

Service Improvement Plan (*abridged*) - 2009/ 2012

Development and Neighbourhood Services

Regeneration and Economic Development

Service Improvement Plan (*abridged*) – 2009/ 2012 – Regeneration and Economic Development

Theme: Economic Regeneration and Transport		
Development Priority: RED01: Sustain and improve local business and employment opportunities in response to the current economic climate		
Key actions	By when	Outcomes and Success Criteria
RED1.1. Supporting Enterprise and Business		<p><u>OUTCOMES</u></p> <ul style="list-style-type: none"> • Total entrepreneurial activity increased • Businesses supported to grow and survive • Attraction of appropriate inward investment maximised • Increased employment rate through improved employability • The borough's share of tourism expenditure increased
RED1.1.1. Support people to be more entrepreneurial and start businesses	31st March 2010	
RED1.1.2. Support the survival of local businesses	31st March 2010	
RED1.1.3. Attract new inward investment to the Borough and develop existing growth sectors	31st March 2012	
RED1.2. Improve Employability		<p><u>SUCCESS CRITERIA</u></p> <ul style="list-style-type: none"> • NI 151 Overall employment rate (from 73.2% to 74.1% by March 2011) • NI 152 Working age people on out of work benefits -narrow the gap with the national rate – baseline 14.6% Stockton, 12.4% GB (four quarters average to February 2007) • NI 153 Working age people claiming out of work benefits in the worst performing neighbourhoods
RED1.2.1. Increase training and employment opportunities for residents from regeneration schemes and through public procurement	31st March 2011	
RED1.2.2. Support disadvantaged residents to move closer to the labour market and into sustainable employment	31st March 2011	

Service Improvement Plan (*abridged*) – 2009/ 2012 – Regeneration and Economic Development

<p>RED1.2.3. Engage with and support local employers to address skills needs and employment issues and opportunities.</p>	<p>31st March 2010</p>	<p>(from 32.3% in 2007 to 26.5% by March 2011)</p> <ul style="list-style-type: none"> • NI 163 Working age population qualified to at least Level 2 or higher (target not being set) • NI 164 Working age population qualified to at least Level 3 or higher (target not being set) • NI 165 Working age population qualified to at least Level 4 or higher (target not being set)
<p>RED1.3. Tourism Promotion</p>		<ul style="list-style-type: none"> • NI 171 New business registration rate (target to be set) • NI 172 Percentage of small businesses in an area showing employment growth (target to be set)
<p>RED1.3.1. Improve the quality of the visitor experience including at key events and festivals</p>	<p>31st December 2010</p>	<ul style="list-style-type: none"> • NI 173 Flows on to incapacity benefits from employment – 0.8% - baseline 0.93% (year to February 2007)
<p>RED1.3.2. Better market Stockton as a visitor destination including website development and promotion</p>	<p>31st March 2010</p>	<ul style="list-style-type: none"> • NI 174 Skills gaps in the current workforce reported by employers – data for this indicator is available from LSC but only as a Tees Valley report. It is likely that the next revision of the MAA will cover both skills and employability
<p>RED1.3.3. Support tourism businesses and further develop our tourism product, building on the borough's heritage, through partnership working</p>	<p>31st March 2011</p>	

Service Improvement Plan (*abridged*) – 2009/ 2012 – Regeneration and Economic Development

Theme: Economic Regeneration and Transport		
Development Priority: RED02: Improving the place offer through strategic development opportunities		
Key actions	By when	Outcomes and Success Criteria
RED2.1. Support the Stockton-Middlesbrough Initiative (SMI) to create a 21st century environment and a high quality place to live, work and visit		<u>OUTCOMES</u>
RED2.1.1. Improve links between SMI proposals and Stockton's key economic assets along the river	31st March 2010	<ul style="list-style-type: none"> • Competitive and vibrant Town Centres • Billingham Forum refurbished to create a modern cultural, sports and leisure centre
RED2.1.2. Deliver joint project opportunities with Middlesbrough Council	31st December 2010	<ul style="list-style-type: none"> • Delivery of a city-scale riverside environment • Altered perceptions of Stockton and SMI area • Christmas Markets Festival programme delivered and visitor numbers increased
RED2.2 Tees Valley Regeneration (TVR) strategic projects		<u>SUCCESS CRITERIA</u>
RED2.2.1. Facilitate the delivery of Tees Valley Regeneration's strategic projects	31st March 2010	<ul style="list-style-type: none"> • Implement city scale riverside environment promotion and marketing plan by March 2010 • Commence redevelopment works at Billingham Forum by July 2009 • Oversee the implementation of the North Shore Footbridge by May 2009 • Increase the footfall in Stockton Town Centre's 2 main shopping centres year on year • Splash Leisure Centre extension completed by
RED2.3. Revitalise the Borough's Town Centres		
RED2.3.1. Compilation of Stockton Central Area Plan	31st December 2009	

Service Improvement Plan (*abridged*) – 2009/ 2012 – Regeneration and Economic Development

RED2.3.2. Completion of all phases of Thornaby Town Centre Regeneration Scheme	31st August 2009	November 2009
RED2.3.3. Billingham Town Centre Regeneration scheme agreed and planning consent granted, and Forum refurbishment started on site	31st July 2011 Mid July 2009	<ul style="list-style-type: none"> • A 10% reduction in void units in Stockton Town Centre by 2011/12 • Thornaby Town Centre Regeneration Scheme completed by August 2009 • Tees White Water Course upgraded to world class standards by March 2010 • Secured the preservation and enhancement of 8 properties in the Stockton Heritage in Partnership area by March 2011 • Spend against Stockton's allocation of the Tees Valley Growth Point Fund
RED2.4. Major Regeneration Schemes brought forward for development to secure investment		
RED2.4.1. Continue to work jointly with Council Services and partners to ensure the quality and scale of development progresses on major sites and schemes	31st March 2012	
RED2.4.2. Work jointly with Housing Services to deliver the strategic housing regeneration priorities for the borough	31st March 2010	

Service Improvement Plan (*abridged*) – 2009/ 2012 – Regeneration and Economic Development

Theme: Organisational Development		
Development Priority: RED03: To improve the strategic direction and organisational development of the service		
Key actions	By when	Outcomes and Success Criteria
RED3.1. Strategic Direction of the Service		<u>OUTCOMES</u>
RED 3.1.1. Minimise the effects of the economic downturn on Stockton through pro-active responses and partnership working	31st March 2010	<ul style="list-style-type: none"> • Budget and service delivery risks minimised • Tees Valley Investment Strategy aligned with Stockton's 'place' agenda • Effects of the economic downturn minimised
RED 3.1.2. Maintain the Service at the forefront of the Government's changing economic agenda by evaluating and responding to, for example, the Sub National Review and Economic Assessment Duty Guidance	31st March 2010	<u>SUCCESS CRITERIA</u> <ul style="list-style-type: none"> • Career Grade Scheme implemented by 30th April 2009 • Project management system implemented by September 2009 • Total amount of forecast external funding spent +/- 10% • Marketing brochure produced by August 2009
RED 3.1.3. Support the delivery of the Multi Area Agreement through Tees Valley Unlimited	31st March 2010	
RED 3.1.4. Undertake all relevant actions within the Carbon Management Programme and the Climate Change Action Plan	31st March 2010	
RED3.2 Operational Efficiency		

Service Improvement Plan (*abridged*) – 2009/ 2012 – Regeneration and Economic Development

RED3.2.1. Implementation of a robust document management and retention system, towards a paperless office	30th September 2009	<p><u>OUTCOMES</u></p> <ul style="list-style-type: none"> Outcomes relating to the improved accessibility of services to all people and improved community cohesion <p><u>SUCCESS CRITERIA</u></p> <ul style="list-style-type: none"> 0.5 day reduction in sickness absence from 2008/09 outturn 90% of invoices paid within 30 days 98% on-contract spend on relevant contracts 90% of staff receive annual appraisal Achievement of Council's target to reduce its carbon emissions by 25% by 2013 Improved standards of data quality
RED3.2.2. Undertake a benchmark of project management skills to implement a Service generic system	30th September 2009	
RED3.2.3. Extend the approach to developing multi-skilled Regeneration Projects Officers across the Service to deliver priorities across a broad project base	31st March 2010	
RED3.2.4. Improve performance on payment of invoices and on-contract spend	31st March 2010	
RED3.2.5. Reduce sickness absence	31st March 2010	
RED3.2.6. Undertake Efficiency and Improvement Reviews (EITP), ensuring that services are appropriate to meet future demands (The Year 1 EITP includes reviews of Regulation and Enforcement, Advice and Information Provision and Communication, Consultation and Engagement)	31 st March 2012	
RED3.2.7. Implement the relevant actions from the Council's Data Quality Strategy	31 st March 2010	
RED3.3. External Funding		
RED3.3.1. To maximise the attraction and effective spending of external funding	31st March 2010	
RED3.4. Marketing and Promotion of the Borough		

Service Improvement Plan (*abridged*) – 2009/ 2012 – Regeneration and Economic Development

RED3.4.1. Production of bespoke marketing materials, which profile the borough's existing assets and future potential, e.g. the river	31st August 2009	
RED3.5. Partnership Working		
RED3.5.1. Support the work of the Economic Regeneration and Transport Partnership to facilitate its contribution to the economic vitality of the borough	31st March 2010	
RED3.6. People Development and Learning		
RED3.6.1. Ensure staff receive annual appraisal	31st August 2009	
RED3.7. Equality Standards and Community Cohesion		
RED3.7.1. Ensure all staff have undergone relevant training on race, faith, belief and diversity	31st March 2010	
RED3.8. Customer First		
RED3.8.1. Contribute to the Corporate Customer Excellence Standards	31st March 2010	
RED3.8.2. Implement the findings of the Customer First Stage II Standard assessment report and work towards the achievement of the Customer Excellence Standard	31st March 2010	
RED3.8.3. Tourism Service to undertake Customer Excellence Standards assessment in advance of corporate timetable	30th April 2009	