

Economic Development Committee Service Plan: 2010 - 2011

APPENDIX 'B'

Summary

This plan reports on performance against those actions that the Council has agreed must be taken to achieve continuous improvement in service priorities for Economic Development.

It combines the targets that have been agreed within the –

- Sustainable Community Strategy and Corporate Plan
- Economic Strategy
- National Indicator Set (replacement for BVPIs)
- Surrey-wide Local Area Agreement (2008-11)
- Carried forwards from Strategic Plan (2005-2010)
- 5 year Financial Forecast
- Carried forward from CPA Improvement Plan
- Asset Management Plan
- Published Service Standards
- Risk Management Plan
- Equality Policy
- Corporate Governance Requirements
- Annual Efficiency Targets (DCLG)
- Statement of Internal Control
- Data Quality Policy
- Procurement Strategy

-	SCS
-	ES
-	NI
-	LAA
-	SP
-	FF
-	CIP
-	AMP
-	PSS
-	RMP
-	EP
-	CGR
-	AET
-	SIC
-	DQP
-	PrS

The 'Source' column of the table below indicates the source document for the action point

Performance:



Progressing well



At risk of not being delivered and may require intervention










Failing



Action complete




Ref	Source	Action	Project Lead	Implement by (not later than end March 2011)	Barriers to Implementation / Additional Resources Identified	Target Outcomes	Performance	Comments
1.1	AMP	Optimise use of and return from property assets, and contribute to required revenue betterment	Valuer	March 2010 (initial phase)	<p><u>Resources</u></p> <p>Potential planning issues</p> <p>Political policy considerations about realisation of assets</p> <p>State of market</p>	A target will be provided in the AMP		A framework for the Asset Management Plan 2010 was approved in June. Final AMP to be reported in January 2011
1.2	SCS H1	A target to provide 500 affordable housing units over the 5 year period from December 2006 to December 2011 was set when the Housing Strategy was adopted in December 2006.	Director of Housing & Community Services / Director of Technical Services	December 2011	<p>Availability of suitable land; development of relevant size, grant funding availability, slow down in housing market</p> <p>Housing Corporation funding</p>	The number of affordable homes that the Council facilitates		327 new homes have been built There are 58 under construction but limited new development in the pipeline.
1.3	SCS C2	Use of strategic property holdings to improve physical environment	Valuer Head of Planning	March 2011	<p>Economic downturn</p> <p>Private sector investment</p>	<p>Implementation of new schemes</p> <p>Number of vacant units</p> <p>Average rents</p>		<p>Planning permission granted for food store/hotel in Eggham on Council land</p> <p>Discussions continue on Addlestone town centre and Virginia Water lands and various other sites</p> <p>Member Property Working Group established and meets regularly</p>
1.4	CIP	Aim to review car parking charges on an annual basis	Head of Engineering	Annually	Engineering staff resources	Car parking charges reviewed by Committee		Car parking charges reviewed in October 2010. New tariffs from January 2011

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1.5	SCS C1	Develop policies to ensure town and village centres are desirable places to visit and encourage an improved retail offering	Head of Planning	March 2011	Economic downturn Private sector investment	Strategy to achieve physical improvement and appeal of town and village centres Additional retail content in town centres Retail sector employment		Town centre and employment strategies scheduled in Local Development Framework Retail Impact Assessment and Employment Land Review completed as part of LDF Environmental improvements at Woodham / New Haw Broadway implemented Discussions continue on Englefield Green Village Plan
1.6	SCS J4 NI 152 (LAA)	Enhance range and number of job opportunities (Working age people on out of work benefits)	Head of Planning	March 2011	Economic downturn Private sector investment	Retail sector employment Vacant units Surrey-wide reduction Yr1 - 0+/- Yr2 - 0.025% Yr3 - 0.025%		Town centre strategies scheduled in Local Development Framework Retail Impact study and Employment Land Review completed as part of LDF.
1.7	CIP	Fulfil obligation under Section 17 of the Crime and Disorder Act 1998, by Seeking to achieve Safer Parking standard in all Borough Car Parks Maintain standard in currently agreed 15 car parks	Head of Engineering	At least one additional free car park per year	Cost of improvements Engineering staff Crime reduction advice	Park Mark accreditation Maintain present accreditation		All chargeable car parks are now accredited.





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1.8	CIP	<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 	Head of Engineering	March 2011	Availability of engineering staff resources	Management reviews completed	G	<p>Continued maintenance of all car parks</p> <p>Options for charging for disabled users considered but rejected in October.</p> <p>Car parking charges reviewed in October</p>
1.9	SCS (i) EP	<p>Undertake Equality Impact Assessments (EIAs) 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>March 2011</p>	<p>Need appropriate training and staff resources</p>	<p>EIAs completed</p> <p>Action arising from EIAs implemented</p> <p>Monitoring regime in place</p>	G	<p>EIA to be undertaken in property letting/asset management.</p> <p>Local Development Framework policies to be reviewed as developed.</p>
1.10	SCS (i) EP	Report on progress against departmental Equality Action Plans	All	Half-yearly report	Refer to departmental Equality Action Plans (EAPs)	Refer to EAPs	G	Level 3 accreditation received October 2009 Awaiting guidance to new legislation

Ref	Source	Action	Project Lead	Implement by (not later than end March 2011)	Barriers to Implementation / Additional Resources Identified	Target Outcomes	Performance	Comments
1.11	SCS T3 T4 T5 S6	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	Head of Engineering, Head of Planning, Policy & Impt Manager, Safer Runnymede	March 2011	Resources from Surrey County Council – currently no capital programme for highways works Ability of operators to co-operate	Physical improvements implemented Number of Students using the Yellow school buses Secure additional external income/ subscription fees following commissioning of new centre School travel plans in place Regular liaison with South West Trains and other transport operators		In liaison with schools/ businesses identify potential improvements 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 Runnymede Established



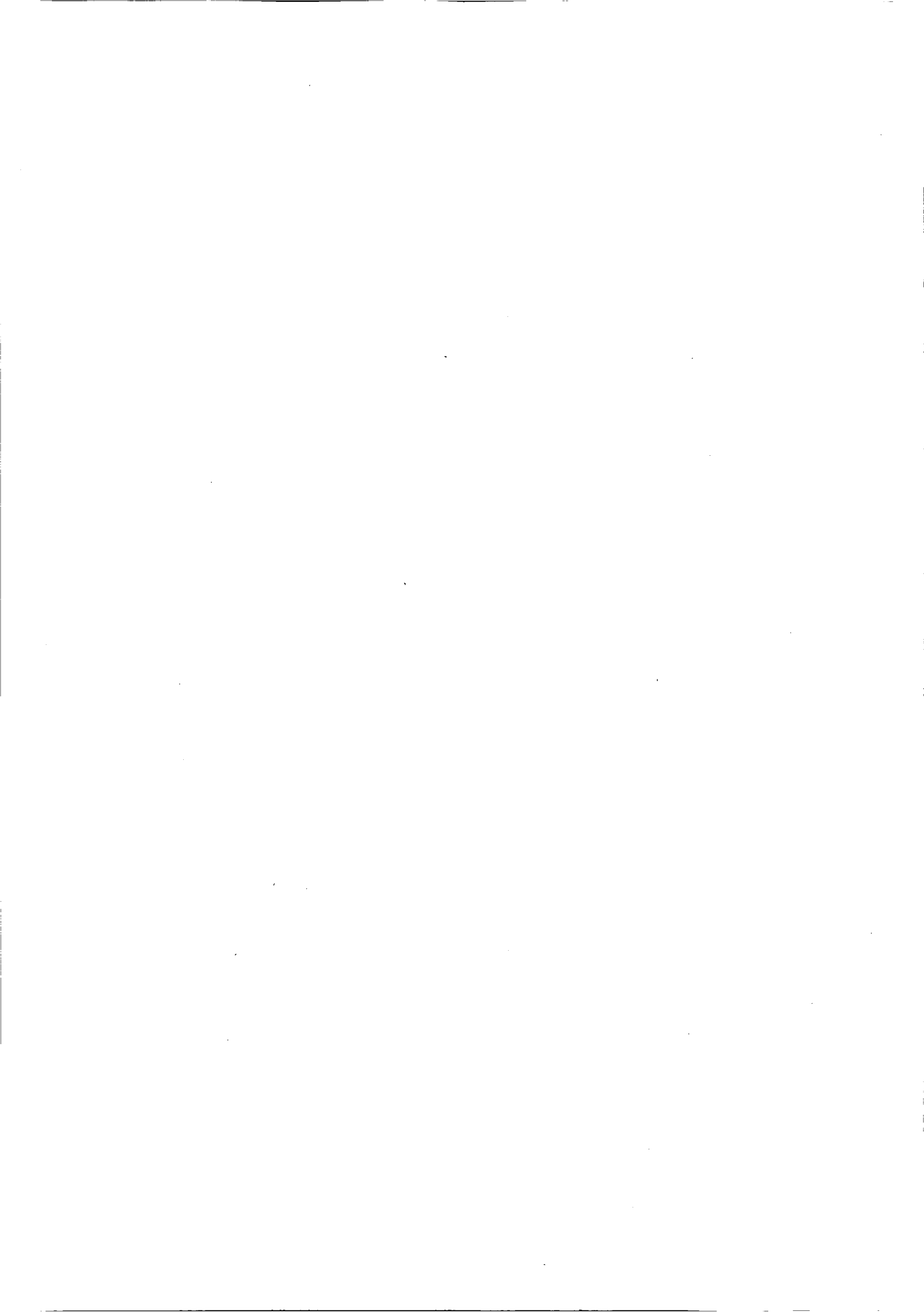
Ref	Source	Action	Project Lead	Implement by (not later than end March 2011)	Barriers to Implementation / Additional Resources Identified	Target Outcomes	Performance	Comments
1.12	SCS T1	Seek to achieve external funding to cover the full cost of the Yellow bus project	Head of Planning Policy & Impt Manager	March 2011	Lack of continuity of sponsorship and of Government funding Need to secure S106 funding	Budget figures for 2009/10: Fares £103,000 s106 £168,800 Sponsorship £60,000	A	£12,500 collected in funds, mainly sponsorship. £33,600 collected from fares and £44.655 section 106 money Significant efforts made to draw in business sponsorship, and responses made to any Government funding initiatives
1.13	SCS T2	Conditional support for the 'Airtrack' initiative (rail link to Heathrow Airport)	Chief Executive, Director of Technical Services	March 2011	Level crossing down time. Provision of suitable mitigation infrastructure £10,000 for legal advice in public inquiry	'Airtrack' proposals implemented Level crossing 'downtime' reduced Additional infrastructure in place	A	Objections lodged to Transport Works Act application on grounds of lack of mitigation for unacceptable environmental impacts Participation in Airtrack Forum & Public Inquiry Reports to Committee in June and November
1.14	SCS J1	Support the sustainable development of further and higher education within the Borough	Head of Planning	December 2011	Conflict with Green Belt policy Schools/College fail to submit scheme to LPA Provision of residential accommodation for students Existing planning staff	Student numbers University national ranking A2 results	G	Discussions continuing on Master Plan for RHUL Potential student accommodation at former Brunel campus New guidance on houses in multiple occupation

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1.15	SCS T1 T2 T3 T4 T5	Reduce traffic congestion through measures including: - Travel plans - Promotion of public transport options - Integrated public transport - Encouraging flexible working patterns: 24 hour working - Enhancing road/transport infrastructure	Head of Engineering, Head of Planning, Policy & Impt Manager Transport Task Group	March 2011	Availability of funding Ability to influence local businesses to adopt Travel Plans	Reduction in vehicle movements Travel plans in place Integrated public transport timetabling Maintaining Yellow Bus Service		Continued to work with Runnymede Business Partnership to maintain the Yellow Bus Scheme. Supported Quality Bus Partnership (Englefield Green – Staines corridor) that is now operating successfully. Potential for real time information on the bus route being considered. Work with Surrey County Council to encourage "safer routes" to school Working with South West Trains to increase peak hour use of Staines-Weybridge train service by revised ticketing arrangements Development of new transport related policies through the Local Development Framework
1.16	RMP SCS B1 B2 B3 C3	Working closely with business and those wishing to locate or expand in the Borough to maintain and improve the current economic prosperity.	Chief Executive, Director of Technical Services, Head of Planning	March 2011	National and regional economic downturns Maintaining good links with larger businesses influenced by staff changes/movement in major companies	Number of new VAT registrations Entries in Business Directory		Impact of Spending Review will affect employment levels The RBP Business Directory 2011/12 provides details of companies in the Borough



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1.17	SCS C1	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. 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.	Director of Technical Services Head of Planning	March 2011	Maintaining staff resources and availability of capital funding for schemes Ongoing changes to Local Development Framework process will cause delays Policy & Implementation staff as part of LDF process Capital funding for schemes Surrey County Council funding for highway works Crime reduction advice	Town & village strategies in place Adhering to the timetable in the local development scheme	G	Discussions ongoing regarding regeneration proposals in Addlestone, Egham & Virginia Water Timetables for implementation of town and village centre strategies set out in Local Development Framework. New programme of work now operational. LDF submissions document being prepared. Consultation on DERA boundary February 2010 Environmental improvements at Woodham / New Haw Broadway implemented Review of the Economic Strategy to be undertaken as part of work on LDF Employment Land Review completed and reported to Planning Committee April 2010
1.18	SCS B3 C1 C2 C3 ES CIP	Through the Economic Strategy the Council will help maintain the vitality of the local economy and encourage its growth in a sustainable manner	Policy & Impt Manager	March 2011	Establishing the link between the Local Development Framework, Economic Strategy & Community Strategy P & I Staff	Unemployment rate Average salaries	A	

Ref	Source	Action	Project Lead	Implement by (not later than end March 2011)	Barriers to Implementation / Additional Resources Identified	Target Outcomes	Performance	Comments
1.19	SCS J2 NI 163 (LAA) NI 164 (LAA)	Develop adult education initiatives and promote 11-19 learning	Community Learning Partnership, Young People Task Group	March 2011	Clarity of syllabus from Government Take up from business partners Existing P & I staff	Working age population qualified to at least Level 2 or higher Surrey-wide Yr 1 – 77.5 Yr 2 – 78.5 Yr 3 - 79.5 Working age population qualified to at least Level 3 or higher Yr 1 – 59.4 Yr2 – 60.4 Yr3 – 61.4	G	There has been difficulty in finding business partners, exacerbated by the economic downturn Diplomas in IT and Creative & Media commenced in Runnymede in September 2009 14-19 Diploma promoted at Business Partnership Breakfast Forum Jubilee High School facilitator involved with Business Partnership Yellow buses being used to transport students between various study centres Large number of students enrolled on latest programme



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1.20	SCS B1 B2	<p>Promote local businesses by facilitating networking and business related initiatives.</p> <p>produce regular updates of the Runnymede Business Directory (sponsored)</p> <p>produce three business newsletters per year (sponsored)</p> <p>arrange four RBP breakfast meetings per year (sponsored)</p> <p>continue to increase numbers of organisations on the Runnymede Business Partnership data base</p> <p>target major employers for Runnymede Business Partnership sponsorship/involvement</p> <p>attract new firms to the 'Loyalty Card' scheme and promote scheme</p> <p>secure six articles per year in the local press relating to Business Partnership activities and events</p>	<p>Head of Planning</p> <p>Policy & Impt Manager</p>	<p>December 2010</p> <p>Annual (March)</p> <p>Annual (March)</p> <p>Annual (March)</p> <p>March 2011</p> <p>March 2011</p> <p>Annual (March)</p>	<p>Willingness of business community to participate and provide sponsorship.</p> <p>Economic downturn</p>	<p>Directory published biennially</p> <p>Three newsletters produced annually</p> <p>four meetings per year</p> <p>Maintain a database of organisations</p> <p>Maintain sponsorship received</p> <p>Maintain participating firms and cardholders</p> <p>Six press articles</p>	<p>ⓐ</p>	<p>Achieved sponsorship for 7th Business Directory</p> <p>Target met</p> <p>Target met</p> <p>Over 1600 organisations in 2011/12 Business Directory</p> <p>Funding for 3 newsletters and 4 forum events achieved. Several business seminars and associated 'sponsored' events/promotions organised.</p> <p>105 local firms participate</p> <p>Over 5,000 cardholders</p> <p>Numerous articles appearing in Surrey Herald</p>