

SB/PB/CPlan07  
14 December 2007

Mr D Parr  
Chief Executive  
Halton Borough Council  
Municipal Building  
Kingsway  
Widnes WA8 7QF

Dear David

**Consultation on the Northwest Regional Development Agency's Corporate Plan for 2008/09 to 2010/11**

In September 2006, Government published the Comprehensive Spending Review. This set NWDA's budget and responsibilities for the next 3 years.

We are now drawing up our Corporate Plan, which sets out in more detail our plans for delivering our contribution to the Regional Economic Strategy and our wider remit on behalf of the Northwest for the period from 2008/09 to 2010/11.

We would be very grateful for your input to the development of this plan before it is presented to Ministers in March 2008.

Our new Corporate Plan will cover a period of considerable change for NWDA. In its joint submission to the Comprehensive Spending Review the Northwest argued for a number of significant improvements to how Economic Development priorities are agreed and delivered. I am pleased that Government has recognised these in the new expectations and responsibilities which it has set out for NWDA from 2009 onwards:

- Working on the region's behalf to prepare an integrated strategy, bringing together housing, planning, transport and economic priorities to provide an integrated approach to economic, social and environmental priorities;
- An overarching regional sustainable growth objective, to ensure investment can be as focussed as possible;
- Increased delegation of project approval decisions to the most appropriate local level, with delivery contracted on the basis of agreed programmes and priorities;

- Responsibility for overseeing the delivery of further simplification of business support, with strong regional delivery of business support products to ensure high standards and lack of duplication.

NWDA has also agreed tough efficiency targets with Government. As a private sector led organisation we are committed to continuous business improvement. Over the lifetime of this plan we will do more, but with less resource. This will require strong prioritisation and tough choices. This plan sets a clear strategic direction to enable us to achieve this.

Our plan sets out 11 strategic objectives, with funding and outcomes identified for each. These objectives, and the resources we are proposing for each, are based on our RES commitments and up to date evidence of the progress of the regional economy. They are strategic priorities and beyond stating where projects and programmes are already approved it does make individual project commitments or decisions.

The Agency's Board has considered this draft plan and would welcome specific feedback and comments on it by no later than **Friday 1<sup>st</sup> February 2008** in order that we can submit the revised plan to Government and obtain Ministerial approval by the end of March.

A copy of the draft plan is attached and can also be found on the Agency's website at [www.nwda.co.uk](http://www.nwda.co.uk). If you have any particular queries please do not hesitate to contact Samuel Kabiswa at NWDA ([samuel.kabiswa@nwda.co.uk](mailto:samuel.kabiswa@nwda.co.uk)) in the first instance.

Yours sincerely



**Steven Broomhead**  
**Chief Executive**