

Local Economy Portfolio Plan 2015/16

With responsibility for Economy & Arts, Tourism, Parking and Community Grants.



Cllr James Byrnes

'As Portfolio Holder for Local Economy I am keen to see more entrepreneurship and more innovation across the District, supported by our two universities and our excellent schools. I aim to provide new opportunities for jobseekers, especially those who are young or who face exceptional personal challenges.

That our transport strategy meets the needs of our community, enabling economic prosperity, maintaining adequate car parking whilst working to reduce carbon emissions through promoting and supporting sustainable public transport.'

The Council has four priority outcomes included in its [Community Strategy](#). Each outcome is supported by a number of objectives. I list below the significant projects that I am responsible for in delivering these objectives and the Council's priorities during 2015/16.

Active Communities Priority Outcome

Objective: Promote community cohesion

- Support delivery of Berewood Public Art Commission at West of Waterlooville Major Development Area.

High Quality Environment Priority Outcome

Objective: Effective traffic management and support for transport provision

- Review of Park and Ride

Prosperous Economy Priority Outcome

Objective: Supporting the local economy.

- Provide effective support for the Hampshire Cultural Trust in its first full year of operation
- Constantly review implementation of the parking strategy and charges

- Foster enterprise through a Workspace Winchester project;
- Support the continued roll out of superfast rural broadband in the District;
- Deliver business actions set out in the Low Carbon Route Map to build a low carbon economy;
- As accountable body for Local Development Strategy funding, work with the Fieldfare LAG to arrange the delivery of rural grants from 2015-2021 (assuming funding is awarded).

Objective: Promote education and training

- Build on our newly-introduced one to one mentoring service for the unemployed, commissioned from Sova;
- Establish an Employment and Skills Partnership for the District;
- Launch a new, integrated support initiative for small to medium sized businesses.

Objective: Promote tourism and the cultural assets of the District

- Work in partnership with the Hampshire 'Big Theme' partnership to deliver the 2015/16 'Dinosaurs' campaign and prepare for the 2016 'Royal Blood' theme and 2017 Jane Austen celebrations;
- Deliver our actions in the Destination Management Plan for Winchester and the Heart of Hampshire
- Deliver our actions in 'Culture and Innovation' – in the Council's Cultural Strategy for the Winchester District

Effective and Efficient Priority Outcome

Objective: Medium term financial planning to ensure effective use of available resources including asset management.

- Continue with the implementation of electronic improvements to the parking service which provide cost effective efficiencies and savings in the future;
- Explore other options for energy efficient lighting systems within the multi-storey car parks and solar panels at park and ride sites;
- Investigate income generation potential for the CCTV control room service including remote monitoring of other client's camera systems.

Objective: Streamlined decision making to reduce bureaucracy whilst retaining openness and creativity.

- Explore cost and viability of introducing grants processing software package to expedite processing and payment of grants, and maintain a central record of support provided;
- Develop more collaborative corporate working with newly designated Partner Organisations following allocation of Core Grants for 2015/16.

Key documents and strategies that are linked to the objectives in this Portfolio Plan

[Car Parking Strategy](#)

[Economic Strategy, 2010 – 2020](#)

[Stanmore Planning Framework, 2013 - 23](#)

Winnall Planning Framework, in preparation from January 2014

[Low Carbon Route Map](#)

[Cultural Strategy, 2014 – 2017](#)

[Visit Winchester and the Heart of Hampshire Destination Management Plan 2015-20](#)

Local Economy Portfolio Plan 2015/16

| Which projects will contribute towards the outcomes? | Milestones | Milestone Due Date | Responsible Officer | What will success look like? | Budget/ Resources |
|--|---|--|--|---|--|
| Priority Outcome: Active Communities | | | | | |
| Objective: Promote community cohesion | | | | | |
| Support delivery of Berewood Public Art Commission at West of Waterlooville Major Development Area | Public Art Consultant appointed First meeting with Commissioning organisation and West of Waterlooville Arts Advisory Service Meeting with West of Waterlooville forum Programme of work published | Jan 2015 Jan 2015 March 2015 April 2015 | Assistant Director (Economy & Communities) | Berewood site has unique and special identity, and residents on the development feel they have contributed meaningfully to this | S106 contributions totalling £500k over approx. 10 year period |

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|--|--|---|----------------------------------|--|-----------------------------------|
| Priority Outcome: High Quality Environment | | | | | |
| Objective: Effective traffic management and support for transport provision | | | | | |
| Review of Park & Ride culminating with new contract commencing 2016 including exploring options for use of lower emission vehicles, service frequency and routes and costs | Update report to Cabinet on revised service and options Cabinet approval of detailed options for tender Tender preparation and advert Assessment of tenders Cabinet resolution to accept tender Cabinet resolution re: parking charges reflecting tender award New P&R contract begins | Jan 2015 15 April 2015 15 July 2015 30 Sep 2015 31 Oct 2015 31 Dec 2015 30 April 2016 | Assistant Director (Environment) | Maintain or enhance current level of service whilst providing value for money and helping to reduce city centre emissions if feasible and in line with budgetary constraints | Staff time and P&R budgets/income |

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|---|--|--|---|--|---|
| Priority Outcome: Prosperous Economy | | | | | |
| Objective: Supporting the local economy | | | | | |
| Undertake an annual review of car parking charges in line with the District Parking Strategy and continue to implement the associated action plan | Respond to any changing circumstances, e.g. the impact of new developments on parking provision | On-going | Assistant Director (Environment)/ Head of Parking Services and CCTV | Successful delivery of the action plan Sufficient car parking spaces to maintain economic vitality without adversely affecting the environment Parking charges which meet the objectives of the car parking strategy | Car Parks major repairs programme |
| Foster enterprise through a Workspace Winchester project | Draw up and publish list of business premises in the District suitable for small businesses Ensure that Winnall Planning Framework takes into account previous reports on workspace needs in the City Development of potential workspace site in the | Oct 2015 May 2015 March 2016 | Head of Estates | Delivery of finished WCC workspace project as set out in project initiation documentation %age occupation of WCC workspace | Existing allocation of £6m in capital programme with a revised estimate of £1m for Art and Business units in budget options |

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|--|--|---|--|--|--------------------------------------|
| | Town area, in collaboration with the two universities and existing creative businesses | | | | |
| Support the Hampshire County Council 'Hampshire Superfast Broadband' project | <p>Work collaboratively with Hampshire County Council Project Team to ensure smooth roll-out of rural broadband in the Winchester District</p> <p>Work with EM3 and Hampshire County Council to identify solutions for localised business need in roll-out programme</p> <p>Roll out of rural broadband finishes</p> | <p>March 2015</p> <p>On-going</p> <p>March 2017</p> | Assistant Director (Economy & Communities) | <p>%age of households able to access superfast Broadband across the District compared with pre-roll-out provision</p> <p>%age of VAT-registered businesses able to access superfast Broadband compared with pre-roll-out provision</p> | Existing budgets and other resources |

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| Deliver business actions set out in the Low Carbon Route Map to build a low carbon economy | <p>Advertise first investment opportunities on SE Business Portal, and follow through expressions of interest</p> <p>Ensure that Winchester Workspace Project (above) is attractive to low carbon businesses</p> <p>Promote Winchester as a home for low carbon business</p> <p>Explore potential for local wood fuel supply chain through local event</p> | <p>June 2015 and then on-going</p> <p>On-going</p> <p>On-going</p> <p>Sept 2015</p> | Assistant Director (Economy & Communities) | Delivery of the District's 30% carbon reduction objective and associated creation of a green economy | <p>Existing budgets and other resources</p> <p>External investment</p> <p>Partnership contributions</p> |
| As Accountable Body for Local Development Strategy funding, work with the Fieldfare LAG to arrange the delivery of rural grants from 2015-2021 (assuming funding is awarded) | <p>The LAG commence their Local Development Strategy funding programme for 2015 to 2020</p> <p>First project funding awarded</p> | <p>March 2015</p> <p>May 2015</p> | Assistant Director (Economy and Communities) | <p>Amount of grant aid invested in Winchester District, together with local private 'match funding' and jobs created</p> <p>Success in delivering Local Development Strategy for the LAG area</p> | <p>Local Development Strategy funding. Up to £25k p.a. of WCC funded employee costs budget approved as external funding not sufficient to cover the admin costs of the</p> |

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| | | | | | scheme (actual grants are externally funded) |
| Support the Hampshire Cultural Trust in its first full year of operation | <p>Review 'Year 0' experience and agree business plan for 2015/16</p> <p>Develop plan with HCT for removal of reserve collections from old depot site to F2</p> <p>Winchester's wider cultural offer fully engaged in 'Big Theme' campaigns for 2015/16 and 2016/17</p> | <p>April 2015</p> <p>March 2016</p> <p>On-going</p> | Assistant Director (Economy and Communities) | A healthy, ambitious and energetic Trust – visitor numbers and positive reputation for Hampshire's cultural offer measurably growing | Trust grant already fixed over three financial years, as set out in Cabinet papers in October 2013 |
| Objective: Promote education and training | | | | | |
| Build on the Council's newly introduced one to one mentoring service for the | 14 mentors recruited and trained, and 12 newly recruited volunteers | June 2015 | Assistant Director (Economy & | Referrals process established and reliable | Two year pilot - £95k identified in CAB2556 from |

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| unemployed, commissioned from Sova | <p>23 unemployed referred and accepted to the Project since commencement, and 19 unemployed new referrals engaged with since Project commencement</p> <p>Celebration event organised for first success stories</p> <p>Evaluation report and development plan for year 2 of commission agreed with Steering Group</p> <p>Consider need for long term service, in terms of requirement for future tendering process</p> | <p>June 2015</p> <p>Sept 2015</p> <p>Sept 2015</p> <p>Dec 2015</p> | Communities) | <p>Number of volunteers recruited and trained growing over time</p> <p>First success stories for jobseekers apparent</p> | internal resources |
| Establish an Employment and Skills Partnership for the District. | Preliminary meeting of interested parties - membership agreed and chair appointed | June 2015 | Assistant Director (Economy & Communities) | Active relationship between schools, employers and other agencies supporting jobseekers | Within revenue budgets – no significant cost |

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| | <p>Regular meetings planned and taking place</p> <p>Work programme agreed, including development of employer engagement work to support apprenticeships/work placements</p> | <p>From June 2015</p> <p>Sept 2015</p> | | | |
| <p>Roll out the new integrated business support offer, including:</p> <ul style="list-style-type: none"> • Specialist cultural support • Tailored SME support • Specialist promotion of sustainable practices • Integration with key national and local programmed in eg Small Business Saturday; tax year end; national business awards • Mentoring brokerage • Raising awareness of opportunities from new Hampshire Community Bank | <p>Review existing Council web pages to reflect new approach, including signposting to existing support websites</p> <p>Launch new approach and publicise key dates for year ahead</p> <p>Work closely with BID, Chamber, WinACC, LAG and FSB to ensure collaborative approach</p> <p>Develop consistent business support package for regulatory services (environmental</p> | <p>April 2015</p> <p>April 2015</p> <p>On going</p> <p>June 2015</p> | <p>Assistant Director (Economy & Communities)</p> | <p>Business survey at end of year shows positive response/awareness of new offer</p> <p>Positive case studies from businesses receiving support</p> <p>Amount of grants revenue secured by arts and cultural organisations</p> | <p>Within existing revenue budgets</p> |

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| <ul style="list-style-type: none"> • Dedicated support for market towns • Entrepreneurship • Business development assistance from regulatory services | <p>health, licensing etc) across Enterprise M3 LEP area</p> <p>Enter High Street of the Year Award (or similar) for rural town and City Centre</p> <p>Promote opportunities from Hampshire Community Bank once established (low cost loans, loans for low carbon initiatives etc)</p> | <p>August 2015</p> <p>Date still tbc</p> | | | |
| Objective: Promote tourism and the cultural assets of the District | | | | | |
| <p>Work in partnership with the Hampshire 'Big Theme' partnership to deliver the 2015/16 'Dinosaurs' campaign and prepare for the 2016 'Royal Blood' theme and 2017 Jane Austen celebrations</p> | <p>Encourage participation by wide cross section of businesses and stakeholders</p> <p>Liaise with Hyde900 around plans to create new interpretation project for Hyde Abbey</p> <p>Continue discussions</p> | <p>On-going</p> <p>On-going</p> <p>On-going</p> | <p>Assistant Director (Economy & Communities)</p> | <p>Unique visits and contributions to digital platform (interactive website)</p> <p>Advertising equivalent editorial achieved in response to new film/leaflet</p> <p>Attendees at key events</p> | <p>Within existing revenue budgets</p> |

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| | with Winchester College around possible Jane Austen installation for 2017 Develop new promotional 'Jane Austen' film for tourism campaign work | March 2016 | | and exhibitions Customer feedback on above | |
| Deliver Council actions in a Destination Management Plan for Winchester and the Heart of Hampshire | Delivery of year one actions in Plan | By March 2016 | Assistant Director (Economy & Communities) | Growth of visitor economy during life of Plan, measured via bi-annual economic impact studies against pre-Plan baseline | No cost to producing plan Plan to identify funding for delivery of actions |
| Deliver actions in 'Culture and Innovation' – the Council's Cultural Strategy for the Winchester District | Annual work programme agreed by Cultural Leadership Group Annual programming of Cultural Network meetings in place On going delivery of work programme | April 2015 April 2015 From May 2015 | Assistant Director (Economy & Communities) | Cultural leadership group established and operational Value of external funding attracted Delivery of vision set out in Cultural Strategy | Accommodated within existing revenue budgets Any proposals for growth to be brought back to Cabinet for consideration |

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| Priority Outcome: Efficient and Effective Council | | | | | |
| Objective: Streamlined decision making to reduce bureaucracy whilst retaining openness and creativity. | | | | | |
| Explore cost and viability of introducing grants processing software package to expedite processing and payment of grants, and maintain a central record of support provided | Specification drawn up | May 2015 | Assistant Director (Economy and Communities) | More efficient grants process, resulting in faster turn-around of grant applications and increased transparency | Not known until expressions of interest sought: potentially funded from Active Communities commissioning budget, subject to estimated cost |
| | Expressions of interest and initial costings sought via South East Business Portal | July 2015 | | | |
| | Costed proposals brought to Cabinet for consideration | Sept 2015 | | | |
| | Full procurement exercise begins, if approved | Oct 2015 | | | |
| Develop more collaborative corporate working with newly designated Partner Organisations following allocation of Core Grants for 2015/16 | Survey of new Partner Organisations to identify options | April 2015 | Assistant Director (Economy and Communities) | More meaningful relationships developed to enhance return on Council's investment for benefit of local residents | From within working budgets (eg 'in kind' support, or help from Apprentices/Aspire team) – to be discussed with senior management team |
| | Discuss options with Senior Managers and develop corporate 'charter' | June 2015 | | | |
| | Explore specific issues for individual Partner Organisations and | On-going | | | |

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|--|-----------------------|--------------------|---------------------|------------------------------|-------------------|
| | address as a priority | | | | |