

Leader Portfolio Plan 2014/15

With responsibility for Corporate Policy, Economic Development – Economy and Arts, Tourism, Corporate Communications and Special Projects.



'As Leader of the Council I have ultimate responsibility for the whole of the Council's services and activities, I am however committed to making the Winchester District a prosperous place, where everyone has enough to enjoy a good quality of life.'

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.

I work with my fellow Cabinet Members to ensure the Council is seen as a friend to business, and not a barrier. I also collaborate with partners such as the Winchester Business Improvement District, the Chamber of Commerce and Hampshire County Council to create the right environment for commercial success.'

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 2014/15.

Active Communities Priority Outcome

Objective: Provide accessible sport and recreation

- River Park Leisure Centre – consideration of replacement facility

Prosperous Economy Priority Outcome

Objective: Support the local economy

- Preparation of a development strategy for Station Approach to generate high specification business premises in the centre of the city.
- Ensure that the Silver Hill redevelopment is delivered in a way which supports existing businesses as well as providing new opportunities
- Foster enterprise through a Workspace Winchester project;

- Support the 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;
- Commission a Planning Framework to support long term business performance in Winnall;
- Commission the delivery of a business support portal for small to medium enterprises
- To work with partners to provide support and advice to businesses on regulatory requirements,

Objective: Promote education and training

- Support local jobseekers via one to one mentoring service,
- Establish an Employment and Skills Partnership for the District,
- Sign up to the National Skills Academy for Construction,

Objective: Promote tourism and the cultural assets of the District

- Deliver a major campaign in support of the World War 1 Commemorations, in conjunction with the Hampshire Big Theme partnership;
- Produce a Destination Management Plan for Winchester and the Heart of Hampshire,
- Deliver Cultural Strategy for the Winchester District

Effective and Efficient Priority Outcome

Objective: Ensure that the Council is resilient with an agile and flexible workforce

- Work with Hampshire County colleagues to deliver a strong and ambitious cultural trust, to take delivery of the Council's museum services from summer 2014.

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

Economic Strategy, 2000 – 2010

Stanmore Planning Framework, adopted 2013

Low Carbon Route Map, pending adoption in Jan 2014

Cultural Strategy, pending adoption in Dec 2013

Leader Portfolio Plan 2014/15

Which projects will contribute towards the outcomes?	Milestones	Milestone Due Date	Responsible Officer	How will we measure success?	Budget/ Resources
Priority Outcome: Active Communities					
Objective: Provide accessible sport and recreation					
River Park Leisure Centre – consideration of replacement facility	Agreement of which scheme to take forward	mid 14	Corporate Director	Location and form of replacement facility to reflect the views of the local community	Up to £100k for initial technical reports and financial appraisal

Which projects will contribute towards the outcomes?	Milestones	Milestone Due Date	Responsible Officer	How will we measure success?	Budget/ Resources
Priority Outcome: Prosperous Economy					
Objective: Support the local economy					
Preparation of a development strategy for Station Approach to generate high specification business premises in the centre of the city.	To be included as a land allocation policy in Local Plan Part 2	July 14	Assistant Director (Environment)	Land allocation policy that delivers quality development Grant of planning permission High quality development that will boost economic activity in this area and positively contribute to the public realm.	Capital Programme for 2014/15
	Implementation of policy through approval of planning applications that will follow	mid 14			
	Budget identified	Feb 2015			
	Development to commence on site	2015/16			
Ensure that the Silver Hill redevelopment is delivered in a way which supports existing businesses as well as providing new opportunities	Planning Application to be submitted in March 2014	March 2014	Corporate Director	Approval of planning application and commencement of development leading to a high quality development.	£7m in Capital Programme
	Approval of planning application	autumn 14			
	Commencement on site	late 14			
Foster enterprise through a Workspace Winchester project	Identify potential premises in Town area	Mar 2014	Assistant Director (Economy & Communities)	Delivery of finished workspace project as set out in project initiation documentation %age occupation of workspace	Existing allocation in capital programme
	Draw up project documentation	Apr 2014			
	Cabinet report with business case	May 2014			
	Advertise opportunity on SE Business Portal	May/June 2014			
	Deliver project in line with project plan	Mar 2016			

Which projects will contribute towards the outcomes?	Milestones	Milestone Due Date	Responsible Officer	How will we measure success?	Budget/ Resources
Support the roll out of superfast rural broadband in the District	Start of roll out of rural broadband	Mar 2014	Assistant Director (Economy & Communities)	%age of households able to access superfast Broadband across the District compared with pre-roll-out provision %age of VAT-registered businesses able to access superfast Broadband compared with pre-roll-out provision	Existing budgets and other resources
	Work with EM3 and Hampshire County Council to identify solutions for localised business need in roll-out programme	Ongoing			
	Roll out of rural broadband finishes	Mar 2017			
Deliver business actions set out in the Low Carbon Route Map to build a low carbon economy	Advertise first investment opportunities on SE Business Portal, and follow through expressions of interest	Feb 2014 and then ongoing	Assistant Director (Economy & Communities)	Delivery of the District's 30% carbon reduction objective and associated creation of a green economy	Existing budgets and other resources External investment Partnership contributions
	Deliver wood fuel event to build supply chain locally	March 2014			
	Explore mechanisms to fund energy efficiency retrofit programmes and investment in renewable electricity and heat in both Council and other buildings, such as:	Ongoing			
	Develop working with Sparsholt College on proposal for centre for alternative technologies	Ongoing			

Which projects will contribute towards the outcomes?	Milestones	Milestone Due Date	Responsible Officer	How will we measure success?	Budget/ Resources
Commission a Planning Framework to support long term business performance in Winnall	Finalise specification for Planning Framework commission	Jan 2014	Assistant Director (Economy & Communities)	Delivery of a prioritised action plan to improve business performance at Winnall All stakeholders support the Framework and are agreed on their role in delivering it.	Commissioning budget £15k HCC partnership contribution of £5k
	Advertise for consultants	Feb 2014			
	Framework drafted and submitted	July 2014			
	Framework and action plan adopted by Council	Sept 2014			
	Delivery of Council-led actions in action plan	Ongoing from Sept 2014			
Work with the Fieldfare LAG to bid for and administer LEADER funding from January 2015 to December 2020	Fieldfare LAG submit bid to DEFRA for LEADER funds.	Sept 2014	Head of Economy and Arts	The Fieldfare LAG achieve LEADER funding which is then given as grant funds to projects across the rural area	LEADER funding
	Report to Cabinet to seek authority for Winchester City Council to act as accountable body for LEADER funds	Sept 2014			
	DEFRA announce outcome of LEADER funding bid	Nov 2014			
	The LAG commence their LEADER funding programme for 2015 to 2020	Jan 2014			

Which projects will contribute towards the outcomes?	Milestones	Milestone Due Date	Responsible Officer	How will we measure success?	Budget/ Resources
Commission the delivery of a business support portal for small to medium enterprises	Develop service specification	Feb 2014	Assistant Director (Economy & Communities)	High level of customer satisfaction with new service Good coverage/reach of service across Winchester District	Commissioning budget High likelihood of other contributions, but project will be scaled according to budget available
	Consult with other local authorities on options for co-commissioning	Feb 2014			
	Consult with business groups on draft specification	Feb 2014			
	Advertise on SE Business portal	Mar 2014			
	Preferred bidder appointed and service starts to operate	May 2014			
	Six month review	Nov 2014			

Objective: Promote education and training

Support local jobseekers via one to one mentoring service	Specification for volunteer mentoring drafted and tested on stakeholders	Jan 2014	Assistant Director (Economy & Communities)	Service provider appointed and inducted Volunteer mentors recruited, in line with project plan Volunteer mentors trained Pilot mentor assignments evaluated	£20k pa commissioning budget £20k pa Revenues budget Two year pilot, each year funded as above Possible
	Project team assembled and meetings agreed	Jan 2014			
	Specification advertised on SE Business Portal	Jan 2014			
	Preferred bidder appointed and inducted	Mar 2014			
	Project plan agreed and future actions aligned	Mar 2014			

Which projects will contribute towards the outcomes?	Milestones	Milestone Due Date	Responsible Officer	How will we measure success?	Budget/ Resources
					additional contribution from local church
Establish an Employment and Skills Partnership for the District.	Draft terms of reference	Feb 2014	Assistant Director (Economy & Communities)	Active relationship between schools, employers and other agencies supporting jobseekers	No significant cost
	Preliminary meeting of interested parties - membership agreed and chair appointed	Mar 2014			
	Regular meetings planned and taking place	From Apr 2014			
	Work programme agreed, including development of employer engagement work to support apprenticeships/work placements	June 2014			
Sign up to the National Skills Academy for Construction	Develop evidence base/method statement in line with guidance from National Skills Academy (NSA)	Feb 2014	Assistant Director (Economy & Communities)	Establish agreed standards for developers in providing employment and training opportunities for local jobseekers	No significant cost
	Complete application to NSA, following consultation with colleagues	Mar 2014			
	Roll out for Council-led building project	From May 2014			

Which projects will contribute towards the outcomes?	Milestones	Milestone Due Date	Responsible Officer	How will we measure success?	Budget/ Resources
Objective: Promote tourism and the cultural assets of the District					
Deliver a major campaign in support of the World War 1 Commemorations, in conjunction with the Hampshire Big Theme partnership	Continued active participation in Hampshire Big Theme project working groups	Ongoing	Assistant Director (Economy & Communities)	Unique visits and contributions to digital platform (interactive website)	Corporate events budget for 2014/15 £20k
	Production of military connections film and leaflet	Oct 2014		Advertising equivalent editorial achieved in response to new film/leaflet	Carry forward of £5k from 2012/13 to support Morn Hill project
	Support for new Winchester poetry festival with focus on war time poetry	Nov 2014		Attendees at key events and exhibitions	
	Commissioning of Morn Hill Memorial, and support for associated events and outreach work	Nov 2014		Customer feedback on above	
	Participation in Hampshire-wide programme of museum exhibitions	Dec 2014			
	Encourage participation by parishes, businesses and military stakeholders in commemorations via grants, advice and networking	Ongoing			
Produce a Destination Management Plan for Winchester and the Heart of Hampshire	Plan drafted for consultation with stakeholders	Aug 2014	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 approved by DMP Members and funders	Sept 2014			Plan to identify funding for delivery of actions
	Delivery of Plan commences	Oct 2014			

Which projects will contribute towards the outcomes?	Milestones	Milestone Due Date	Responsible Officer	How will we measure success?	Budget/ Resources
Deliver Cultural Strategy for the Winchester District	Launch at Cultural Conference	Feb 2014	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
	Establish cultural leadership group	Mar 2014			
	Establish cultural networking programme	May 2014			
	Work programme agreed	June 2014			
	Ongoing delivery of work programme	From June 2014			
Priority Outcome: Effective and Efficient					
Objective: Ensure that the Council is resilient with an agile and flexible workforce					
Work with Hampshire County colleagues to deliver a strong and ambitious cultural trust, to take delivery of the Council's museum services from late summer 2014	Interim board established and active	Feb 2014	Assistant Director (Economy & Communities)	Customer satisfaction levels Staff satisfaction levels Visitor numbers to museums sites	Transition budget of £29k agreed by Cabinet in Oct 2013