

Report of	Meeting	Date
Performance and Partnerships	Overview and Scrutiny Performance Panel	9 March 2017

PERFORMANCE FOCUS: BUSINESS DEVELOPMENT AND GROWTH CONTEXT

PURPOSE OF REPORT

- To provide contextual information and initial questions for focus to the panel for Business Development and Growth performance.

RECOMMENDATION(S)

- That the context and questions be discussed at the Overview and Scrutiny performance panel, with a view to understanding performance.

Confidential report Please bold as appropriate	Yes	No
--	-----	-----------

CORPORATE PRIORITIES

- This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	
Clean, safe and healthy communities		An ambitious council that does more to meet the needs of residents and the local area	✓

BACKGROUND

- In its terms of reference, the overview and scrutiny performance panel agreed that at each meeting, as well as considering performance reports, the panel have the opportunity to focus in on any specific area of service delivery. For the March meeting, the panel have selected Business Development and Growth Performance.
- Following the organisational restructure in May 2016, the Business Development and Growth section now incorporates:
 - Employment Skills and Business Support
 - Development and Regeneration
 - Markets and Town Centre
 - Property Services

6. The Directorate is primarily focused on driving economic growth and building the business rate base through the delivery of the Economic Development Strategy. A new Director, Mark Lester, was appointed in January 2017 to oversee the directorate.
7. This report sets out contextual information to provide a general overview of performance and suggests some general questions to initiate discussions. This will enable the panel and relevant officers to prepare in advance of the meeting.

THE ECONOMIC DEVELOPMENT STRATEGY

8. The Council's Economic Development Strategy 2012-2022, reviewed and refreshed in October 2014, sets out an economic vision for Chorley based on five priority areas, including: promoting and increasing inward investment; providing support to new and existing businesses; creating a vibrant town centre that attracts people from the local community and visitors; education, training and skills development; reducing the gap in our most deprived communities.
9. Each priority area is accompanied by a number of key actions to be delivered by the Council and with the support of key partners including the LEP, LCC and neighbouring authorities. To monitor progress in delivering against priority areas, key long term outcomes and measures are also identified.
10. The refreshed strategy identified new actions to continue the delivery of the Inward Investment Action Plan and Town Centre Masterplan. It also provides a strategic framework to develop the Chorley economy within the context of an updated evidence base, challenges, priorities and funding opportunities at local, sub regional, national levels and beyond.

PERFORMANCE CONTEXT

Summary

11. Performance in relation to job creation is strong, with the majority of related measures rated green and exceeding performance compared to the same time last year. Indicators for new businesses supported through grant funding and advice from Chorley Council continue to meet target levels, although performance is slightly lower than 2015/16.
12. Floor space improved/created was rated red at quarter 3 and 6.36% off target; this indicator is measured based on Chorley BIG (Business Improvement for Growth) grants and is reliant on grants coming forward from businesses. The Chorley Works programme has also experienced some challenges due to staffing changes within the service and as a result, performance is significantly lower than target.

		Target	Q3 2015/16	Q3 2016/17	
Number of jobs created by Council interventions	Bigger is better	23	38	47	★
% of jobs accessed by a Chorley resident (Chorley BIG)	Bigger is better	80%	87%	88%	★
New businesses established with support from Chorley Council	Bigger is better	63	80	67	★
% new businesses established and sustained for 12 months	Bigger is better	91%	96.1%	95.74%	★

New businesses established and sustained for 24 months	Bigger is better	89%	93.41%	92.7%	★
Floorspace improved/ created (Sq ft) (Chorley BIG)	Bigger is better	3900Sq Ft		3652Sq Ft	▲
Number businesses advised (Existing)	Bigger is better	49	65	49	★
Number of businesses intensively assisted (Existing)	Bigger is better	41	43	43	★
Client satisfaction (Start-up)	Bigger is better	90%	97.138%	96.59%	★
Client satisfaction (Existing)	Bigger is better	90%	91.14%	96.51%	★
Number of referrals into the Chorley Works Placement Programme		75	216	75	▲
Vacant Town Centre Floor Space	Smaller is better	6%	4.13%	4.27%	★

KEY PROJECTS

13. The Business Development and Growth Directorate is responsible for delivering a number of the Council's key strategic projects including:

- Westway Integrated Sports Facility
- Chorley Skills framework
- Improve the look and feel of the town centre
- Digital office park

14. Of the projects above, two were rated amber at quarter 3: Deliver the Westway Integrated Sports Facility and Deliver the Chorley Skills Framework. This is an early indication of issues or risks that may impact on delivering the project as planned. Further detail is available in the quarter 3 report, provided as a separate agenda item.

Questions

11. The following provides some suggested questions to initiate discussions of the panel:

- a) Please provide an overall update on the current situation with regard to performance for this Directorate
- b) Please provide an update on performance of each of the projects including actions to address amber rating.
- c) Please provide an outline of progress and key achievements in delivering the economic development strategy since it was refreshed in 2014. What are the next steps and areas for focus?

IMPLICATIONS OF REPORT

12. This report has implications in the following areas and the relevant Directors' comments are included:

Finance		Customer Services	
Human Resources		Equality and Diversity	
Legal		Integrated Impact Assessment required?	
No significant implications in this area	✓	Policy and Governance	

COMMENTS OF THE STATUTORY FINANCE OFFICER

13. No comments

COMMENTS OF THE MONITORING OFFICER

14. No comments

CHRIS SINNOTT
DIRECTOR POLICY AND GOVERNANCE

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Vicky Willett	5248	01/03/2017	Business Development and Growth