

**ECONOMIC DEVELOPMENT, PLANNING, TOURISM AND LEISURE SERVICES  
SELECT COMMITTEE – 29 SEPTEMBER 2003**

**ECONOMIC DEVELOPMENT SERVICE PLAN 2004/05**

**REPORT OF THE HEAD OF CORPORATE POLICY AND COMMUNICATIONS**

REASON FOR SELECT COMMITTEE CONSIDERATION

As part of the annual service planning and budgetary cycle, this report provides Members with an opportunity to comment on the elements of the Service Plan which relate to proposed economic development activities within the Council for 2004/05.

ACTION REQUIRED BY THE SELECT COMMITTEE

1. Consider and comment upon the Service Plan
2. Consider and comment upon how this links to the budget process

BACKGROUND

The Council's economic development function is delivered primarily through a Service Level Agreement with the Isle of Wight Economic Partnership (IWEP), with elements relating to policy and strategy delivered through the Council's Policy Unit. As a consequence of this the Service Plan for economic development activities for 2004/05 forms part of that of the Policy and Communications Unit. Appendix I is an extract from this showing the activities that relate to economic development.

Members are invited to comment upon the Service Plan. Areas for enquiry may include:

- Does it support achievement of the Council's Corporate Objectives?
- Are the objectives seen as priority ones by Members?
- Does it give a clear view of the service aims and targets?
- Are the targets sufficiently "stretching" and do they meet identified priorities and needs?
- Does it provide sufficient information to inform members decisions on budget priorities?

RELEVANT PLANS, POLICIES, STRATEGIES AND PERFORMANCE INDICATORS

The service plan is aimed at delivering activities which will help to achieve the Council's Corporate Objectives. Targets are set as part of the plan which will link to Performance indicators and PSA targets as appropriate.

CONSULTATION PROCESS

The service plan was developed in full consultation with staff within the relevant teams.

FINANCIAL, LEGAL, CRIME AND DISORDER IMPLICATIONS

There are no legal or crime and disorder implications as a direct result of this report. However there may be budgetary implications for 2004/05 as a result of some activities. These have not, as yet, been quantified.

BACKGROUND PAPERS USED IN THE PREPARATION OF THIS REPORT

Corporate Plan  
CPA Improvement Plan  
PSA  
Best Value Performance Plan, 2001/02

Contact Point : Lesley Williams; Principal Policy Officer; Ext 3797; email:  
Lesley.Williams@iow.gov.uk.

JOHN BENTLEY  
Head of Corporate Policy and Communications

**APPENDIX 1 : ECONOMIC DEVELOPMENT SERVICE PLAN**

<b>Objective</b>	<b>Action</b>	<b>Outcome</b>	<b>Target and date to be achieved</b>	<b>Key officer/partners</b>	<b>Link to corporate objective</b>	<b>Bid to Budget process</b>
Continue to develop External Funding Service	<ul style="list-style-type: none"> <li>• Directorate network group established</li> <li>• Continue project identification and development tied to corporate objectives</li> <li>• Support and encourage partners as required on projects linked to corporate objectives</li> <li>• Support access to EU funds across the Island</li> <li>• Run education / awareness programmes.</li> </ul>	<ul style="list-style-type: none"> <li>• A more co-ordinated approach in the Council.</li> <li>• Active participation by services</li> <li>• A number of big projects proceeding</li> </ul> <p>Raised awareness inside and outside the Council</p>	<ul style="list-style-type: none"> <li>• 2 meetings during 2004.</li> <li>• 90% Directorate attendance at each</li> <li>• At least 2 major project bids submitted by Dec. 2004</li> <li>• % of successes where EFS involved</li> <li>• Programmes completed by Sept 2003.</li> <li>• Consistent programme of weekly web update /</li> </ul>	<p>MB/KE and Directorate representatives</p> <p>IWEP, CAB, PCT, IWHT etc.</p>	Potentially all objectives depending on the subject of the bids	Continued funding for EFS in 2005

Objective	Action	Outcome	Target and date to be achieved	Key officer/partners	Link to corporate objective	Bid to Budget process
	<ul style="list-style-type: none"> <li>Update information via web, newsletters etc.</li> </ul>		fortnightly newsflashes during 2003 / 04			
Provide quality R & I service – IWC to key partners	<ul style="list-style-type: none"> <li>Update information on IWC Website</li> <li>Provide information in support of key bids</li> <li>Specific key research projects - including statpack</li> <li>Respond to ad-hoc requests</li> <li>Co-ordinate &amp; develop the Isle of Wight Research Group</li> </ul>	<ul style="list-style-type: none"> <li>Availability of up to date statistical information</li> <li>Robust applications submitted based on the identification of key / correct information for bid</li> <li>Input completed on time to customer satisfaction</li> <li>Better targeting of projects resources as a result of research</li> <li>Satisfied customers</li> <li>More co-</li> </ul>	<ul style="list-style-type: none"> <li>Four meetings per during 2003 / 04</li> </ul>	JH, PCT, IWEP, members of IWRG	Commitment 2 – strategically driven excellence in service delivery and potentially all corporate objectives depending on the R & I needed.	

Objective	Action	Outcome	Target and date to be achieved	Key officer/partners	Link to corporate objective	Bid to Budget process
Supporting the voluntary sector in delivery of services to the Isle of Wight.	<ul style="list-style-type: none"> <li>Ongoing liaison and monitoring</li> </ul>	<p>ordinated research work</p> <ul style="list-style-type: none"> <li>Research directed to need</li> <li>Better liaison, services and the use of resources</li> </ul>	<ul style="list-style-type: none"> <li>System of quarterly reports showing progress against targets in SLA from September 2003</li> </ul>	<ul style="list-style-type: none"> <li>RCC, CAB, and Relate</li> </ul>	Commitments 2 and 3 - strategically driven excellence in service delivery and improving our community focus as well as, potentially, all corporate objectives	

Objective	Action	Outcome	Target and date to be achieved	Key officer/partners	Link to corporate objective	Bid to Budget process
<p>Raise awareness and acknowledgement of the Island &amp; its activities / issues in EU and UK</p> <p>Influence EU/UK policy for benefit of Island</p>	<ul style="list-style-type: none"> <li>• Providing support to elected members</li> <li>• Participation in appropriate partnerships activities - Brussels Office, Islands Commission, SEEEOG etc</li> <li>• Liaise with regional bodies SEEDA, SEERA, GOSE</li> <li>• Response to policy consultation / regionalism / EU convention</li> <li>• Advice to Council</li> </ul>	<ul style="list-style-type: none"> <li>• Portfolio holders, Select Committees &amp; leadership</li> <li>• Happy with the service provided</li> <li>• A bigger voice for the Island</li> <li>• The best available deal for the Island and good relations with these bodies</li> </ul>		LW / HR / SS	<p>Potentially all corporate objectives</p> <p>Potentially all corporate objectives and commitments 1 and 2 - strong leadership and strategically delivered excellence in service delivery</p>	For additional member of staff in 2004

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Provide support for the IWEP as described in the 2003/04 Annual Action Statement (AAS 2.12)	<ul style="list-style-type: none"> <li>As described in the IWEP SLA and AAS</li> </ul>	<ul style="list-style-type: none"> <li>Good quality Economic Development delivered in Island</li> </ul>	<ul style="list-style-type: none"> <li>Contained in IWEP SLA / AAS and the PSA with the ODPM</li> </ul>	LW, IWEP	Encouraging job creation and economic prosperity	
Economic Development/ Regeneration project in Pan	Ensure bid for future funding is sustainable and has support from IWEP and pan community	Successful bid and scheme completed	Project completed by March 2005		Potentially all six and commitment 3 - improved community focus	
Investigate Streamline rationalise IWC Research services (PCT/SSD/NHS T)	<ul style="list-style-type: none"> <li>Identify who does what</li> <li>Complete an initial cost/benefit analysis</li> <li>Maintain watching brief on potential merger</li> </ul>	More co-ordination, less overlap, data collected once and used widely.	Complete by March 2005	PCT, NHST, JH, PB	Commitments 2 and 4: excellence in service delivery & organisation / staff development	