

WORCESTERSHIRE LOCAL AREA AGREEMENT 2008-11 DELIVERY PLAN

Prepared by	Aamir Kayani, Worcestershire County Council	Revision Date	April 2010
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SUMMARY

Theme	Priority	Theme Group	Management Group Lead	Partners	Cross-Cutting Theme
Economic success that is shared by all	To promote economic growth and enable the economy in targeted sections and locations	Economy and Transport Theme Group	Mike Ashton, H&W Chamber of Commerce	Worcestershire County Council, H&W Chamber of Commerce, District Councils, SFA, Connexions	Promoting community cohesion

Indicator	Description	Purpose	Indicator Lead
NI166	Median earnings of employees in the area	While Gross Value Added per job can be used in many areas to measure productivity, the geographical scope does not allow it to be used for all local authorities. Earnings per job is a suitable proxy that can, i.e. measurement of earnings allows all local authorities to monitor a rough proxy for productivity. Used with the employment rate this indicator allows local areas to make a broad assessment of their economic output.	Aamir Kayani, Worcestershire County Council

Baseline	2008/09 Target	2009/10 Target	2010/11 Target	Target
93.4%			94.3%	Designated

CONSIDERATIONS

Is this priority dependant on any other LAA priorities?	LAA Priority	Theme Group	Arrangement for managing dependency
	NI152	Economy & Transport Theme Group	Performance and progress against activity for both of these indicators will be monitored in conjunction with NI166 and other economy indicators by the Economy & Transport Theme Group.
	NI163		

<p>Have equality and diversity considerations been made?</p>	<p>Some of the activities under this indicator such as removing barriers to employment for people under worklessness and improving options for NEET groups are specifically targeted on those who are particularly vulnerable members of the community. Delivery will be targeted at certain groups according to robust evidence of need. This may, for example, be focused on people on Incapacity Benefits and other such hard to reach groups. Representatives from the public, private, voluntary and community sector will play a key role in ensuring that the activity undertaken addresses the needs of the most vulnerable members of the community.</p> <p>The framework for the Economic Delivery Plan which forms the basis for activity that contributes to achieving this improvement target is structured under the regional economic strategy (RES) and Worcestershire Economic Strategy objectives. The framework contains a series of cross cutting themes including equality and diversity and recognises that there is a need to ensure equal access to services and consider the impacts of responses on particular sectors of the population. Consideration of the need for childcare, good physical access and offering participation to all sectors of the community is also important.</p>
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	Risk	Current Impact	Current Likelihood	How managed
What are the significant risks associated with this priority?	The economic recession may impact on survival rates of small businesses that are likely to be included in this measure.	High	High	Through the commissioning pot process where there are a number of proposals to provide support for SMEs
	Need to reduce operating costs – This will result in redundancies or in extreme cases businesses will be forced into administration	Medium	High	Ensure that businesses receive timely and appropriate advice from qualified professionals including Business Link West Midlands

	Policy, plan or strategy	Responsible Theme Group or organisation	Arrangement for managing dependency
Is this priority delivered through or dependant on any other policy, plan or strategy?	Worcestershire Economic Delivery Plan	Economy & Transport Theme Group	The Economy & Transport Theme Group takes responsibility for monitoring progress on the EDP. This involves recording relevant activities and tracking progress towards targets. Reports are given to the Theme Group at least every six months and at the end of each financial year a review of the Performance Indicators will be undertaken. This will enable the group to identify strengths and weaknesses in implementation, and take corrective action where required.

What arrangements are in place for managing performance of this priority?	<p>In conjunction with performance updates provided by the Worcestershire County Council Research & Intelligence Unit progress against delivery plan activity is monitored on a quarterly basis by the Economy & Transport Theme Group.</p> <p>Performance and activity are RAG assessed and reported along with all other LAA indicators to the Worcestershire Partnership Performance Management Task Group. Where we are not meeting our targets or activity is not being delivered an update is provided by the relevant Theme Group lead on what progress has been made and any remedial activity identified by the Theme Group to enable the appropriate challenge and support from the Partnership.</p>
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ACTIVITY PLAN

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Technology Development					
Work with Central Technology Belt to create more and highly paid jobs in the sector	Economic Development Team, WCC	Having / creating more and highly paid Jobs in Technology Sector / Businesses by the end of year 2011	Ongoing and would continue even after LAA time period 2011	Existing and new Resources from GOWM, AWM, CTB to support technology led growth would be required to deliver and achieve our key economic priorities	A CTB three year business plan has been approved by AWM. Funding will support technology transfer and skills. Two main projects are: a) Project Sterling (Retaining Worcester Bosh). b) Quantum Technology Partnership Based at Malvern Hills science Park/QinetiQ.
Keep QinetiQ within the County to safeguard 2,000 highly paid jobs	Economic Development Team, WCC	2,000 highly paid jobs safeguarded	Ongoing	£10 million available for science based projects until March 2010.	
Provide support to enable expansion of Malvern Hills Science Park	Economic Development Team, WCC	Support to MHSP is ongoing and expansion continues as planned	Ongoing	Ongoing	
Establish clear links with and provide medium to long term support to Strategic Businesses and Businesses in Supply Chain	Worcestershire Herefordshire Chambers of Commerce Worcester County Council	Part of core activities. Worcestershire ETTG also identified as the partnership activity/priority for the next year	Ongoing and will continue even after current LAA	Existing resources	Working with Chamber of Commerce to provide strategic business support. Support from AWM, close contact with businesses, information shared to identify opportunities.

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Technology Transfer					
Increase the average earnings of employees working in sectors such as Manufacturing & Agriculture and other sectors and parts of the County through facilitation of technology transfer from Central Technology Belt and Technology Parks	Economic Development Team, WCC	1 Training Programmes reach those currently employed in manufacturing and agriculture through LSC and Central Technology Belt 2. encouraging manufacturing businesses to innovate	Ongoing	£30,000 available to businesses from "Proof of Concept" to support innovation and R& D 2. Access to more funds from programmes like ESF etc being explored and influenced	Working with AWM/CTB. Proof of Concept fund has been rolled across the region. Fund is to enable business growth, heavy emphasis on local supply chains.

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Promoting Enterprise Growth and Supporting New Businesses					
Encourage / facilitate the existing businesses to stay and grow	Economic Development Team, WCC	Worcester Bosch to be relocated near to M5 junction 6 to enable companies expansion and function as an anchor to business chain as part of development of the Environmental Technology/business park.	Ongoing even after the LAA timeframe	AWM has committed close to £19 million and Worcester Bosch will invest around £350 million which will create more than 2000 extra jobs in the County Input from District Councils and Chamber of Commerce. Funded and managed by WCC.	Promoting property search facility- linked to Economy Watch website.
Provide conducive environment and facilities for existing businesses such as: <ul style="list-style-type: none"> • Skilled Workforce • Employment land • Streamlined planning process • Private Public Partnership 	Partners like LSC, District Councils, Planning Authorities	These are part of normal corporate activities of partners	Ongoing		Support Worcestershire Economic Partnership (WEP) to enable this to go forward.

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Improve communications between businesses and Local Government via the development of the single business account	Worcestershire Herefordshire Chambers of Commerce	Part of core activities. Worcestershire ETTG also identified as the partnership activity/priority for the next year	Ongoing and will continue even after current LAA	Existing resources	Working with Chamber of Commerce to provide strategic business support. Support from AWM, close contact with businesses, information shared to identify opportunities.
Provide businesses with access to up to date information about available commercial property in order to attract / retain businesses in the borough / county.	Worcestershire Herefordshire Chambers of Commerce	Part of core activities. Worcestershire ETTG also identified as the partnership activity/priority for the next year	Ongoing and will continue even after current LAA	Existing resources	Working with Chamber of Commerce to provide strategic business support. Support from AWM, close contact with businesses, information shared to identify opportunities.
Maintain and develop the use of the Evolutive commercial property database to provide information regarding demand and supply of commercial land and premises	Worcestershire Herefordshire Chambers of Commerce	Part of core activities. Worcestershire ETTG also identified as the partnership activity/priority for the next year	Ongoing and will continue even after current LAA	Existing resources	Working with Chamber of Commerce to provide strategic business support. Support from AWM, close contact with businesses, information shared to identify opportunities.
Provide the appropriate transport infrastructure appropriate to meet the needs of businesses	Links to Transport Indicators	Links to Transport Indicators	Links to Transport Indicators	Links to Transport Indicators	Links to Transport Indicators

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Support existing and new development sites in the County, such as Finepoint and Easter Park in Kidderminster and Blackmore Business Park in Malvern which have potential to accommodate knowledge and technology based employment	Worcestershire County Council, District Councils	Ongoing core activities	Work will continue even after the LAA time period	Resources allocated additional resources being sought	Delivery of strategic transport schemes such as Rail Parkway Station will support business growth by improving accessibility, efficiency and competitiveness

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Supporting Tourism Sector					
Establishment of Destination Management Partnership to help and support Tourism businesses in the County	Worcestershire County Council District Councils	Destination Worcestershire Established	Already Established	Resources already allocated	
Provide support to Tourism Sector through making use of the Worcestershire Ambassadors to promote the county	Destination Worcestershire	Continuously improving the tourism offer for individuals and business tourism	Ongoing	Ongoing	Possibilities being explored staging a countywide business exhibition

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Explore opportunities offered by 2012 Olympics and Para Olympics games for the County	Worcestershire County Council Herefordshire Worcestershire Chambers	<p>Raising Our Game Marketing and Promotional plan</p> <p>Inspire Mark. The Inspire programme aims to increase sport participation at the grassroots level.</p> <p>Legacy Trust People Dancing Programme</p> <ul style="list-style-type: none"> • Inspiration 2012 - Launched early Oct 2009: Primarily targeting adults who are out of work due to lack of skills • Strand 1: Personal Best – target 8 in Worcestershire • Strand 2: Sports Coaching & Leadership: target 13 in Worcestershire • Strand 3: Healthy Living. Target 10 in Worcestershire 	Ongoing	Worcestershire to submit bid in Nov 2009 (bids from £30 to £100k To be considered.	Many other possibilities are being explored to take advantage of

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Support Social Enterprises to provide alternative employment opportunities for the residents of the County	Partners for Social Enterprises	Ongoing support	Ongoing	Additional resources are being sought	
Construction of around 40,000 new dwellings in the County as identified in the Regional Spatial Strategy	Regional Spatial Strategy, WCC, DCs and many others	By 2026 these dwellings are to be built	By 2026	As per a recent study to support these dwellings and develop infrastructure government would have to invest more than £800 million in the County which will lead to more jobs and increase in the average earnings of the local residents	The construction of these dwellings has been slowed down because of the recession but would have to be built by 2026