

# QUARTERLY MONITORING REPORT

**DIRECTORATE:** Environment  
**SERVICE:** Economic Regeneration  
**PERIOD:** Quarter 3 to period-end 31 December 2007.

## 1.0 INTRODUCTION

This quarterly monitoring report covers the Economic Regeneration Department third quarter period up to 31 December 2007. It describes key developments and progress against key objectives and performance indicators for the service.

The way in which traffic light symbols have been used to reflect progress to date is explained in 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

Jobcentre Plus has advised the Council is the best performing 'In Work Support' contract provider in the country and has therefore extended the one year contract that was due to end on 31.3.2008 for a further period of two years until 30.6.2010.

The Enterprising Halton Business Start-up programme has already handled over 240 new start-up enquiries against a target of 150 for the year and has already achieved the full year target of 50 new start-ups.

Following the withdrawal of outreach secondees by JCP, HPiJ has commenced a rolling programme of outreach for the 7 priority wards. This involves mass leafleting areas to raise the profile and job surgeries following on.

The Adult Learning & Skills Development (ALSD) Division has been successful in obtaining 2 lots of 5 days of consultancy from the Quality Improvement Agency as part of the Skills for Life Improvement Programme. The 2 programmes will help the service to develop a whole organisational approach to skills for life and also to further embed skills for life.

The final assessment stage of the Family Science Big Lottery application took place in November. A final decision on the £250k application will be known in Q4.

The Business (skills) Perceptions Survey has commenced. By the end of February 250 companies are scheduled to be interviewed. The results will feed into the ELS PPB Skills Topic Group work.

Fisher Associates has completed a skills assessment of the logistics sector in support of the 3MG development in Halton. The report formed the basis of the December 3MG skills meeting during which a first skills/employment proposal for the sector was produced. This will be worked up into detail and presented to local companies at a later date. The results will also feed into the ELS PPB Skills Topic Group work.

The PCDL (Personal Community Development Learning) Partnership was established in October 2007. This is a requirement of LSC funding and seeks to bring all such provision closer together.

Following ballots on two of the boroughs industrial estates, it was announced on December 7<sup>th</sup> that businesses on Astmoor Industrial Estate in Runcorn and the Halebank Estate in Widnes had voted in favour of creating Business Improvement Districts (BID's) in their respective areas. Formal BID plans will be rolled out for both estates from April 1 2008 and will be in place for five years. Halton is the first local authority in the UK to successfully administer two ballots in separate areas at the same time. The work programmes will be funded via a levy that will be charged on top of the resident business or landlord's existing business rates bill. The funds will be 'ring fenced' enabling it to be used for the purpose of financing further improvements, such as enhanced crime prevention and security measures, general environmental uplifts of the estates, improved signage etc. The funds will be managed a Board made up of business representatives and an Estate Manager, who will be employed by the Council, but paid for via the BID levy.

The creation of a formal Single Investment Agency for the Liverpool City Region, led by The Mersey Partnership, has been ratified. The Merseyside Authorities have agreed to a three-year funding package for the new agency together with a series of working' protocols' which govern the mechanism by which inward investment and company expansion projects are managed across the sub-region.

Planning is now well underway for the Youth Capital of Culture event which will be staged on the 12 and 13 July 2008. The event, which is being co-ordinated by a cross directorate steering group that comprises officers and elected members, will incorporate a wide range of cultural activities, focused on young people, including music, drama, art, dance etc. The main venues will be the Halton Stobart Stadium and the Brindley.

Preparatory work is now underway to update the Economic Development and Tourism Strategy for the Borough that will be published during 2008/09.

With the external funding for the Halton eBusiness team coming to an end in December 2008, the project is now moving into a closedown phase. This will ensure -

- All project targets are met
- All administrative and financial tasks are complete
- Project files etc are archived to meet foreseeable future audit requirements

### 3.0 EMERGING ISSUES

Initial discussions have taken place with Halton PCT around Skills for Life support, both for staff working in frontline services and also for those young people and adults using PCT services. A proposal is to be prepared for the PCT.

The Government has announced a £30million investment into Family Learning provision though there are little details at this time.

The academic term for spring is very short and this means that in Q4, normal 11 week courses have been reduced to 9 weeks and that marketing of programmes had to take place before the New Year. It is likely that enrolments therefore will be much lower in Q4 as a result of the tight timescales.

As LSC award new European Social Fund contracts, various new providers may be operating in the borough. It will be important that all new provision is mapped so that any potential confusion and duplication is minimised.

The Continental Market, held in Widnes town centre between 18 and 20 October 2007, resulted in a significant increase in footfall and a very favourable response from visitors that attended. Discussions are underway to host another market in 2008/09. Progress has also been made with respect to the launch of a weekly (Tuesday) Street Market in Runcorn Old Town.

Two European funded Inter Regional (Interreg) projects are being developed with partners in Europe:-

#### **Project 1 - RegioSusChem**

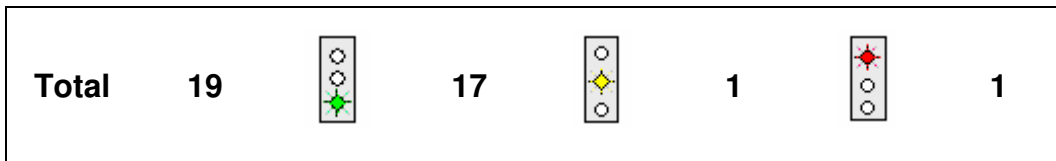
This project is being led by the European Chemical Regions Network (ECRN), which Halton Borough Council (HBC) is a member of. The project will aim to develop regional strategies for strengthening research and innovation in European chemicals regions. HBC will be representing North West UK as a partner in the project.

**Project 2 - MITKE - Managing the Industrial Territory in the Knowledge Area**

This project is being led by SPRI, a subsidiary organisation of the Regional Development Agency of the Basque Country. It's aim is to design and test new models of managing business areas and industrial parks facing the challenge of the knowledge economy alongside the need to sustain and retain resident businesses - specifically SME's.

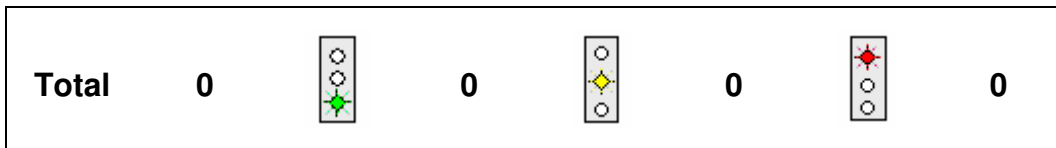
Decisions on both projects will be announced in June 2008 and both will run for 3 years if approved.

**4.0 PROGRESS AGAINST KEY OBJECTIVES / MILESTONES**



Generally good progress towards achieving objectives/milestones. For further details refer to Appendix 1.

**4.1 PROGRESS AGAINST OTHER OBJECTIVES / MILESTONES**

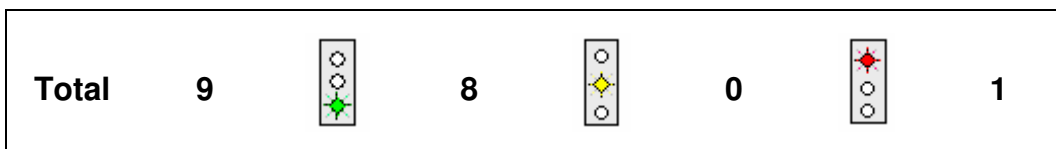


There are no "Other" objectives/milestones for this service.

**5.0 SERVICE REVIEW**




The Urban Renewal Policy and Performance Board is presently reviewing town centre management within Halton. The topic group has already visited other town centres and is presently collecting evidence with a view to a final report in March.

**6.0 PROGRESS AGAINST KEY PERFORMANCE INDICATORS**



Good progress is being made against the targets for "Key" performance indicators. For further details please refer to Appendix 2.

## 6.1 PROGRESS AGAINST OTHER PERFORMANCE INDICATORS

<b>Total</b>	<b>4</b>		<b>4</b>		<b>0</b>		<b>0</b>
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No "Other" indicators have been reported by exception this quarter.

## 7.0 PROGRESS AGAINST LPSA TARGETS

There is good progress towards LPSA targets. For further details please refer to Appendix 3.

## 8.0 RISK CONTROL MEASURES

During the production of the 2007-08 Service Plan, the service was required to undertake a risk assessment of all Key Service Objectives.

Where a Key Service Objective has been assessed and found to have associated 'High' risk, progress against the application of risk treatment measures is to be monitored, and reported in the quarterly monitoring report in quarters 2 and 4.

## 9.0 PROGRESS AGAINST HIGH PRIORITY EQUALITY ACTIONS





During 2006/07 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 in quarters 2 and 4.








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

## 10.0 APPENDICES


Appendix 1- Progress against Key Objectives/ Milestones  
Appendix 2- Progress against Key Performance Indicators  
Appendix 3- Progress against LPSA targets  
Appendix 4- Financial Statement  
Appendix 5- Explanation of traffic light symbols

Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
<b>ER01</b>	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 2 marketing action plan by 30-3-08		The marketing action plan is presently under review given budget reductions and the request to examine a major marketing drive for the logistics sector.
		Forward Strategy for eHalton by 30-9-07		Complete
		Expand business Parks to another estate by 30-6-07 (dependent on funding)		Inaugural meeting of the Widnes Waterfront Business Park Steering Group took place in October 2007
		Present options for future of eHalton to Strategic Director Environment by 31-10-07		Strategy detailing a timeframe and milestones for programme shut down completed and ratified.
<b>ER02</b>	Develop sectors and clusters with a view to developing stronger business inter-linkages and stronger overall business performance in Halton	Implement phase2 sector plans for tourism, science and chemicals – by 31-3-08		Graduate recruited for x 26 weeks to facilitate the delivery of a series of key actions associated with the Halton Science programme.
		Facilitate the development of Daresbury Science and Innovation Campus		The Business Development Team are fully engaged with the DSIC Master Planning exercise
<b>ER03</b>	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	Explore on-line enterprise game by 30-9-07		Halton EBP developed two new versions of the Game, attracting funding to launch a Maritime version in September 2007 and a primary

Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
	of success.	<p>Establish Halton Enterprise Island pilot by 30-9-07</p> <p>Develop LEGI bid by 31-3-08 (subject to round three taking place)</p>	<p></p> <p>N/a</p>	<p>school version launched in November 2007. The on-line version is considered viable and will be developed during the next phase.</p> <p>The Enterprise Halton Challenge Competition 2007 was a great success, attracting 7 new business ideas of all whom received business advice and help with developing a business plan. The Mayor presented the competition winner Helen Brennan with her cheque and prizes at the Halton Chamber Enterprise Awards Dinner on 16 November 2007.</p> <p>The government has announced that LEGI has been withdrawn and along with NRF has been replaced by the Working Neighbourhood Fund.</p>
<b>ER04</b>	Reduce unemployment and increase employment by equipping people with the basic skills and assisting them to secure employment	<p>Review Basic Skills Strategy by 30-9-07</p> <p>Outreach pilot programme to be evaluated by 31-12-2007</p> <p>Deliver JCP co-finance contracts by 31-3-2008</p>	<p></p> <p></p> <p></p>	<p>Complete</p> <p>Previous arrangements evaluated. HPiJ now delivering neighbourhood outreach.</p> <p>All JCP co-financed contracts have been maximised and will terminate on 31/3/08.</p>

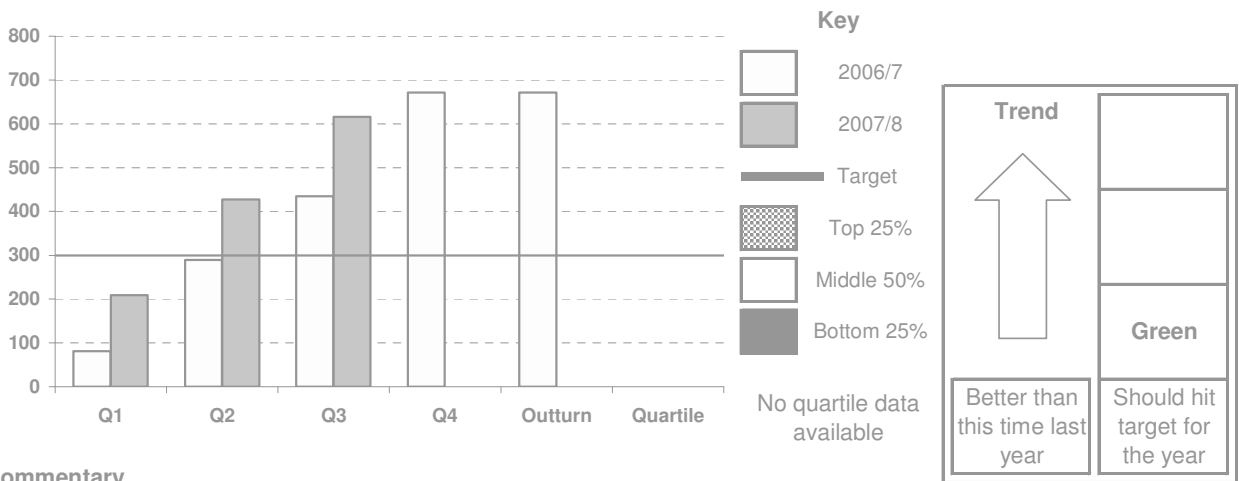
Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
		Deliver ILMs programme by 31.3.2008		Stepping Stones (Halton ILM) continuing to exceed job outcomes. Steps2Work (PCT funded Mental Health ILM) progressing well. No further update LHT Jigsaw Environmental Services ILM.
ER05	Raise workforce skill levels by reviewing and addressing the skills deficit in Halton	Review TNA (Training Needs Analysis) provision between 30-6-06 & 30-6-07		Completed. Targets for provision of WFD (workforce development) to companies and/or employees located in NRF priority wards were overachieved.
		Develop a Skills Sub-Group of the ELS by 30-6-07		The Skills Group met twice in Q3 (October and November 2007).
		SSP to consider customer satisfaction post LSC revamp by 31-3-08		On track
ER06	Encouraging investment in land and property to develop assets that meet business needs and help to produce an attractive and prosperous Borough.	Commence Implementing commercial property plan by 30-3-08		The first draft of the Astmoor Master Planning Group report has been completed
		Complete delivery of BIA scheme by 31-3-08		The programme is currently slightly under-spent, however, agreement is being sought from External Funding to extend the programme until September 2008.
ER07	Improving the environment and image of the borough including town centres, to appeal to residents, encourage visitors, businesses and investors.	Annual footfall statement by 30-9-07		Footfall counters installed and operational



Service Plan Ref.	Objective	2007/08 Key Milestone	Progress to date	Commentary
		Finalise night time plan for Victoria square by 31-12-07		Risk assessment prepared and first draft produced. Further work presently delayed due to workload pressures.

ECO RLI 1

### Number of local people into jobs

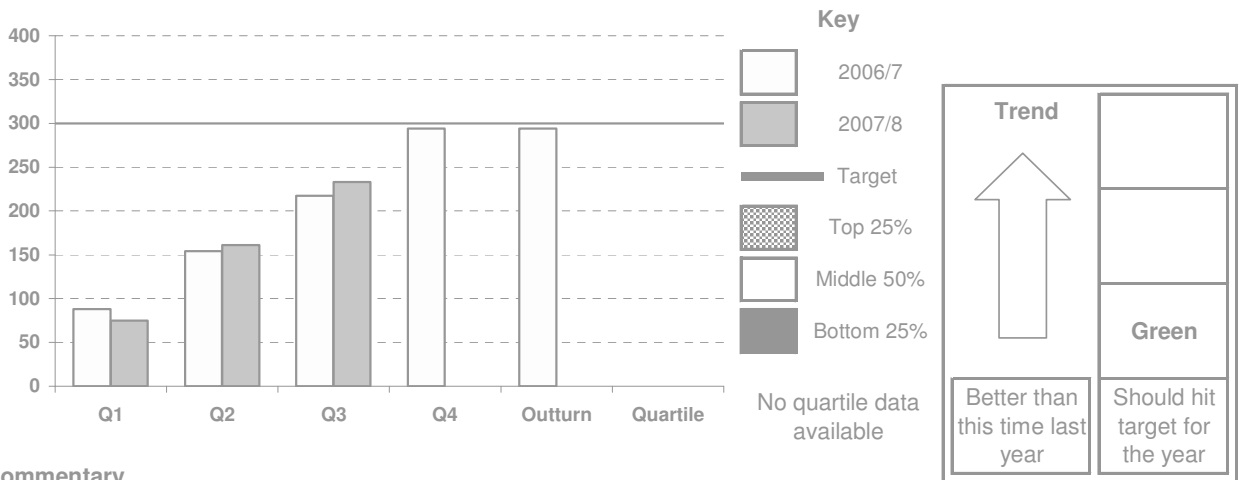


**Commentary**

158 HPIJ clients have secured work in Q3 and 31 from the Employment Team - a total of 189 people into work.

ECO RLI 5

### Number of inward investment enquiries per annum



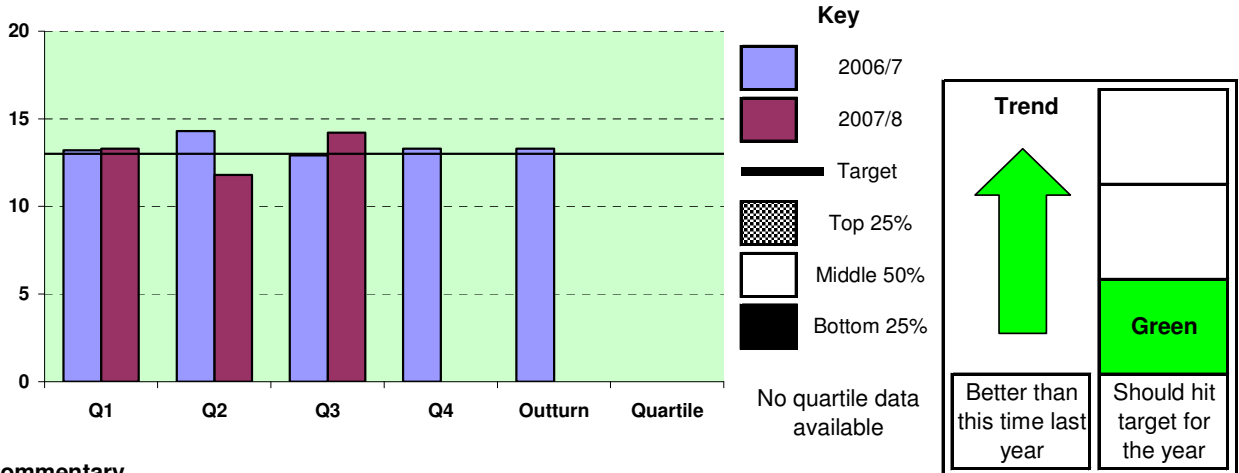
**Commentary**

Of this quarter's enquiries, 62.5% where from Halton residents or businesses, 8% from Merseyside, 20% from NW, 1.5% from UK and 8% from overseas. □

□ 64% sought industrial space, 16% sought office, 8% wanted retail and 12% were after sites □

□ In terms of s

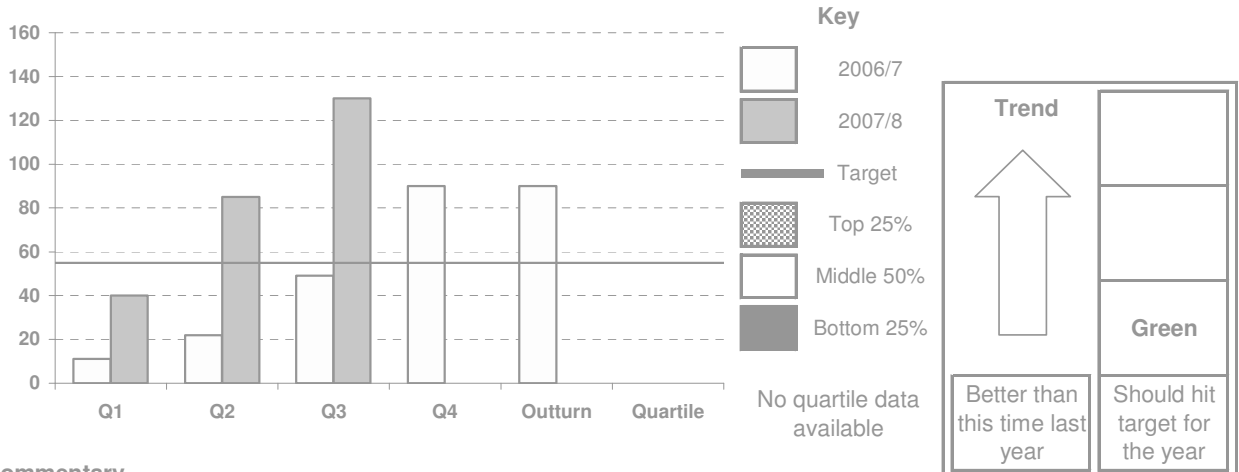
ECO RLI 6 **Inward investment enquiry conversion rate**



**Commentary**

14 conversions this quarter, 2 start ups, 7 expansions, 1 from Merseyside and 4 from the NW. □  
 □ 8 Industrial units, 4 office and 2 retail units taken. □  
 □ In terms of activity, 5 are manufacturing businesses, 4 are wholesale/retail, 2 construction, 2 other

ECO RLI 2 **Number of local people with disabilities into permitted/paid work**

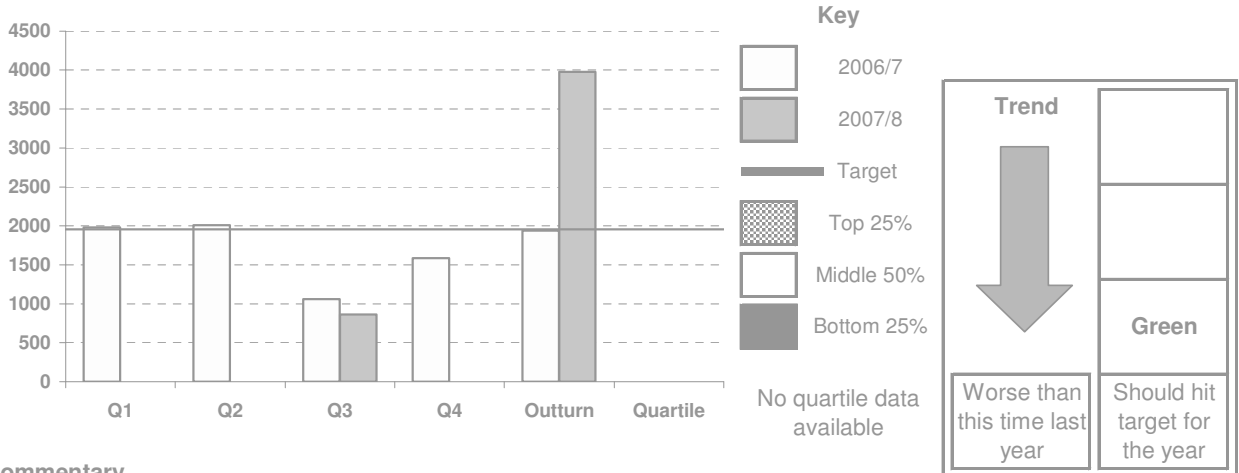


**Commentary**

HPIJ have supported 33 residents into work in Q3 who are in receipt of a Health related benefit (Income support Disability related, Incap, DLA) and 12 people into paid/permitted work from the Employment Team - a total of 45 people with disabilities into

ECO RLI 3

**Number of learners accessing adult learning provision (by end of July) - academic year**

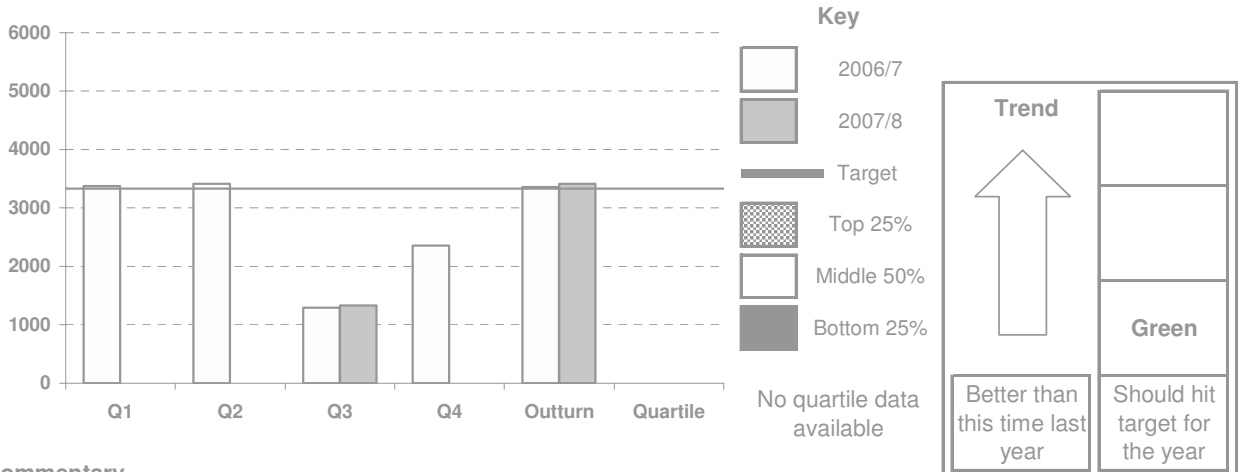


**Commentary**

Q3 figures represent the new autumn term, which marked the start of the new academic year (1st August - 31 December), although during August, no courses take place. Compared to Q3 in the 2006/7 academic year, learner numbers are down by 199. The main reason

ECO RLI 4

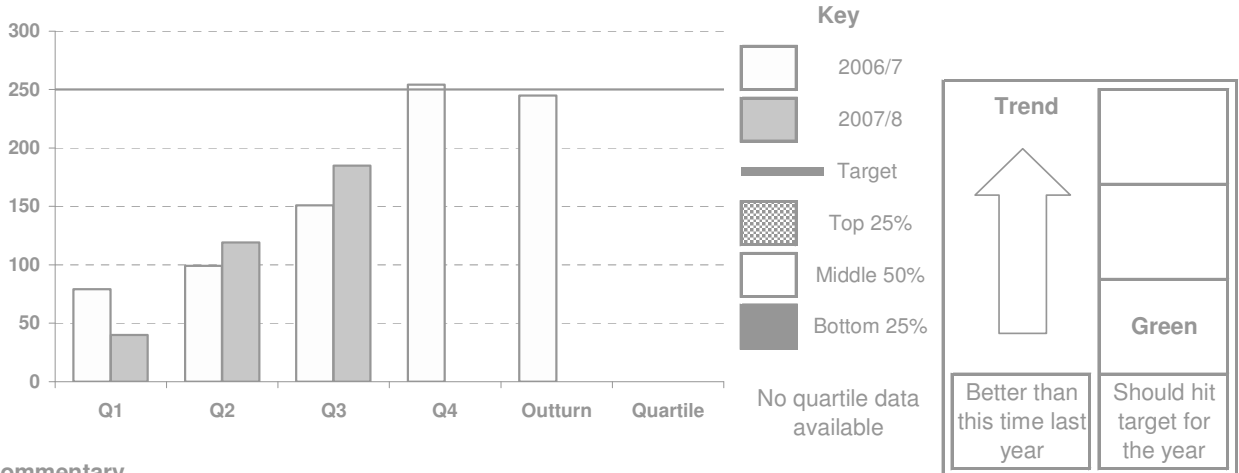
**Number of learner enrolments (by end of July) - academic year**



**Commentary**

Q3 enrolments were 1334 compared to 1293 in Q3 in the 2006/7 academic year - an increase of 41. Given the freeze in LSC budgets this slight increase is very positive.

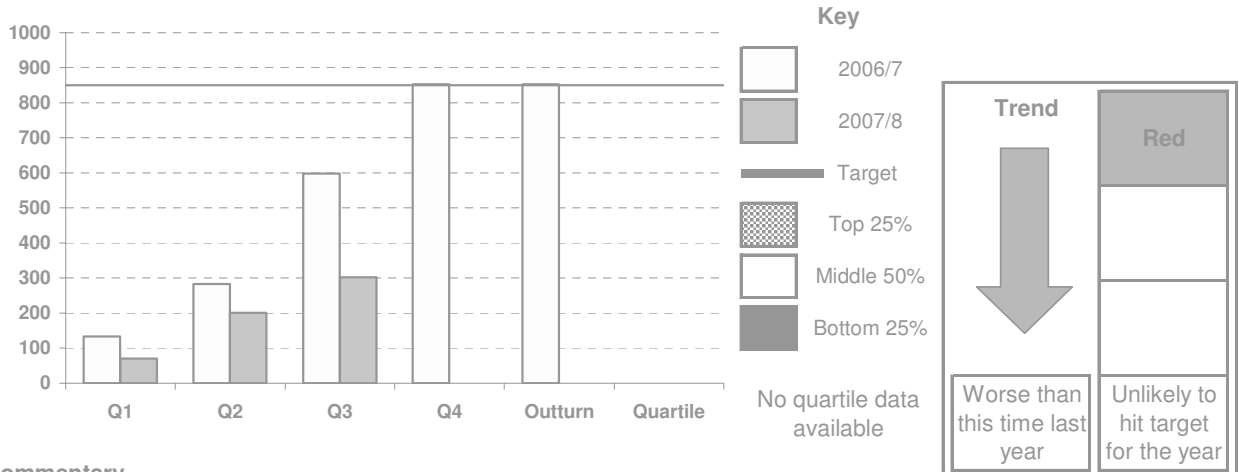
ECO RLI 7 **Contribution to the number of jobs created, as a direct result of the service/s being provided**



**Commentary**

The new business start up programme is proving a very positive addition to the job creation programme.

ECO RLI 8 **Contribution to the number of jobs safe guarded, as a direct result of the service/s being provided**

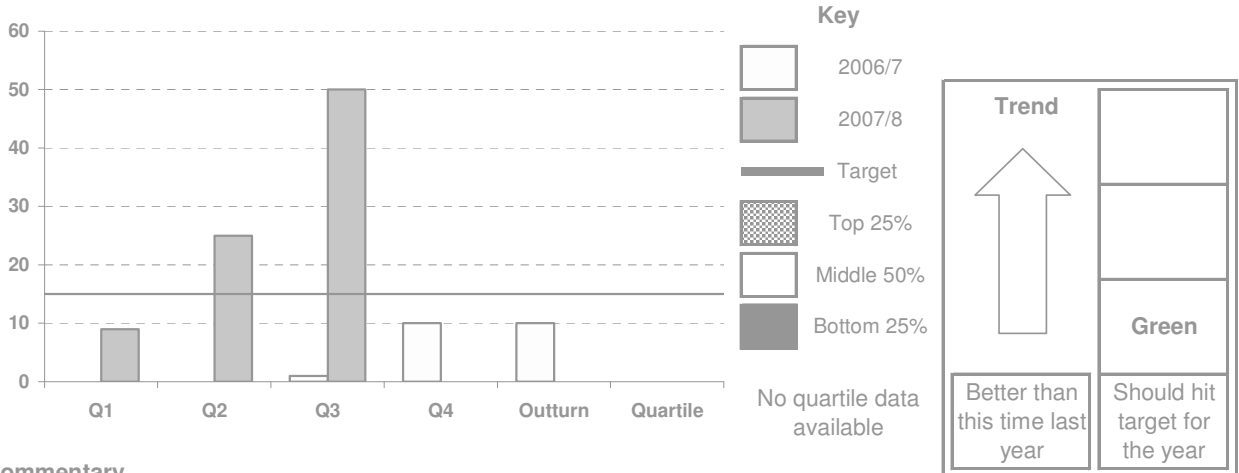


**Commentary**

The failure to reach the target is positive news. This was so high last year due to the number of closures previously announced and feeding through the system. The number of such closures has now considerably reduced and hence less people to help.



ECO RLI 9

### New business start-ups and self-employment starts



**Commentary**

Enterprising Halton supported 25 residents into business start-up or self-employment during Q2 - a total of 50 starts this year.

LPSA Ref.	Indicator	Baseline	Target	Perform 06/07	Perform 07/08 Q3	Traffic light	Commentary
10	Number of adults gaining a national Skills for Life qualification at level 1, 2 or 3 in literacy, numeracy or ESOL	19 04/05	116 measured in academic year ending 31/08/08	35	37		Cumulative figure to date including Q3 - 102.
12	Increase the number of people who have been claiming an incapacity benefit into sustained employment of at least 16 hours per week for 13 consecutive weeks or more	18 for year ending 31/03/06	179 3 year Cumulative to 31/03/09	38	57		Cumulative figure to date including Q3 - 95

## REGENERATION

### Revenue Budget as at 31<sup>st</sup> December 2007

	Annual Revised Budget  £'000	Budget To Date  £'000	Actual To Date  £'000	Variance To Date (Overspend )  £'000	Actual Including Committed Items £'000
<b>Expenditure</b>					
Employees	1,370	1,043	999	44	1,000
Premises Support Office	2 110	0 16	0 16	0 0	0 16
Accommodation Marketing Programme	55	41	22	19	26
Promotions	29	29	50	(21)	50
Development Projects	20	4	4	0	8
Supplies & Services	158	83	87	(4)	104
ICT Investment for Growth	20	0	0	0	0
Halton People into Jobs	125	0	0	0	0
Transport	33	23	20	3	20
Central Support Services	148	0	0	0	0
Departmental Support Services	29	0	0	0	0
Agency	4	1	1	0	1
Asset Charges	7	0	0	0	0
<b>Total Expenditure</b>	<b>2,110</b>	<b>1,240</b>	<b>1,199</b>	<b>41</b>	<b>1,225</b>
<b>Income</b>					
Sales	0	0	0	0	0
Fees & Charges	-13	-10	-3	(8)	-3
Reimbursements	-131	-122	-131	10	-131
Government grants	-371	-322	-322	0	-322
Employment Service	-257	-107	-107	0	-107
Recharges to Capital	-12	0	0	0	0
<b>Total Income</b>	<b>-784</b>	<b>-561</b>	<b>-563</b>	<b>2</b>	<b>-563</b>



<b>Net Expenditure</b>					
	<b>1,326</b>	<b>679</b>	<b>636</b>	<b>43</b>	<b>662</b>

**Comments on the above figures:**

In overall terms revenue spending to the end of quarter 3 is slightly under budget.

With regards to expenditure the staffing underspend relates to savings against costs for the Supported Employment Team, external funding is being used to fund eligible salary costs. There is also an underspend in salaries against the Foundation Modern Apprenticeship scheme as actual numbers going through the scheme are lower than estimated. A staffing vacancy also existed within the Tourism & Promotions team.

Promotions expenditure above budget is a result of the increased costs of staging the Fireworks event but this will be offset by compensatory savings elsewhere.

At this stage, it is anticipated that overall revenue spending will be within departmental budget by year-end.

## REGENERATION

### Local Strategic Partnership Schemes as at 31<sup>st</sup> December 2007

	Annual Revised Budget	Budget To Date	Actual To Date	Variance To Date (Overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
Halton People into Jobs	180	135	144	(9)	144
HPIJ	109	82	57	25	57
Neighbourhood Employment Outreach					
Halton ILM	163	122	125	(3)	125
HPIJ & Altcourse	10	7	1	6	1
Prison Pre Release Employment					
Halton Inspiring Women	10	7	3	4	3
Enterprise Development	102	76	66	10	66
Workforce Development	71	53	14	39	14
Supported Employment	129	96	76	20	76
Skills for Life	81	60	38	22	38
Town Centres Initiatives	75	56	35	21	35
Pre Employment Training Programme	12	9	2	7	2
<b>Total Expenditure</b>	<b>942</b>	<b>703</b>	<b>561</b>	<b>142</b>	<b>561</b>

## REGENERATION

### External or Grant Funded Schemes as at 31<sup>st</sup> December 2007




	Annual Revised Budget £'000	Budget To Date £'000	Actual To Date £'000	Variance To Date (Overspend) £'000	Actual Including Committed Items £'000
<b>ERDF</b>					
Halton People into Jobs	155	116	112	4	112
ICT Investment for Growth	112	84	47	37	47
<b>Total Expenditure</b>	<b>267</b>	<b>200</b>	<b>159</b>	<b>41</b>	<b>159</b>

## REGENERATION

### Capital Projects as at 31<sup>st</sup> December 2007

	2007-08 Capital Allocation £'000	Allocation To Date £'000	Actual Spend To Date £'000	Allocation Remaining £'000
<u>Multi-Funded Projects</u>				
<b>Business Improvement Area Scheme</b>	<b>458</b>	<b>280</b>	<b>141</b>	<b>317</b>
Total Capital	458	280	141	317

The traffic light symbols are used in the following manner:

	<u><b>Objective</b></u>	<u><b>Performance Indicator</b></u>
<u><b>Green</b></u>	 <p>Indicates that the <u>objective is on course to be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the <u>target is on course to be achieved</u>.</p>
<u><b>Amber</b></u>	 <p>Indicates that it is <u>unclear</u> at this stage, due to a lack of information or a key milestone date being missed, <u>whether the objective will be achieved</u> within the appropriate timeframe.</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>
<u><b>Red</b></u>	 <p>Indicates that it is <u>highly likely or certain that the objective will not be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the <u>target will not be achieved</u> unless there is an intervention or remedial action taken.</p>