichbold	31/06/02	Discussions between Herefordshire Partnership with NFU regarding support for agricultural facilitator in the county funded by AWM rather than by DEFRA. Feedback on preliminary talks between AWM and NFU resulted in this not being progressed.

Medium priority			
Action	Officer responsible	Date for completion	Progress to date
<ul style="list-style-type: none"> Develop and implement an action plan for the delivery of the service over the Internet. If a promotion/marketing specialist is employed. They will be expected to lead on this and web site development. 	Adrian Marshall	31/09/2003	An action plan has been developed and is being implemented. Delivery of the service through the e-gateway is being taken forward.

Contributions/Service Level agreements

High priority			
Action	Officer responsible	Date for completion	Progress to date
<ul style="list-style-type: none"> Contributions of the service areas to the priorities 	Adrian	31/03/02,	Contributions for 2003/04 were reviewed as part

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<p>within the Herefordshire Plan should be reviewed within the 2002/2003 budgetary processes with a view to pulling out of some activities if they are not contributing significantly to the service priorities for the delivery of the Plan.</p> <ul style="list-style-type: none"> In 2002/03 contributions to Youth Enterprise, the Flavours of Herefordshire awards scheme and Advantage West Midlands for inward investment services will not be required. This will result in efficiency savings of around £24,000 that it is proposed will be redirected to delivering service priorities. 	Marshall	then on an annual basis.	of the budgetary process.
<ul style="list-style-type: none"> Undertake a review of the Business Start-up Grant Scheme to prioritise the targeting of resources. 	Val Pike	31/04/02	COMPLETED. Review undertaken. Resources now targeted towards the long-term unemployed and those on New deal.

Medium priority			
Action	Officer responsible	Date for completion	Progress to date
<ul style="list-style-type: none"> Co-ordinate the property finding and land and workspace development services with the work of the Business Link property development adviser and the rural property database. 	Adrian Marshall	31/05/02 On-going	COMPLETED. Meeting undertaken with Business Link property development adviser. Rural property database no longer functioning.
<ul style="list-style-type: none"> Through the Herefordshire Business Economic and Tourism Ambition Group establish support for and undertake an annual Investors Forums in Hereford and the market towns. 	Adrian Marshall	31/03/03	Business Link is currently appointing an Investor Development Co-ordinator. It is proposed he/she will establish an Investors Forum.