

ECONOMIC DEVELOPMENT COMMITTEE

5 JUNE 2008

APPENDICES

<u>APPENDIX</u>	<u>REPORT</u>	<u>PAGE NO</u>
A	SERVICE PLAN 2007 - 2008	1

SERVICE PLAN FOR ECONOMIC DEVELOPMENT COMMITTEE 2007-2008

This plan sets out the details of the actions that the Council has agreed must be taken to improve the services provided under the remit of the Economic Development Committee. It combines the targets that have been agreed within the –

- | | | |
|------------------------------------------------------------|---|------|
| • Strategic Plan | - | SP |
| • Best Value Improvement Plans (following service reviews) | - | BV |
| • Comprehensive Performance Assessment Improvement Plan | - | CPA |
| • Published Service Standards | - | PSS |
| • Best Value Performance Indicators | - | BVPI |
| • Community Strategy Targets | - | CST |
| • Risk Management Plan | - | RMP |

The last column of the attached tables indicates the origin of the action point.

Officer's titles have been abbreviated as follows –

- | | | |
|------------------------------------------|---|------|
| Chief Executive Officer | - | CEO |
| Director of Technical Services | - | DTS |
| Director of Housing & Community Services | - | DHCS |
| Head of Engineering | - | HE |
| Head of Planning | - | HP |
| Policy & Implementation Manager | - | PIM |
| Principal Buildings Manager | - | PBM |

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
Seek to develop a range of benchmarks and targets around our corporate property management and associate activities	Valuer	Ongoing	Loss of key staff and recruitment of replacements	Existing valuation staff	Establish and monitor performance criteria for commercial portfolio. Establish and monitor performance targets for service property	SP
Seek to manage the property portfolio to maximise the contribution from the portfolio in meeting the revenue savings	Valuer	Ongoing	Loss of key staff and recruitment of replacements Planning and legal constraints and time needed for negotiation with developers. Market conditions	Existing valuation staff (when posts are filled)	Sales of Civic Offices and Pinefields being finalised, Egham Precinct and Virginia Water developments being considered.	SP
The Council will seek to play its part in delivering adequate key worker housing	DHCS/ DTS	500 units by 2012	Availability of suitable land; development of relevant size, grant funding availability	Housing Corporation funding	New target adopted December 2007. Since then, 18 completions and 167 units under construction	SP

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ identified	Progress	Target Origin
Continue to work with the Highways and Transportation Authority (Surrey County Council) and private sector providers to progress, develop and expand alternative transportation to the motor vehicle and promote safe train and bus service integration throughout the Borough	HE/PIM/ Safer Rymede	Ongoing	Resources from Surrey County Council Ability of operators to co-operate	Existing staff	In liaison with schools/businesses identify potential improvements and/or extensions to existing cycle routes. Several new schemes completed. Promote school/business travel plans - ongoing Award of franchise to Stagecoach has enabled longer term programme to be considered – contact established to pursue issues of common interest CCTV link between local train stations and Safer Rymede Established	SP

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
<p>Continue to improve the general environment of our three main town centres whilst encouraging and maintaining local and village economic vitality, and to develop some specific goals and timetables for the emerging proposals.</p> <p>Fulfil obligation under Section 17 of the Crime and Disorder Act 1998, by supporting measures which reduce crime and disorder in town and village centres.</p>	DTS/ HP	Ongoing	<p>Maintaining staff resources and availability of capital funding for schemes</p> <p>Ongoing changes to Local Development Framework process will cause delays</p>	<p>Policy & Implementation staff as part of LDF process</p> <p>Capital funding for schemes</p> <p>Surrey County Council funding for highway works</p> <p>Crime reduction advice</p>	<p>Timetables for implementation of town and village centre strategies set out in Local Development Framework.</p> <p>New programme of work now operational.</p> <p>LDF Issues and Options Consultation June 2008</p>	SP

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
Working closely with business and those wishing to locate or expand in the Borough to maintain and improve the current economic prosperity.	CEO/ DTS/ HP	Ongoing	National and regional economic downturns Maintaining good links with larger businesses influenced by staff changes/movement in major companies	Existing P & I staff	Continued low unemployment High occupancy rates of commercial premises Number of new VAT registrations The new Runnymede Business Partnership Business Directory 2008 provides details of some 1800 companies in the Borough	SP/RMP
Stimulate and promote, through the Business Partnership and the Runnymede and Spelthorne Education Business Partnership, employment opportunities for all within Runnymede Borough Council	PIM	Ongoing		Existing P & I staff	i) Work with the Runnymede Business Partnership to promote and review the Economic Strategy/town centre promotion. ii) Continued liaison on the new Runnymede 14-19 schools Diploma initiative to encourage vocational training throughout the school year. Runnymede Business Partnership breakfast forum in October 2007 featured this initiative. iii) Develop regeneration, urban enhancement, retail and associated initiatives, through the Community Strategy and Local Development Framework processes	SP/RMP

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
Seek to achieve external funding to cover the full cost of the Yellow bus project	PIM	Ongoing	Lack of continuity of sponsorship Requires support of the County Council for pathfinder bid	Existing P & I staff	i) Significant efforts made to draw in business sponsorship ii) A pathfinder bid to secure Dfcs funding for yellow buses was unsuccessful (In fact no bids were successful)	SP
Through the Economic Strategy the Council will help maintain the vitality of the local economy and encourage its growth in a sustainable manner	PIM	Ongoing	Establishing the link between the Local Development Framework, Economic Strategy & Community Strategy Changes to regional planning structure 2007-2010	Existing P & I staff	Review of the Economic Strategy to be undertaken in 2008/09 – delay due to the wider issues being considered as part of the South East Plan and not yet resolved. The Regional Economic Strategy is also being reviewed which may have implications for local economic policy guidance Links to the South East Plan	SP/CIP
The percentage of authority buildings open to the public in which public areas are suitable for, and accessible to, disabled people	PBM	Ongoing	Work on Civic Offices held in abeyance pending new provision. Listed Buildings	Corporate Property Maintenance Budget	Target of 93% met	BVPI (156)

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
Reduce Peak Hour Congestion	HE/PIM	On going	Availability of funding	Existing P & I staff	<p>Continued to work with Runnymede Business Partnership to maintain the Yellow Bus Scheme.</p> <p>Supported Quality Bus Partnership (Englefield Green – Staines corridor) that is now operating successfully. Potential for real time information on the bus route being considered.</p> <p>Work with Surrey County Council to encourage safer routes to school</p> <p>Working with South West Trains to increase peak hour use of Staines-Weybridge train service by revised ticketing arrangements</p>	SP
Support the 'Airtrack' initiative (rail link to Heathrow Airport)	CEO/ DTS	On going	Availability of commercial support	£5,000 annual contribution to consortium/ staff input	<p>Work with transport operators to improve and co-ordinate services. BAA plc is sponsoring the TWA needed as the first step towards promoting the scheme.</p> <p>Continued to participate in Airtrack Forum</p>	SP

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
To produce regular updates of the Runnymede Business Directory (sponsored)	PIM	Biennial	Lack of sponsorship; response from business community	External sponsorship and Policy & Implementation Staff	i) Achieved sponsorship for 2008 ii) Published 7th directory	CS
To produce three business newsletters per year (sponsored)	PIM	ongoing	Lack of sponsorship	External sponsorship and Policy & Implementation Staff	Target met	CS/CIP
To arrange four RBP breakfast meetings per year (sponsored)	PIM	ongoing	Lack of sponsorship	External sponsorship and Policy & Implementation Staff	Target met	CS/CIP
Continue to increase numbers of organisations on the Runnymede Business Partnership data base	PIM	ongoing	Response from business community Turnover in businesses and reflected in number of vacant business premises	Policy & Implementation Staff	1800 organisations in new Business Directory 2008	CIP
Target major employers for Runnymede Business Partnership sponsorship/ involvement	PIM	ongoing	Response from business community	Policy & Implementation Staff	Funding for 3 newsletters and 4 forum events achieved Several business seminars and associated 'sponsored' events/promotions organised.	SP/CS/ CIP

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
Attract new firms to the 'Loyalty Card' scheme and promote scheme	PIM	Ongoing	Response from business community Closure of businesses Turnover of companies	Policy & Implementation Staff	95 local firms participate 4,000 cardholders	SP/CIP
Secure six articles per year in the local press relating to Business Partnership activities and events	PIM	ongoing		Policy & Implementation Staff	Numerous articles appearing in local press and national coverage in Independent on Sunday (twice), Daily Telegraph, Sunday Express and Local Transport Today.	CIP

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
<p>Introduce regular management reviews of car parks to maintain efficiency and meet the requirements of the local community, including:</p> <ul style="list-style-type: none"> • Infrastructure maintenance • General operations • Opportunities for increased income • Financial management • Tourist information & signing • The needs of minority users such as disabled persons, parent & child and motorcyclists 	HE	ongoing	Availability of staff resources	Engineering staff	Continued maintenance of all car parks Improvements at Murray Road, Ottershaw Increased income through parking charges	CIP
Aim to review car parking charges on an annual basis	HE	Annually	Staff resources	Engineering staff	Car parking charges reviewed in September 2007. Increased charges operational from Jan. 2008 Hourly charge introduced in December 2006 maintained with no charge increase	CIP
<p>Fulfil obligation under Section 17 of the Crime and Disorder Act 1998, by Seeking to achieve Safer Parking standard in all Borough Car Parks</p> <p>Maintain standard in currently agreed 15 car parks</p>	HE	At least one additional car park per year	Cost of improvements	Engineering staff Crime reduction advice	All chargeable car parks are now accredited. Now 15 car parks with the award. Truss's Island added in 2007	CIP

Target/Indicator	Lead Officer	Implement by	Barriers to Implementation	Resources required/ Identified	Progress	Target Origin
<p>Undertake Equality Impact Assessments in all service areas and reassess every three years.</p> <p>Implement appropriate action to remedy any adverse impact found or research to fully understand impact.</p> <p>Monitor existing and proposed policies, procedures and strategies for adverse impact on equality</p>	ALL	<p>As set out in Equality Action Plan</p> <p>As appropriate</p> <p>Ongoing</p>		Existing staff	<p>EIA to be undertaken in property letting/asset management.</p> <p>Local Development Framework policies to be reviewed as developed.</p>	Equality Policy and Action Plan