

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, Chamber of Commerce	Worcestershire County Council, District Councils, SFA, Chamber of Commerce, Connexions	Promoting community cohesion

Indicator	Description	Purpose	Indicator Lead
NI171	New business registration rate	To measure the business start-up rate for each local area. There are clear benefits to local economies of having vibrant start-up markets. It creates competitive pressure and drives up business performances as well as the provision of variety of goods and services.	Aamir Kayani, Worcestershire County Council

Baseline	2008/09 Target	2009/10 Target	2010/11 Target	Target
115.5% of West Midlands regional average (2005-07)	N/A (deferred target)		113.1% of West Midlands regional average	Designated

CONSIDERATIONS

Is this priority dependant on any other LAA priorities?	LAA Priority	Theme Group	Arrangement for managing dependency
	N/A	N/A	N/A

Have equality and diversity considerations been made?	<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
	Lack of access to appropriate finance – This would result in a number of otherwise viable SMEs struggling without appropriate working capital.	Medium	High	Ensure that SMEs are aware of and encouraged to take advantage of government guaranteed debt finance e.g. Small Firms Loan Guarantee Scheme. Work with the local CDFI (Impetus) to provide new and existing SMEs with additional loan support, (including EU ERDF funding)

	Lack of investment in R&D (particularly for Technology led businesses) – In the short term lack of confidence in financial markets will result in firms focusing on core products and services rather than long term opportunities	Medium	Medium	Encourage take-up of Risk & Development funds including SFI, GBI and Proof of Concept Funds
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	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
Promoting Enterprise Growth and Supporting New Businesses					
Provide a Business Booster Grant for Young Businesses (18 months – 3 years)	Redditch Borough Council / Worcestershire County Council / Bromsgrove District Council / Business Link WM	<p>Year 1 (2009 – 2010) 10 grants issued to 10 businesses creating 10 jobs</p> <p>Year 2 (2010 – 2011) 10 grants issued to 10 businesses creating 10 jobs</p> <p>Year 3 (2011 – 2012) 5 grants issued to 5 businesses creating 5 jobs</p> <p>Over the 3 years an increase in business survival rates, improvement in NI 171, increase in number of businesses access Business Link Support</p>	The grant is available from 1 October 2009 – 31 March 2012 or until all of the funding has been allocated.	The grant scheme is funded £15,000 from Redditch Borough Council and £10,000 from Worcestershire County Council.	<p>Directly linked to NI 171 as the booster aims to help businesses take the next steps in growth which will lead the business taking on its first employee and increase in sales which will trigger registration under this NI. It aims to capitalise on the Borough's high business start up rate and mitigate its poor business survival rate.</p> <p>The scheme is run in partnership with Bromsgrove District Council.</p> <p>All recipients of the grant are required to see a Business Link Advisor.</p>

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Supporting young farmers and entrepreneurs	WM Business Link Worcestershire County Council Rural Hub	Long term funding sought. Provision of accessible start up advice and support for rural entrepreneurs. Opportunities offered by new Rural Development Programme being explored and accessed	Ongoing and would continue after LAA time period	Rural Development Programme schemes such as Rural Enterprise Grants, Strategic Investment Grants and Redundant Building Grant	Working with Herefordshire and Shropshire on these schemes and programmes
Manage business centres that provide incubator space to new business with a rent free period to assist in start up costs	District Councils	We are currently in the process of developing the business centres' offer and no measures are currently in place	On-going	The Centres operate on a profit & loss basis. Any profit or loss is absorbed by the Council.	
Construction of around 40000 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 Business Start ups	The construction of these dwellings has been slowed down because of the recession but would have to be built by 2026

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
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	<i>Working with Chamber of Commerce to provide strategic business support. Support from AWM, close contact with businesses, information shared to identify opportunities.</i>
Availability of appropriate Employment Land					
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 which will create opportunities for business start ups
Re-instate Business Start-Up Grant Scheme	Worcestershire County Council West Midlands Business Link District Council	Ongoing Core Activities	Work being initiate specifically to alleviate the impact of recession	Resources being sought	Identified as a priority to address issues concerning recession
Business Support for Growth Sectors: <ul style="list-style-type: none"> • Creative Industries • Food & Drink • Professional and business support • Tourism 	Worcestershire County Council WM Business Link District Council Chambers	Ongoing Core Activities	Ongoing Core Activities	Ongoing Core Activities	Ongoing Core Activities