

# QUARTERLY MONITORING REPORT

**DIRECTORATE:** Environment  
**SERVICE:** Economic Regeneration  
**PERIOD:** Quarter 4 to year-end 31 March 2007

## 1.0 INTRODUCTION

This quarterly monitoring report covers the Economic Regeneration Department for the period 1 January 2007 to 31 March 2007. It describes key developments and progress against all objectives and performance indicators for the service.

Given that there are a considerable number of year-end transactions still to take place a Financial Statement for the period, which will be made available in due course, has not been included within this report in order to avoid providing information that would be subject to further change and amendment.

The way in which traffic lights symbols have been used to reflect progress to date is explained within Appendix 5

***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

The proposal, developed by TMP, to create a Liverpool City Region Single Investment Agency (SIA) has been endorsed by the six Merseyside Local Authorities (LA). The work of the new agency will begin in April 2007 with the recruitment of a team of experienced sales people and market analysts to identify and actively target mobile investment projects who's locational requirements can be satisfied in the sub-region.

The ICT Investment for Growth project (support to new businesses in the transitional area) commenced January 1st 2007. From April 2007, this will be extended across the borough using NRF funding.

The first of a series of town centre surgeries have taken place at the Borough's Direct Links. As expected at this early stage and despite publicity before hand, attendance was poor. The initiative will be kept under review.

The Lewis Carroll Study was discussed at a meeting with a representative from the Heritage Lottery Fund (HLF) at the end of January, ready for final submission in March. Funding issues regarding revenue expenditure and the sustainability for future years were raised at the meeting. As a result of these concerns, Daresbury Parish Church Council have elected to move forward with a much scaled down plan which will house a smaller Lewis Carroll exhibition in

an annex to the Church. This will be presented to HLF end of July

Vintage Fair Organ and Steam Rally - In the past the concession has provided the marquees in lieu of a site fee. HBC Stadium catering has expressed a desire to operate the concession and this is being worked through.

An online calendar that can be accessed via the Council's Website, has been set up to enable smaller organisation to benefit from listing small scale events in Halton. The resource is free and open to everyone allowing individuals and groups to input events into the system. It will be moderated to ensure the integrity of the site is maintained.

Feedback on the new 'Tourism Talk' newsletter is proving positive. The next edition is due in April.

The Annual Planning meeting with the Learning and Skills Council has taken place and targets for the academic year 2007/8 have been established. Additionally, the One Year Development Plan for adult learning has been completed.

Meetings are taking place with local employers involved in 3MG to identify future employment opportunities and skill requirements. NRF has been secured to map out the skills requirements of the logistics and distribution sector across Halton.

A Big Lottery expression of interest has been submitted that would fund the delivery of a Family Science programme totalling £209K. Partners include schools, the Catalyst Science Discovery Centre and Daresbury Labs.

As part of the ongoing skills development work, local businesses identified a lack of cost effective IT courses. As a result, the adult learning service has recently commenced delivering short course to fill this gap on a full cost recovery basis. The service has already delivered 6 courses.

The new Enterprise Development Officer took up post on 1/1/2007 and has had an immediate impact on raising enterprise awareness and promoting effective working relationships with enterprise partner organisations. The NRF secured for Train 2000 has enabled a Women's Enterprise Training Programme to commence and Silver Entrepreneurs have delivered enterprise awareness sessions for people aged 50 years and over. Four experienced business start-up advisers have been commissioned to deliver Enterprise Outreach Broker sessions at various venues across the borough. HPiJ have commissioned the development of an Enterprise Charter Training Programme to raise awareness of self-employment opportunities for priority customers.

The new Neighbourhood Employment Outreach project has begun to operate in the seven priority wards and has already achieved 32 confirmed job outcomes.

A number of small value employment related contracts have been secured that will contribute to operating expenditure during the coming financial year. -

1. Connexions Partnership/LSC *Next Steps* contract for Advice & Guidance delivered to priority customers aged 20 years and over

2. Jobcentre Plus Pathways to Work In Work Support Service for Incapacity Benefit customers moving into employment across the JCP Grater Mersey District (Halton, Knowsley, Sefton & St Helens)
3. LSC Discretionary Fund to support salary costs of an Apprentice Co-ordinator.

### 3.0 EMERGING ISSUES

Following on from the PPB topic review of the Business Park Improvement Programme on four industrial areas in the Borough, two areas have been identified as potential Business Improvement Districts (BIDs). A report will be submitted to the next Executive Board requesting approval to proceed to formal ballot.

The Promotions and Tourism Events Officer left the Authority on March 30 to take up a new post. With the passing of the Halton Show the post will be reviewed with the proposed Capital of Culture 2008 very much in mind.

A private sector chair, Andrew Littlewood from INEOS, has been appointed to chair Halton Science Forum. A meeting schedule will now be put in place for the forthcoming year.

With the creation of a Liverpool City Region Single Investment Agency (SIA) there will be a profound effect upon the way investment enquiries are managed locally. Over the coming months it will be necessary to integrate new 'sub-regional' ways of working into existing, local, service delivery to ensure that the Borough isn't disadvantaged with respect to the generation of investment projects. HBC has identified the £50,000 contribution required for year one but is yet to identify funding for future years.

Plans to appoint a China/UK Business Development Support Officer, which were on hold, are to be progressed later this year following the signing of an offer of financial support from the North West Development Agency.

Agreement has been reached between the Council and The Mersey Partnership (TMP) with respect to the delivery of Business Aftercare in Halton. The current post holder will continue to be employed by TMP until 30 September 2007 servicing existing clients. The post holder will work up to 50 days in the period. TMP will also engage a full time replacement as soon as possible. After October 1 2007 the position of the existing post holder will be reviewed by TMP and HBC. At that point there is an option to retain the services of the current post holder on a consultancy basis to deliver specific investment projects.




During 2007-08, part of the town centre management budget will be overseen by traders forums. The forums will be able to identify ways that the money should be spent but all ideas must be aimed at improving the town centres. It is hoped this will engage more traders in the forums and encourage traders to contribute themselves as they see the council putting in money. The money for core activities such as Christmas lights, gum cleaning, hanging baskets etc will continue to be held separately.

The LSC's Planning and Modelling System (PAMS), which is used for commissioning of adult learning, is still not operational in Halton – technical difficulties between HBC and LSC are still to be resolved. This means that the Team is unable to access the many reports and databases stored on PAMS. It is understood that Halton is the only council on Merseyside not to have the system operational.

The merging of the Adult Learning Inspectorate with OFSTED (April 2008) will mean that any future inspections of LSC-funded provision within a local council will be joint inspections i.e. if any other department receives LSC funding, the Adult Learning Team and that other department would be jointly inspected, with a joint inspection report completed. This has implications in terms of inspection nominee, etc.

Liverpool City Employment Strategy (CES). It now seems likely that Halton will receive its share of the Deprived Area Funding directly through its LAA processes (though how this works in detail is yet to be clarified). This is good news as it means each Borough will have much more control that it would have had if some of the other options had been pursued.

#### 4.0 PROGRESS AGAINST KEY OBJECTIVES / MILESTONES

<b>Total</b>	<b>7</b>		<b>7</b>		<b>0</b>		<b>0</b>
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(Appendix 1)

#### 4.1 PROGRESS AGAINST OTHER OBJECTIVES / MILESTONES

There are no 'Other' objectives for this service

#### 5.0 SERVICE REVIEW

The Urban Renewal PPB has completed its review of the Business Parks Improvement Programme and recommends that a report be sent to Executive Board regarding the creation of two Business Improvement Districts.




The Employment Learning and Skills SSP will complete two reviews in 2007-08

- Halton People into Jobs
- Adult Learning Post Inspection Plan

The Department has reviewed its web based content and has commissioned the development of a rationalised but enhanced web presence.




The review of the skills enquiry service has concluded that this service is no longer required as the LSC Train to Gain programme now exists.

## 6.0 PROGRESS AGAINST KEY PERFORMANCE INDICATORS

<b>Total</b>	<b>11</b>		<b>9</b>		<b>0</b>		<b>2</b>
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(Appendix 2)

## 6.1 PROGRESS AGAINST OTHER PERFORMANCE INDICATORS

<b>Total</b>	<b>2</b>		<b>2</b>		<b>0</b>		<b>0</b>
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(Appendix 3)

## 7.0 PROGRESS AGAINST LPSA TARGETS

For details of progress against LPSA targets, please refer to Appendix 4

## 8.0 RISK CONTROL MEASURES

During the production of the 2006-09 Service Plan, the service was required to undertake a risk assessment of all Key Service Objectives.

Of all the Key Service Objectives, four were assessed as having associated High risk – Key Objectives reference ER 03, 04, 05 and 07. Progress against the application of risk treatment measures is to be monitored, and reported in the quarterly monitoring report in quarters 2 and 4.

For details of progress against the risk treatment measures applied to this objective, please refer to Appendix 5.




## 9.0 PROGRESS AGAINST HIGH PRIORITY EQUALITY ACTIONS

During 2005/06 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.



There are no High priority equality actions for this service, there is no progress to report.

## **10.0 APPENDICES**

<p>Appendix 1- Progress against Key Objectives/ Milestones</p> <p>Appendix 2- Progress against Key Performance Indicators</p> <p>Appendix 3- Progress against Other Performance Indicators</p> <p>Appendix 4- Progress against LPSA targets</p> <p>Appendix 5- Progress against Risk Control Measures</p> <p>Appendix 6- Financial Statement</p> <p>Appendix 7- Explanation of traffic light symbols</p>
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Service Plan Ref.	Objective	2005/06 Key Milestone	Progress to date*	Commentary
ER 01	Promote diversity and competitiveness, in order to develop a modernised and more competitive business base to provide greater employment security for the Halton community.	Implement Phase 1 marketing action plan by 31-3-07  Halebank CCTV live by 30-6-06  Secure next phase eHalton by 30-6-07  Revise all CRM and web sites by 31-3-07		Phase 1 Implemented  Halebank CCTV live  Funding secured, project on-going  Review has been completed. The next stage is already progressing ahead of schedule and is an upgrade of <a href="http://www.widnes-runcorn.com">www.widnes-runcorn.com</a> site.
ER 02	Develop sectors and clusters with a view to developing stronger business inter-linkages and stronger overall business performance in Halton	Implement phase 1 sector plans for tourism, science and chemicals by 31-3-07  Hold Science and technology showcase by 30-9-06		Tourism Sector Plan now in place. Key personnel have been identified for reporting and delivery purposes. The Tourism Forum has reformed and meets quarterly, chaired by John Wells from Claymoore Navigation. The Forum provides business with a voice and influence with HBC and TMP. November Economic Forum took place at Daresbury Labs and showcased what is available there
ER 03	Foster enterprise and entrepreneurship in order to develop an enterprise culture that encourages people to consider starting a business and give new ventures every chance of success.	Establish the Halton Enterprise Partnership by 30-6-06  Identify an Enterprise		Agreement has been reached with the SSP for the LEGI private sector steering group to be established as the Partnerships Enterprise Board.  Three business leaders identified

**APPENDIX ONE – PROGRESS AGAINST KEY OBJECTIVES/ MILESTONES  
Economic Regeneration**


Service Plan Ref.	Objective	2005/06 Key Milestone	Progress to date*	Commentary
		<p>Champion by 31-7-06</p> <p>Launch Enterprise Game by 31-3-07</p>		Enterprise Game Launched 16/11/06.
ER 04	Reduce unemployment and increase employment by equipping people with the basic skills and assisting them to secure employment.	<p>Secure future of HPIJ &amp; Emp team by 01-4-06</p> <p>Develop employment action plans for 4 key by 30-9-06</p> <p>Establish 1 new social enterprise by 31-3-07</p> <p>Implement ALT post inspection action plan Phase 1 by 31-3-07</p>		<p>HPIJ funding secured until 31/3/2008.</p> <p>SSP approved Employment Strategy and Action Plan.</p> <p>Two new social enterprises have been established.</p> <p>The Phase 1 Post-Inspection Action Plan is completed whilst phase 2 continues to be implemented and sits alongside the Self-Assessment Report 2005/6. It is a scrutiny topic for the ELS PPB. The LSC has approved the Team's Adult Learning Plan for 2007/8 provision and we await final financial allocations.</p>
ER 05	Raise workforce skill levels by reviewing and addressing the skills deficit in Halton.	Assist in establishing new SSP by 30-6-06		SSP was established in April 2006. The Skills Sub-Group of the SSP has now also been established and during Q4 has met on 2 occasions. Its focus will be from non-accredited provision right through to supporting access to HE provision.

**APPENDIX ONE – PROGRESS AGAINST KEY OBJECTIVES/ MILESTONES  
Economic Regeneration**

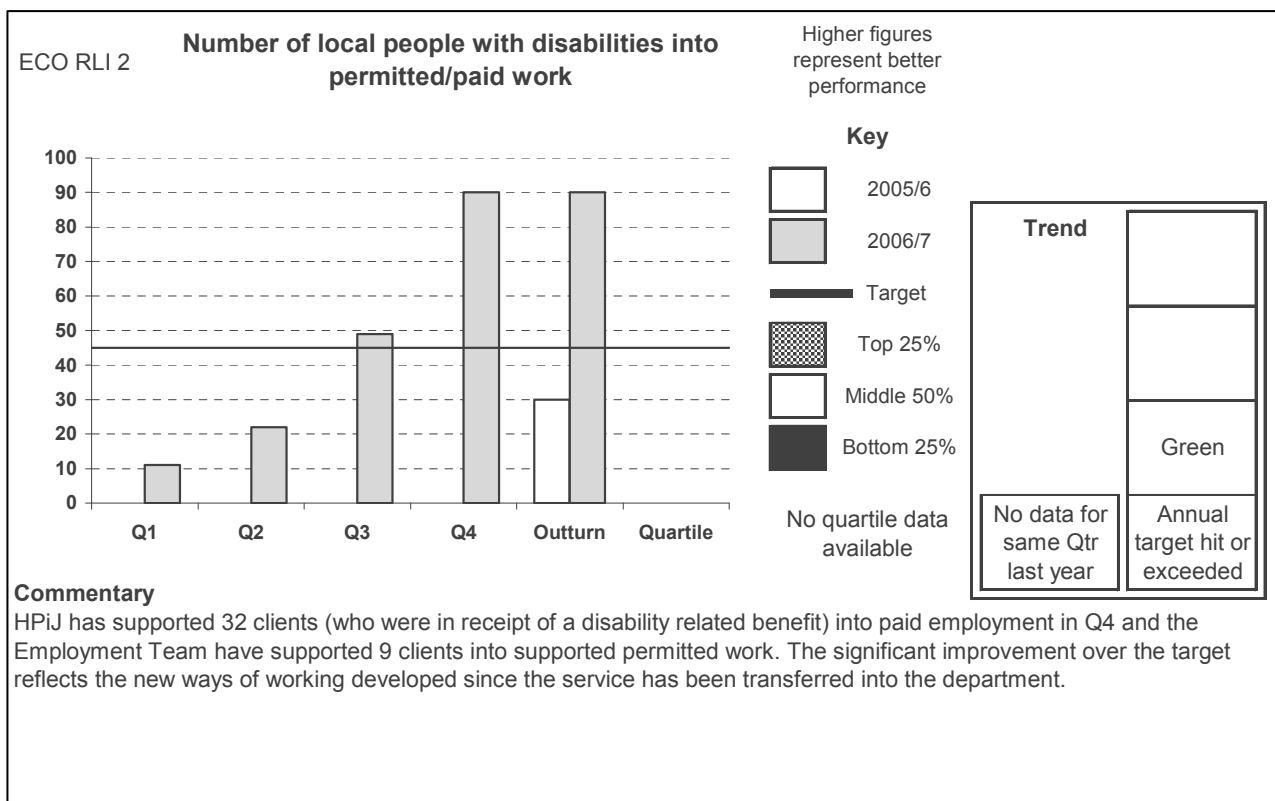
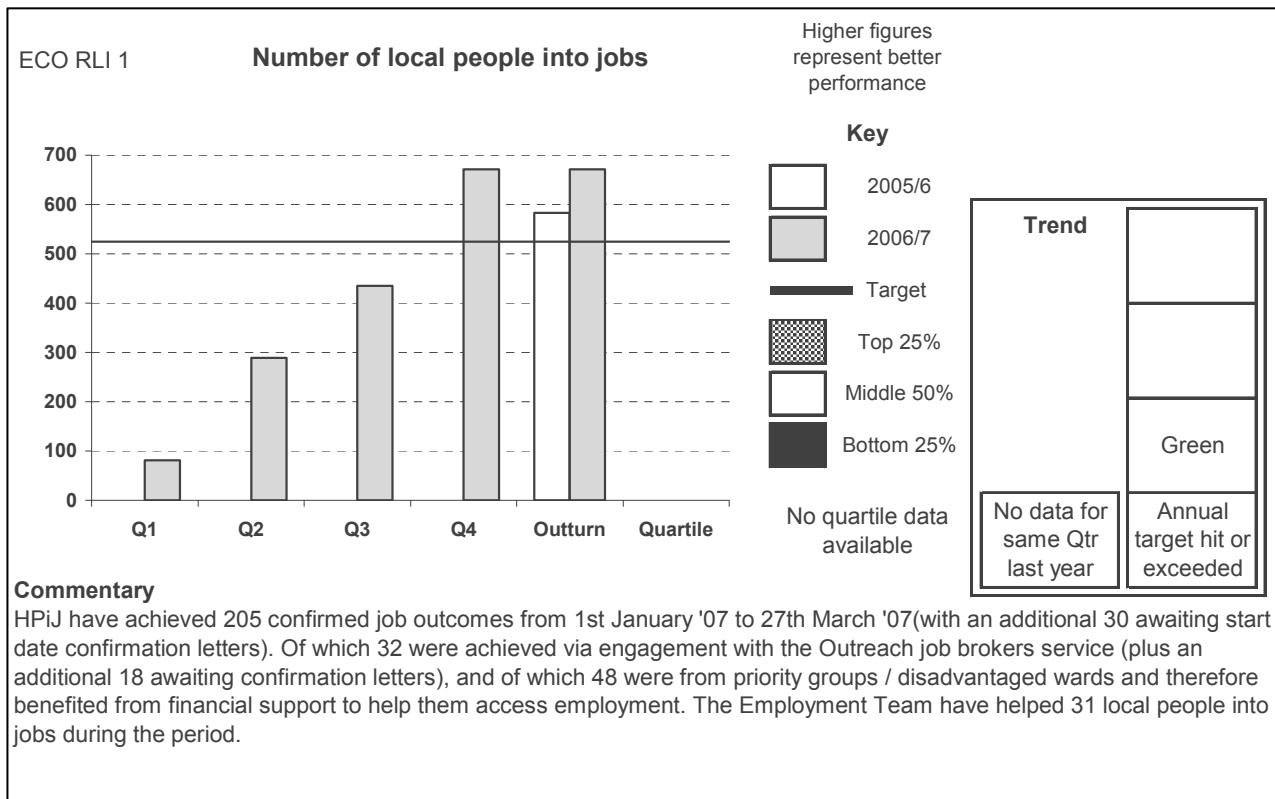


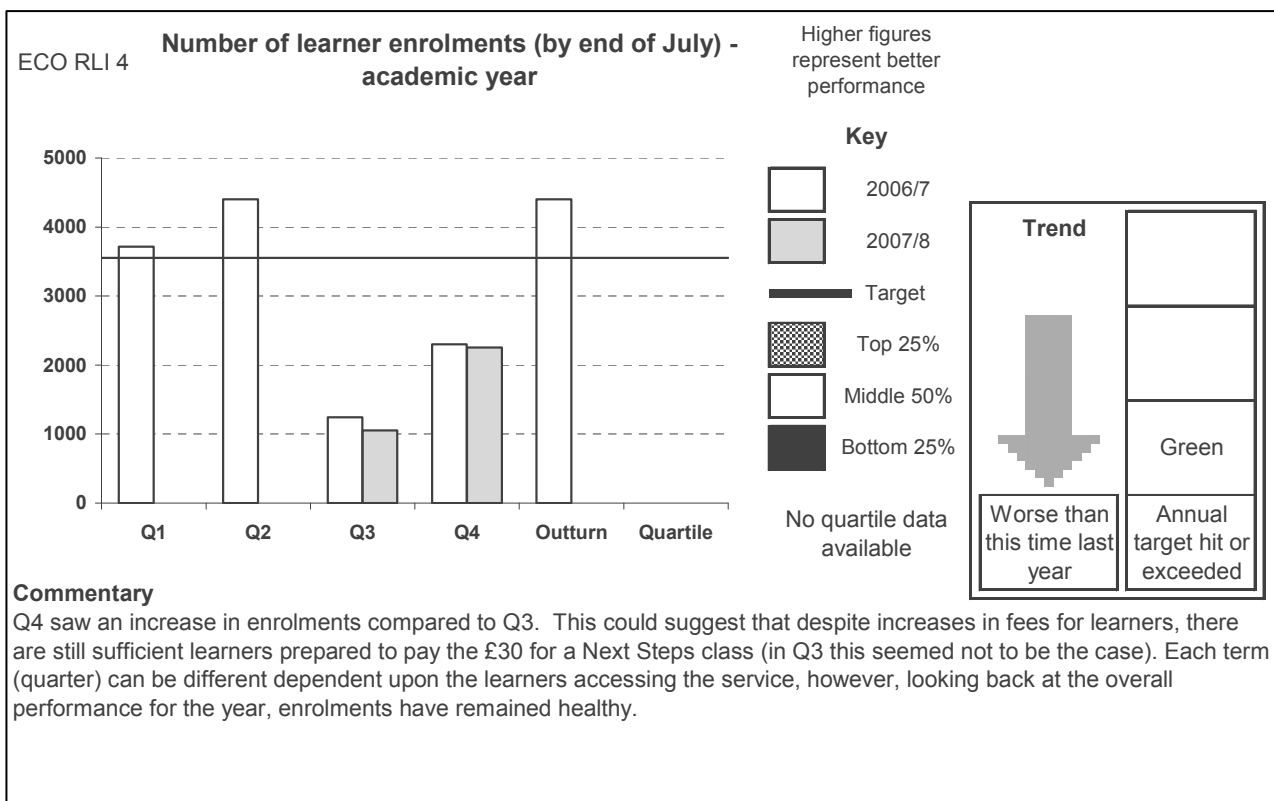
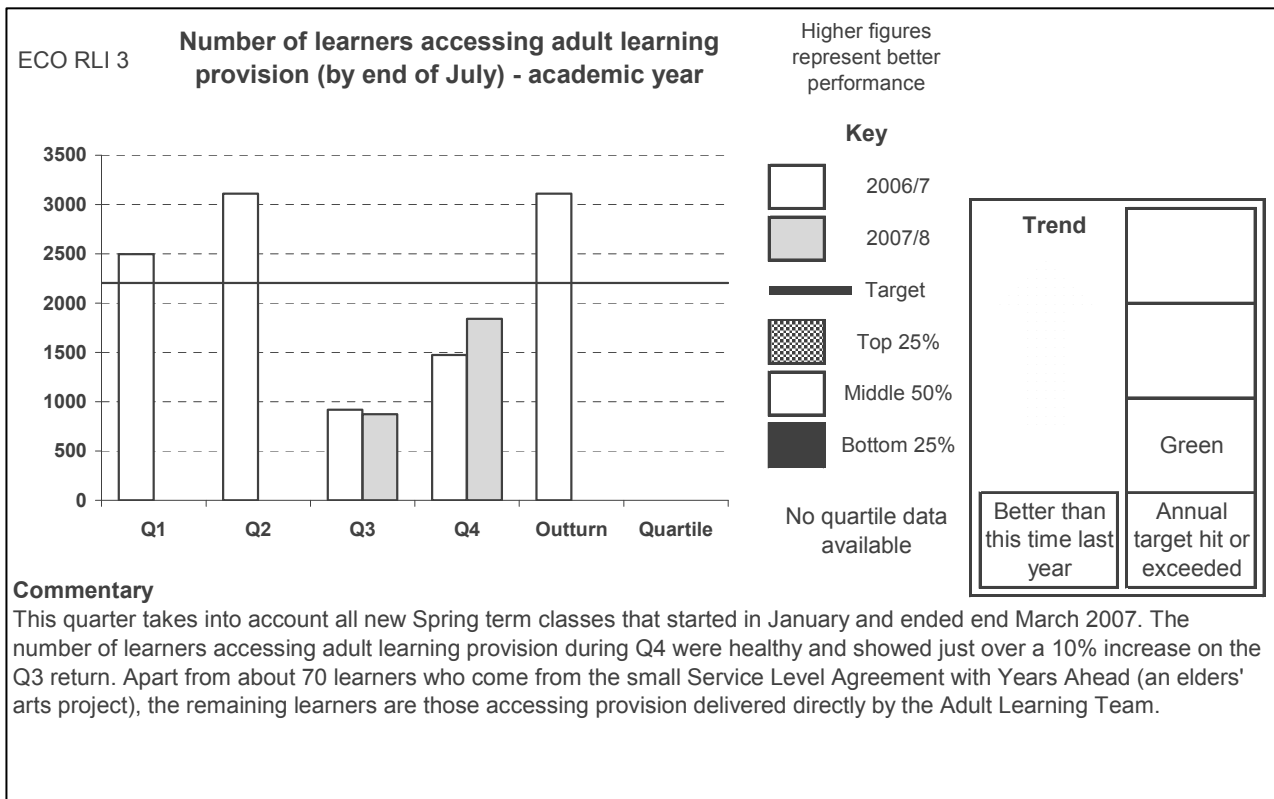
Service Plan Ref.	Objective	2005/06 Key Milestone	Progress to date*	Commentary
		<p>Review Skills Enquiry Service post LSC brokerage by 31-3-07</p> <p>Fill LSC TNA gap by 30-9-06</p> <p>Re-launch workforce development rooms by 30-6-06</p>		<p>Review Skills Enquiry Service completed. No need for this in the future due to LSC skills brokerage service.</p> <p>HBC's Workforce Development Project Officer has worked with local businesses in identifying and sourcing business training solutions. 93 local employees from 11 different companies have received training during Q4.</p> <p>The Kingsway Learning Centre WFD room is used for Skills for Life and ICT provision offered within the community. However, it is increasingly used to deliver WFD training, delivered both by the Adult Learning Team and by other training providers.</p>
ER 06	Encouraging investment in land and property to develop assets that meet business needs and help to produce an attractive and prosperous Borough.	<p>Commercial property review by 31-12-06</p> <p>Delivery of Ph 3 BIA scheme for EDZ by 31-3-07</p> <p>DISTP venture capitalist event by 31-12-06</p>		<p>Halton Commercial Property Study completed and reported to PPB on March 21 2007</p> <p>BIA Ph 3 completed. Project exceeding all output targets. The project has been financially re-profiled to enable delivery until 31.12.07.</p> <p>Daresbury Incubator is nearing capacity and links established with Venture Capital community</p>

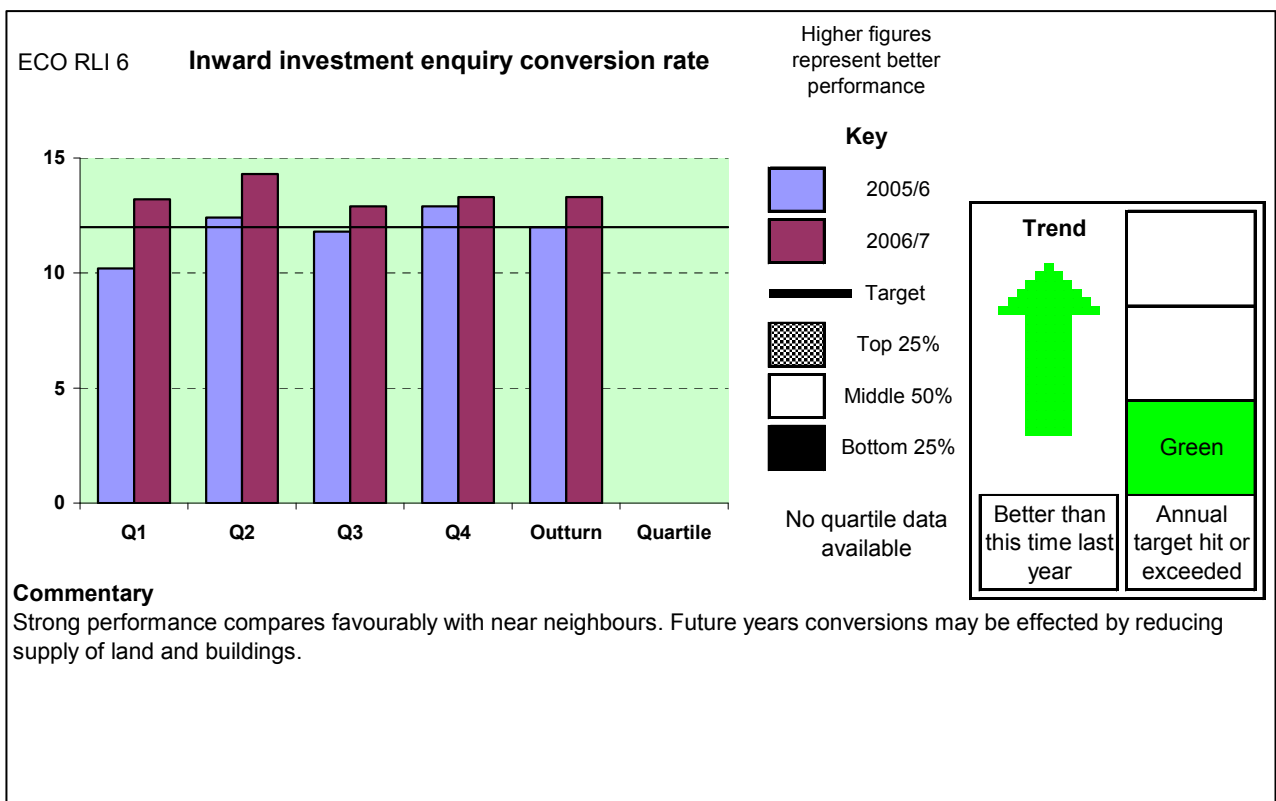
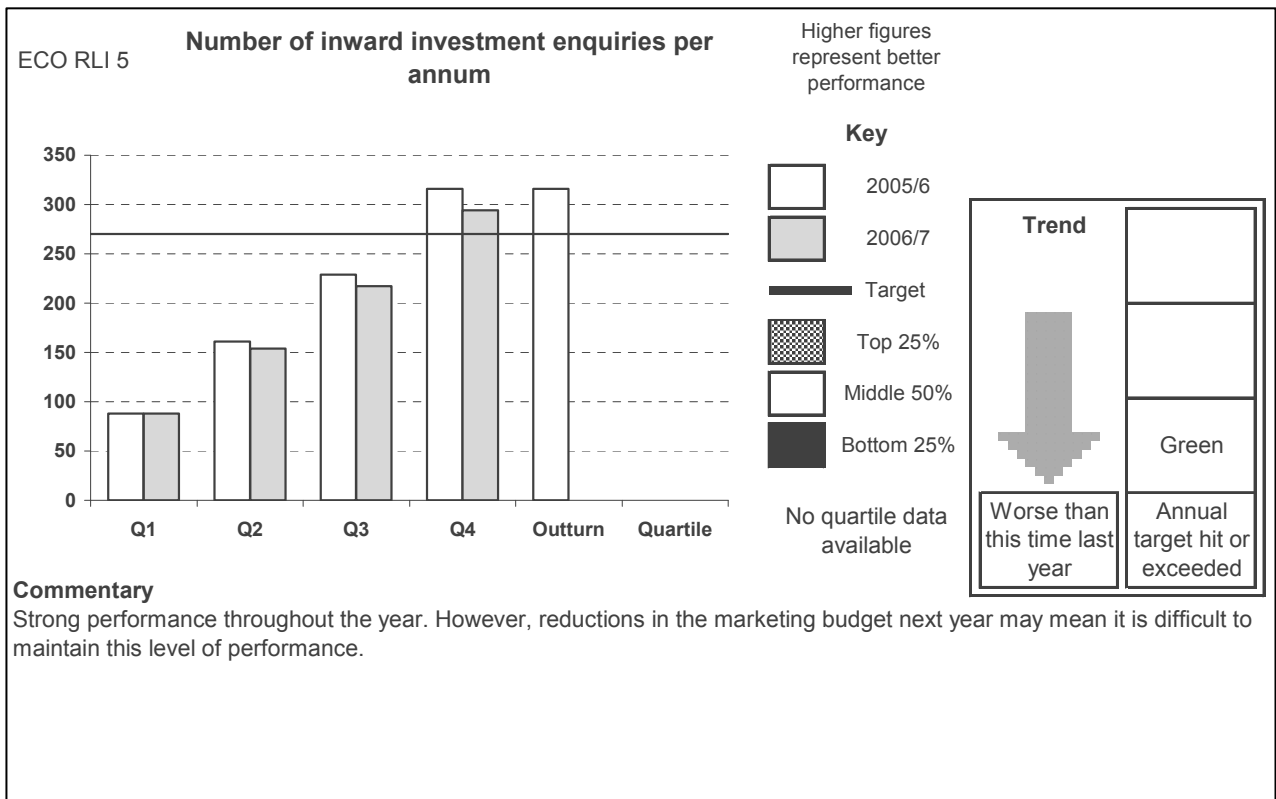
**APPENDIX ONE – PROGRESS AGAINST KEY OBJECTIVES/ MILESTONES  
Economic Regeneration**

Service Plan Ref.	Objective	2005/06 Key Milestone	Progress to date*	Commentary
ER 07	Improving the environment and image of the borough including town centres, to appeal to residents, encourage visitors, businesses and investors.	<p>Annual footfall statement by 30-9-06</p> <p>Complete Victoria Square night time plan by 30-6-06</p> <p>Establish Viability of BIDs by 30-9-06</p>		<p>All footfall counters installed and operational.</p> <p>Victoria Square report approved by Exec Board</p> <p>BID's study completed. Concept rejected by traders in both Widnes and Runcorn, but supported on two industrial estates.</p>

**APPENDIX ONE – PROGRESS AGAINST KEY OBJECTIVES/ MILESTONES  
Economic Regeneration**



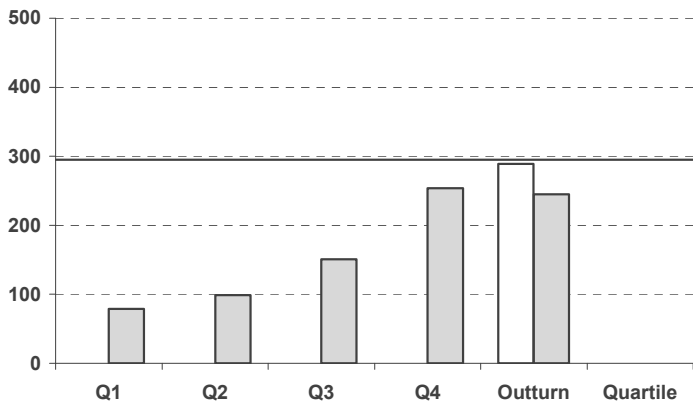




ECO RLI 7

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

Higher figures represent better performance



**Key**

- 2005/6
  - 2006/7
  - Target
  - Top 25%
  - Middle 50%
  - Bottom 25%
- No quartile data available

<b>Trend</b>	Red
	No data for same Qtr last year
	Annual target missed

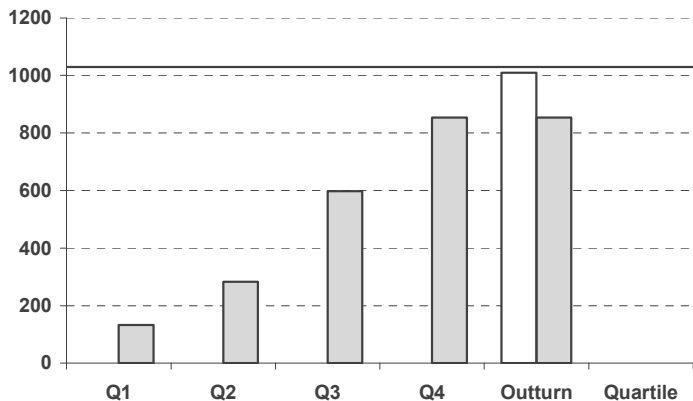
**Commentary**

Whilst the conversion rate is holding up, there are less jobs being created by the smaller existing companies that traditionally have boosted the figures.

ECO RLI 8

**Contribution to the number of jobs safe guarded, as a direct result of the service/s being provided**

Higher figures represent better performance



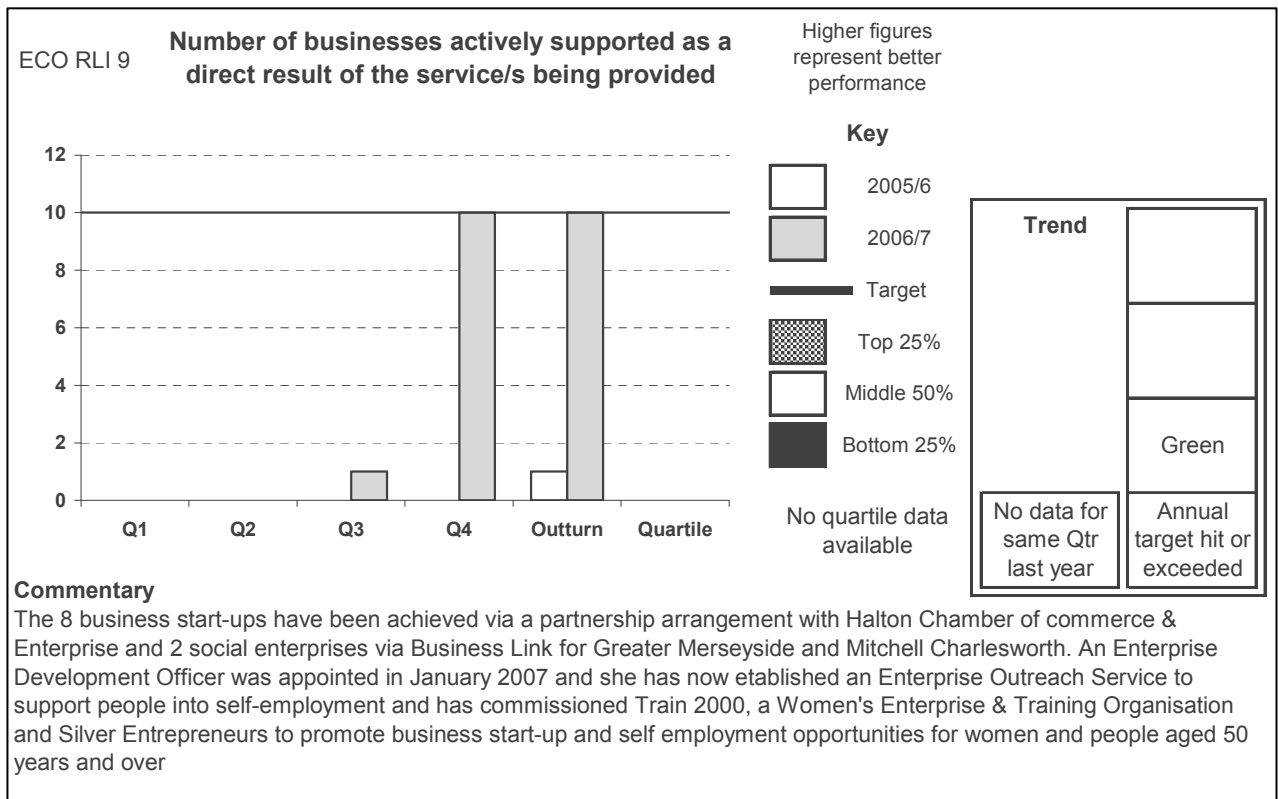
**Key**

- 2005/6
  - 2006/7
  - Target
  - Top 25%
  - Middle 50%
  - Bottom 25%
- No quartile data available

<b>Trend</b>	Red
	No data for same Qtr last year
	Annual target missed

**Commentary**

HPiJ has supported 19 clients who were facing redundancy into employment in Q4. As a new indicator for this year the 2005-06 year end calculation used, as a basis for setting the 2006-07 target, did include an element of double counting with local people into work which has been removed from this years calculation.



There are 2 indicators that are reported on an annual basis:

### ER PI 10 – Number of day visitors to the borough

Data for 2004 = 4,013,380 visitors.

Data for 2005 = 4,154,400 (3.4% increase)

Data for 2006 will be out much later in 2007 (Target = year 2005 + 2%)

Commentary – these figures are based on the national STEM model. The initial figures for any one year are early estimates and subject to review as the model is finalised later.



### ER PI 11 – Footfall in Town Centres (millions)



Data for 2005-06 = 8.9 million.

Target for 2006/7 = year 2005/6 + 2% = 9.08 million.

Data for 2006-07 = 9.2 million (March 2007 figure to be added to this when available)



Commentary – Not directly comparable to previous years as all data points are now active. Additionally, the contracted company has been experiencing data retrieval problems which are presently being resolved so figures for first 11 months of the year need to be treated with caution.



Ref	Indicator	Actual 05 / 06	Target 06 / 07	Quarter 4	Progress*	Commentary
<b>Quality</b>						
ER PI 12/	Percentage of business customers using the inward investment services (including aftercare) expressing satisfaction with the services & support provided (Audit Commission ECR18e)	New for 06/07	Baseline to be set	100%		Each individual or company requesting commercial property information is invited to comment on the Service. Approximately 20% of clients respond. Of these respondents, 100% expressed satisfaction with the Service.
<b>Cost Efficiency</b>						
ER PI 13/	Cost per job created and/or safeguarded to which the authorities inward investment promotional activity has made a significant contribution. (Audit Commission ECR18d)	New for 06/07	£150.00	£126.00		Baseline established using partial data available from 2005/06. 2006/07 Q4 represents accurate assessment with quality verified data.




**APPENDIX THREE – PROGRESS AGAINST OTHER PERFORMANCE INDICATORS  
Economic Regeneration**



LPSA Ref	Definition	LPSA Target (Stretch)	Interim Target (Annual)	Progress (Traffic lights)	Commentary
10	<p><b>Helping people improve their literacy, numeracy and spoken English</b></p> <p>The number of adults who gain a Skills for Life Level 1 or Level 2 qualification in Adult Literacy (and or Numeracy) or an ESOL Skills for Life national qualification at Entry Level 1, Entry Level 2, Entry Level 3, Level 1 or Level 2. (Measured in an academic year)</p>	<p><b>116</b> Aug 08</p>	<p>30 in first year</p>		<p>On target to achieve PSA. 30 individuals achieved Adult Literacy/Adult Numeracy qualifications at Level 1/Level 2.</p>
12	<p><b>To increase the number of local residents currently on incapacity benefits moving in to work or self-employment.</b></p> <p>The number of people who have been claiming an incapacity benefit helped by Halton Borough Council into sustained employment of at least 16 hours per week for 13 consecutive weeks or more. (Cumulative over a 3 year period)</p>	<p><b>179</b> (Mar 09)</p>	<p>40 year one</p>		<p>38 confirmed sustainable job outcomes as at 30/3/07. There are a further 25 IB customers that have been supported into jobs but they have not yet reached the 13th week of remaining in work at which time they can be claimed as an output.</p>

**APPENDIX FOUR – PROGRESS AGAINST LPSA TARGETS  
Economic Regeneration**

The traffic light symbols are used in the following manner:

	<u>Objective</u>	<u>Performance Indicators (Excl. LPSA)</u>	<u>LPSA Indicators Only</u>
<b><u>Green</u></b>	 <p>Indicates that the <u>objective has been achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the annual 06/07 target <u>has been achieved</u> or exceeded</p>	<p>Indicates that the <u>target is on course to be achieved.</u></p>
<b><u>Amber</u></b>	 <p>N/A</p>	<p>N/A</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 that the <u>objective has not been achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the annual 06/07 target <u>has not been achieved.</u></p>	<p>Indicates that the <u>target</u> will not be achieved unless there is an intervention or remedial action taken.</p>