

Service Improvement Plan (*abridged*) 2010/ 2013

Development and Neighbourhood Services

Regeneration and Economic Development

Service Improvement Plan (*abridged*) 2010/ 2013 – Regeneration and Economic Development

STOCKTON BOROUGH – THE PLACE		
THEME:		ECONOMIC REGENERATION AND TRANSPORT
DEVELOPMENT PRIORITY:		RED01: SUSTAIN AND IMPROVE LOCAL BUSINESS, EMPLOYMENT, LEARNING AND SKILLS OPPORTUNITIES IN RESPONSE TO THE CURRENT ECONOMIC CLIMATE
Key actions	By when	Outcomes and Success Criteria
RED1.1. Supporting Enterprise and Business		Outcomes
RED1.1.1. Support people to be more entrepreneurial and start businesses	31st March 2011	<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 • Success rates in learning are maintained above the national minimum levels of performance as set by the LSC
RED1.1.2. Support the survival of local businesses	31st March 2011	
RED1.1.3. Attract new inward investment to the Borough and develop sectors with growth potential, e.g. local carbon economy, health	31st March 2013	
RED1.2. Improve Employability, Learning and Skills		Success Criteria
RED1.2.1. Increase training and employment opportunities for residents from regeneration schemes and through public procurement	31st March 2013	<ul style="list-style-type: none"> • 181 jobs appointed to through the Future Jobs Fund by 31st March 2011 • Tees Achieve progressions, retention, qualifications • NI 13 Migrants' English Language skills and knowledge (Target: 165 learners annually – baseline 165 learners in 08/09) • NI 151 Overall employment rate (working age) (Target: 74.1% by 2010/11 – baseline 73.2% January to December 2006. Target for 11/12 to be negotiated in December 2009 as part of LAA process) • NI 152 Working age people on out of work benefits -
RED1.2.2. Support disadvantaged residents to move closer to the labour market and into sustainable employment	31st March 2012	

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RED1.2.3.	Engage with and support local employers to address skills needs, employment issues and opportunities.	31st March 2012	<p>(target: maintain the 2.2% gap with the national rate – baseline Stockton 14.6%, national 12.4% for the four quarters to February 2007)</p> <ul style="list-style-type: none"> • NI 153 Working age people claiming out of work benefits in the worst performing neighbourhoods (target: 26.5% by 10/11 – baseline 30.7% for the four quarters to August 2008. Target for 11/12 to be negotiated in December 2009 as part of LAA process) • NI 161 Number of Level 1 qualifications in literacy (including ESOL) – (Targets and baselines have not been set. 08/09 data will not be available until 29.4.10) • NI 162 Number of Entry Level qualifications in numeracy achieved (Targets and baselines have not been set. Latest information will not be available until
RED1.3.	Tourism Promotion		
RED1.3.1.	Improve the quality of the visitor experience including at key events and festivals	31st March 2011	
RED1.3.2.	Better market Stockton as a visitor destination including website development and promotion	31st March 2011	

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<p>RED1.3.3. Deliver the vision and actions contained in the Tourism and Visitor Economy Strategy, to support tourism businesses and further develop the tourism product</p>	<p>31st March 2013</p>	<p>25.4.10)</p> <ul style="list-style-type: none"> • NI 163 Proportion of working age population aged 19-16 for males and 19-59 for females qualified to at least Level 2 or higher (targets have not been set. 08/09 data not available until 25.3.10) • NI 164 Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 3 or higher (targets have not been set. 08/09 data not available until 25.3.10) • NI 165 Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 4 or higher (targets have not been set. 08/09 data not available until 25.3.10) • NI 166 Median earnings of employees in the area (target: £442.1 by 10/11 – baseline £413.8 in 06/07. The target for 11/12 is to be reviewed in December 2009. 478.1 outturn for 09/10) • NI 171 New business registration rate (target: 40.0 per 10,000 resident population – baseline 49.4 in 07/08. 2008 data due on 25.1.10) • NI 172 Percentage of small businesses in an area showing employment growth (target: maintain 0.8% gap with the North East. 2008 data due 25.1.10) • NI 173 Flows onto incapacity benefit from employment – (target: 0.8% by 11/12 – baseline 0.9% in the four quarters to February 2007. Q4 08/09 data due 23.12.09) • NI 174 Skills gaps in the current workforce reported by employers – (2009 data will be available between April to June 2010 once the National report on skills shortage has been published, at which point targets will be set)
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STOCKTON BOROUGH – THE PLACE		
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		<p><u>Outcomes</u></p> <ul style="list-style-type: none"> • Competitive and vibrant town centres • Billingham Forum refurbished to create a modern cultural, sports and leisure centre • Delivery of a city-scale riverside environment • Altered perceptions of Stockton and SMI area • Christmas and specialist Markets Festival programme delivered and annual visitor numbers increased • Purpose built facility completed offering Local Authority, health and social care facilities • Extra Care Scheme completed <p><u>Success Criteria</u></p> <ul style="list-style-type: none"> • Redevelopment works at Billingham Forum completed by January 2011 • Increase the footfall in Stockton Town Centre's 2 main shopping centres year on year
RED2.1.1. Deliver joint project opportunities in partnership with Middlesbrough Council (L1)	31st March 2013	
RED2.2. Facilitate the delivery of sub regional major projects		
RED2.2.1. Facilitate the delivery of sub regional major projects in partnership with Tees Valley Unlimited (TVU) (L1)	31st March 2013	
RED2.3. Revitalise the Borough's Town Centres		
RED2.3.1. Delivery of key actions contained in the Stockton Central Area Plan (L1)	31st March 2013	
RED2.3.2. A robust Central Area Investment Plan agreed with funding bodies	31st March 2011	

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RED2.3.2.	Continuation of regeneration of areas surrounding Thornaby Town Centre (L1)	31st March 2012	<ul style="list-style-type: none"> • An increased number of people attracted to live and work alongside the river • A 10% reduction in void units in Stockton Town Centre by 2011/12 • Tees White Water Course completed to world class standards by October 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 • Thornaby Town Hall refurbished for business incubator Digital City space by December 2010 • Evening Economy study completed by June 2010 • Youth Enterprise Project in Stockton Town Centre completed by December 2010 • £35m PFI credit secured for Integrated Health and Social Care Facility by November 2010
RED2.3.3.	Billingham Town Centre Regeneration scheme completed (L1)	31st December 2012	
RED2.3.4.	Billingham Forum refurbishment completed (L1)	31st January 2011	
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 (L1)	31st March 2013	
RED2.4.2.	Work jointly with Housing Services to deliver the strategic housing regeneration priorities for the Borough (L1)	31st March 2011	
RED2.4.3.	Start on site of the Integrated Health and Social Care Facility (L2)	January 2012	

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STOCKTON BOROUGH – THE COUNCIL		
THEME: OUR PEOPLE, OUR ORGANISATIONAL EFFECTIVENESS, OUR VALUE FOR MONEY/ EFFICIENCY		
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 2011	<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 • Improved accessibility of services to all people and improved community cohesion <u>Success Criteria</u> <ul style="list-style-type: none"> • Intermediate level project management training implemented by December 2010 • Total amount of forecast external funding spent +/- 10% • Marketing, PR and Communications Strategy priority action plan compiled by 1st April 2010
RED 3.1.2. Maintain the Service at the forefront of the Government’s changing economic and learning agenda by evaluating and responding to, for example, the Economic Assessment Duty Guidance, Ofsted Common Inspection Framework, The Learning Revolution White Paper, National Skills Strategy, Machinery of Government	31st March 2013	
RED 3.1.3. Work in partnership to support the re-focus of Tees Valley Unlimited, to ensure it is fit for purpose to support the city region	31st October 2010	
RED 3.1.4. Undertake all relevant actions within the Carbon Management Programme and the Climate Change Action Plan	31st March 2011	

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RED3.2. Operational Efficiency		<ul style="list-style-type: none"> • Reduce sickness absence by x% by March 2011 • >90% of invoices paid within 30 days • >97.75% 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 • The Stockton Adult Learning and Skills Partnership established • Ofsted inspection of Tees Achieve graded satisfactory or above • Local Economic Assessment completed by April 2010
RED3.2.1. Undertake interim project management training for key staff	31st December 2010	
RED3.2.2. Extend the approach to developing multi-skilled Regeneration Projects Officers across the Service to deliver priorities across a broad project base	31st March 2011	
RED3.2.3. Improve performance on payment of invoices and on-contract spend	31st March 2011	
RED3.2.4. Reduce sickness absence	31st March 2011	
RED3.2.5. Undertake Efficiency and Improvement Reviews (EITP), ensuring that services are appropriate to meet future demands	31st March 2012	
RED3.2.6. Implement the relevant actions from the Council's Data Quality Strategy	31st March 2011	
RED3.3. External Funding		
RED3.3.1. To maximise the attraction and effective spending of external funding	31st March 2011	
RED3.4. Marketing and Promotion of the Borough		

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RED3.4.1.	Production of bespoke marketing materials, which profile the Borough's existing assets and future potential, e.g. the river, investors and developers	31st March 2011
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 2011
RED3.5.2.	Support the work of the Stockton Adult Learning and Skills Partnership to facilitate its contribution to the economy	31st March 2011
RED3.6.	People Development and Learning	
RED3.6.1.	Ensure staff receive an annual appraisal	30th June 2010
RED3.7.	Equality Standards and Community Cohesion	
RED3.7.1.	Undertake Equality Impact Assessments and annual reviews where necessary	31st March 2011
RED3.7.2.	Ensure all staff have undergone relevant training on race, faith, belief and diversity	31st March 2010
RED3.8.	Customer First	
RED3.8.1.	Implement and review the findings of the Customer Excellence Standard	31st March 2011