



## **DRAFT PORTFOLIO HOLDER DECISION NOTICE**

### **PROPOSED INDIVIDUAL DECISION BY THE LEADER WITH PORTFOLIO FOR LOCAL ECONOMY, TOURISM, COMMUNICATIONS AND MAJOR PROJECTS**

#### **TOPIC – LEADER PORTFOLIO PLAN 2012/13**

#### **PROCEDURAL INFORMATION**

The Access to Information Procedure Rules – Part 4, Section 22 of the Council's Constitution provides for a decision to be made by an individual member of Cabinet.

In accordance with the Procedure Rules, the Corporate Director (Governance), the Chief Executive and the Head of Finance are consulted together with Chairman and Vice Chairman of The Overview and Scrutiny Committee and any other relevant overview and scrutiny committee. In addition, all Members are notified.

If five or more Members from those informed request, the Leader may require the matter be referred to Cabinet for determination.

**If you wish to make representation on this proposed Decision please contact the relevant Portfolio Holder and the following Committee Administrator by 5.00pm on Friday 20 April 2012.**

#### **Contact Officer:**

Eloise Appleby, Assistant Director for Economic Prosperity Tel 01962 848 181

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#### **Committee Administrator:**

Nancy Graham, Tel: 01962 848 235, Email: [ngraham@winchester.gov.uk](mailto:ngraham@winchester.gov.uk)

#### **SUMMARY**

Approval is sought for the attached Leader Portfolio Plan 2012/13.

The concept of producing Portfolio Plans was approved by Cabinet as part of the Change Plans 2012/13: Consultation Draft report ([CAB2249](#), 9 November 2011 refers).

Positioned alongside the four Change Plans which capture only the most significant actions to which the Council is committed, the Portfolio Plans include many of the other actions, though less significant that still contribute to the overall delivery of the three outcomes included in the Community Strategy and the Council's own outcome to be an "Efficient and Effective Council".

Portfolio Holders will be responsible for monitoring the actions included in their respective Portfolio Plan through their regular discussions with the relevant Heads of Team.

**PROPOSED DECISION**

That the Leader Portfolio Plan 2012/13 be approved as attached at Appendix 1.

**REASON FOR THE PROPOSED DECISION AND OTHER ALTERNATIVE OPTIONS CONSIDERED AND REJECTED**

The attached Portfolio Plan forms part of a suite of Plans with one for each Portfolio Holder. Each Plan includes the significant actions put forward by Heads of Teams that have not been included in relevant Change Plans which were approved by the Council in January 2012.

**RESOURCE IMPLICATIONS**

The resources allocated to the delivery of individual actions are largely contained within existing resources commitments for individual teams as part of the budget setting process. However, where insufficient resources are available, including either capital or revenue funding, this may be the subject of a future growth bid which will require appropriate Member approval before the project can be progressed.

**CONSULTATION UNDERTAKEN ON THE PROPOSED DECISION**

The Leader with the portfolio for Local Economy, Tourism, Communications and Special Projects has been consulted on the projects included in the attached Portfolio Plan.

**FURTHER ALTERNATIVE OPTIONS CONSIDERED AND REJECTED FOLLOWING PUBLICATION OF THE DRAFT PORTFOLIO HOLDER DECISION NOTICE**

N/A

**DECLARATION OF INTERESTS BY THE DECISION MAKER OR A MEMBER OR OFFICER CONSULTED**

N/A

**DISPENSATION GRANTED BY THE STANDARDS COMMITTEE**

N/A

Approved by: (signature)

Date of Decision

**Councillor George Beckett    Leader with Portfolio for Local Economy, Tourism, Communications and Major Projects.**

## Leader Portfolio Plan 2012-13



### Assistant Director (Economic Prosperity)

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/001.5a New Hotel Development	Presenting the Winchester District as a World Class Destination	We have identified at least one location in the Town area for a new, nationally branded hotel, and Members have to decide whether or not to invite development on this site.	Review development constraints with Planning and HCC Highways.	31-Mar-2012	31-Jan-2013	Assistant Director (Economic Prosperity); Head of Estates
			Report to Winchester City Council's Cabinet	31-May-2012		
EP/002.3b Green Apprenticeships Project	Programme: Closing the skills gap, to ensure local people are trained for new, low carbon jobs	We have explored the potential for a project designed to provide apprenticeships in low carbon businesses for unemployed people from our priority communities	Commission co-ordinated action to promote and incentivise apprenticeships	31-Mar-2012	31-Oct-2012	Assistant Director (Economic Prosperity)
			Identify 'gold standard' businesses with track record of supporting apprenticeships in low carbon employment	30-Jun-2012		
EP/002.6f Low Carbon Business Network	Programme: Ensuring that buildings and processes are energy- and resource-efficient, and optimising the	Like-minded businesses are able to share issues, ideas and opportunities through a well-managed network	Consultation visits to existing low carbon enterprises completed	31-May-2012	28-Sep-2012	Assistant Director (Economic Prosperity)
			Network concept tested on key stakeholders	29-Jun-2012		

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
			Network creation commissioned	28-Sep-2012		
EP/003.3a Issues and Evidence - Youth Unemployment	Programme: Improving work options for young people in Winnall and Stanmore	We have worked with other agencies to build clear picture of the issues and current options available to young people looking for employment	Action plan developed in consultation with partners	30-Jun-2012	30-Jun-2012	Assistant Director (Economic Prosperity)
EP/003.3b Investigate options arising from the Government's new Work Programme	Programme: Improving work options for young people in Winnall and Stanmore	We have identified benefits for local young people from this national programme and made the most of them			30-Jun-2012	Assistant Director (Economic Prosperity)
EP/004.3b Communications Research	Programme: Businesses participate in policy- and decision-making, and in the wider life of the Winchester District	We have consulted businesses to establish better ways to engage and communicate with them, to enable greater participation by them in community life	Identify options to pool business contacts from across the Council	29-Jun-2012	26-Oct-2012	Assistant Director (Economic Prosperity)
EP/004.3f A Charter for Business	Programme: Businesses participate in policy- and decision-making, and in the wider life of the Winchester District	Winchester City Council has published its commitments to business and stands by these commitments	Business consultation breakfast to initiate discussion about what businesses most need from WCC	31-May-2012	29-Jun-2012	Assistant Director (Economic Prosperity)
			Charter drafted	31-May-		

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
				2012		
			New charter launched by Leader	29-Jun-2012		

### Corporate Communications Team

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
PP/CC/001 Guildhall Marketing Plan	Develop marketing plan for Guildhall Winchester and implement actions	Increased use of Guildhall. Increased revenue to WCC	Marketing Plan developed with the team	31-May-2012	31-Mar-2013	Head of Corporate Communications
			Priority areas identified and tasks allocated across the teams of Communications, Tourism and Guildhall	31-Jul-2012		
			Review effectiveness of marketing initiatives and prepare plans for next year	31-Mar-2013		
PP/CC/002 Intranet re- development	Review the existing Intranet and plan re-development in-line with new transactional principles as applied to corporate website	Improved functionality of Intranet. Improved accessibility to information for staff & Members	Review current Intranet. Assess viable systems to move to and potential benefits these would yield.	30-Jun-2012	31-Mar-2013	Head of Corporate Communications
			Produce PID and project plan	01-Sep-2012		
			Design and build new site	01-Jan-2013		

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
			Launch and train staff	30-Mar-2013		
PP/CC/003 Corporate website - continue development	Continue development of corporate website to increase transactional features and encourage user take up and channel shift	Increased number of visits to the site and an increased take-up of online transactions	Plan improved functionality options and agree plan for development	30-Jun-2012	31-Mar-2013	Head of Corporate Communications

### Economy and Arts Team

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/001.1b Development plan for Winnall Trading Estate	Programme: Supporting the growth of knowledge/creative industries	We have a clear plan for the future of Winnall agreed with key stakeholders	Investigate existing or set up a new Winnall business group tasked with assessing the strengths, weaknesses, opportunities and threats concerning the area	28-Apr-2012	29-Mar-2013	Head of Economy & Arts
			Agree way forward to develop a plan for the Winnall Trading Estate, linked to Winnall Community Plan	29-Jun-2012		
			A plan for the Winnall business area is developed	29-Mar-2013		

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/001.3b Work space and employment land study for rural areas, including Alresford	Encouraging innovative solutions to premises and transport challenges in the rural areas	We have assessed supply and demand of live-work accommodation and general employment land in our rural areas to inform future planning	Analyse data from existing studies and the Blueprint exercise to inform this action	31-Oct-2012	29-Mar-2013	Head of Economy & Arts
EP/001.9a Local Enterprise Partnerships	Ensuring that the right structures are in place to secure economic prosperity	We are working closely with the Solent LEP and Enterprise M3 LEP to ensure both town and rural interests are reflected	Meet new CX of EM3 LEP to find best way forward for Task Group	30-Apr-2012	31-Mar-2013	Head of Economy & Arts
			Continue to engage with the Solent LEP at Leader and CX level, and through the PUSH economic development panel	29-Mar-2013		
			Meeting Chair of EM3 LEP in October re Winchester's role in chairing place-shaping/leisure/tourism sub group. Local brainstorming also planned for early October to shape work programme of sub group.			
EP/002.1b Green Business Directory for Hampshire	Programme: Encouraging businesses which innovate, manufacture, install and maintain low carbon technologies	Local people are able to make informed choices about locally based low carbon suppliers	Green business accreditation scheme commissioned by WCC.	18-May-2012	30-Dec-2012	Head of Economy & Arts
			Start to compile directory of	30-Jun-		

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
			businesses supporting sustainable practices	2012		
			Publicise new directory to businesses to gain listing	30-Sep-2012		
EP/002.3a Low Carbon Skills Mapping Exercise	Programme: Closing the skills gap to ensure local people are trained for new, low carbon jobs	We have a clear understanding of our workforce's readiness for new 'green collar' jobs, which will inform the planning of education providers	Commission specification drawn up for mapping exercise	27-Apr-2012	31-Oct-2012	Head of Economy & Arts
			Initial meeting with education and training providers, Education Business Partnership and low carbon business to identify a way forward for this project	25-May-2012		
			Results of mapping exercise delivered	31-Jul-2012		
			Action plan drawn up in response to findings of survey	28-Sep-2012		
EP/003.1a Roll out of 'Apprentice Training Agency' model for flexible apprenticeships	Programme: Working with schools, colleges and universities to develop the workforce of tomorrow, including new 'green collar' careers	We have worked with Sparsholt College to create new training opportunities within local businesses	Creative Apprenticeship starts	27-Apr-2012	27-Apr-2012	Head of Economy & Arts



Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/003.1b Action plan for post-degree internships and apprenticeships, especially in SMEs	Programme: Working with schools, colleges and universities to develop the workforce of tomorrow, including new 'green collar' jobs	We have found practical solutions to help graduate NEETS into employment	Initiation meeting with Job Centre Plus, Universities and colleges held	30-Apr-2012	31-May-2012	Head of Economy & Arts
EP/003.2b Business Mentors	Programme: Making the most of London 2012 Olympic and Paralympic Games to stimulate volunteering	We have established a network of committed mentors within local businesses to support entrepreneurs and micro-businesses	New mentors found and brought into mentoring schemes	27-Apr-2012	30-Jun-2012	Head of Economy & Arts
			Identify existing mentoring schemes, and assess popularity and needs for new mentors	30-Apr-2012		
EP/004.2c E-Action Plan for Business	Programme: Businesses are enabled to take advantage of new, low-cost technologies to improve access/choice for local residents and visitors alike	We understand the barriers for SMEs in building on-line choice for customers and have worked with partners to develop an action plan to reduce these barriers	Survey of core business sectors carried out to assess barriers and opportunities	31-Jul-2013	14-Mar-2014	Head of Economy & Arts
			Action plan developed to help break down barriers	30-Sep-2013		

<b>Economy and Arts Team; Health Protection Team</b>
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Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/002.4b Rural Food Hub	Programme: Food for the future: increasing access to local produce	We have researched the viability of creating a 'food hub' for the sale, promotion and display of local produce	Outcome of November 2010 meeting developed into draft proposal for consultation	30-Apr-2012	29-Mar-2013	Head of Economy & Arts; Head of Health Protection
			Food producers network meeting held to discuss draft proposal	31-May-2012		
EP/002.4c Local food in local outlets	Programme: Food for the future: increasing access to local produce	We have explored opportunities for more village shops in the Winchester area to take part in the Hampshire Fare local produce scheme, and the potential for LEADER funding to support this approach	Action plan to form part of work programme for rural food network once commissioned	30-Jun-2012	31-Mar-2013	Head of Economy & Arts; Head of Health Protection

**Economy and Arts Team; Historic Environment Team**

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/002.6b Traditional building skills event	Programme: Ensuring that buildings and processes are energy- and resource-efficient, and optimising the business and job opportunities that this will bring	Funding has been raised for a special event to promote green traditional building skills and careers	Outline event planned and LEADER Bid submitted	01-May-2013	30-Sep-2013	Head of Economy & Arts; Head of Historic Environment
			Project co-ordinator commissioned	01-Jul-2013		
			Event promoted / takes place	30-Sep-2013		

**Economy and Arts Team; Tourism Team**

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/002.1a Web campaign to promote Winchester as a green business location	Programme: Encouraging businesses which innovate, manufacture, install and maintain low carbon technologies	We have built and rolled out an e-marketing campaign to position Winchester as a strong location for low carbon business	Coordinate press release and social media campaign to give general and individual attentions to businesses. Include PR element via Discover Winchester	01-Jan-2012	27-Jul-2012	Head of Tourism; Head of Economy & Arts
			Explore broadening of scheme to include South Downs businesses in 2013	01-Mar-2012		
			Collect responses to Winchester Green Business Survey and showcase	14-Mar-2012		

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
			businesses on Business pages of .gov and Visit sites			
EP/002.6c Low Carbon Accreditation for Business	Programme: Ensuring that buildings and processes are energy- and resource-efficient, and optimising the business and job opportunities that this will bring	We have developed and rolled out to local businesses a free accreditation scheme designed to promote low carbon business practice	Scheme publicised to encourage participation	30-Apr-2012	31-Mar-2013	Head of Tourism; Head of Economy & Arts
			Commission for accreditation scheme advertised	18-May-2012		
			First round membership of scheme announced	30-Jun-2012		

### Tourism Team

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/001.1c Inward investment marketing strategy	Programme: Supporting the growth of knowledge/creative industries	We have developed and begun to implement a strategy for marketing the District as a business location for target high value industries	Support Winchester BID in creating mini documentary to use in conjunction with Inward Investment Film	28-Feb-2012	31-Mar-2012	Head of Tourism
			Commission Invest In Southampton to continue to operate a vacant commercial property register for the District	30-Mar-2012		
EP/001.10a Retender the	We will work with our supplier New Mind to	* A more modern design, efficient operation with HCC	background work completed regarding content	07-Jul-2012	31-Mar-2013	Head of Tourism

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
			First design drafts in for consideration and approval	30-Sep-2012		
			Final design signed off and launched to businesses	30-Nov-2012		
EP/001.11 Organise the GTOA Conference for January 2013	The AGM of the Group Travel Organisers Association is happening in Winchester thanks to a successful bid. 240 group travel professionals will come to the District to learn more about it. This initiative is in partnership with the Q Hotels Group.	* To raise the Winchester District's profile among group travel organisers * To improve our service to local attractions, hotel and eateries by hosting this event * To consolidate our private/public partnerships with Q Hotels	Liaise with Q Hotels regarding the Exhibition on the Saturday morning	18-Apr-2012	28-Feb-2013	Head of Tourism
			Organise a Sunday morning familiarisation trip for 'guests' of organisers	18-May-2012		
			Organise four itineraries for the various splinter groups	18-May-2012		
			Procure meal sponsorship for the five familiarisation trips	18-May-2012		
			Organise entertainment and speakers for the Friday night.	23-Jun-2012		
			Organise local entertainment for the Gala Dinner on the Saturday Night	30-Jun-2012		
EP/001.12 Organise the Best of British Festival	This is a key part of Winchester City Council's efforts to mark the Queen's Diamond Jubilee and the run up to the	*Increased coverage in international media during run up to 2012 Games * Winchester District Businesses in the	Secure national media advertising, and PR coverage for the event.	26-Jul-2012	31-Jul-2012	Head of Tourism
			Organise and market launch week to effect a cost neutral	31-Jul-2012		

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
			outcome for WCC			
			Use Network meetings to engage businesses in following sectors: Restaurants, Hotels, Attractions, Creative sector, Events organisers	31-Jul-2012		
EP/001.13 Joint GOOD FOOD HAMPSHIRE campaign with HCC	WCC is leading on the print area of a 2012 Good Food Campaign with various Hampshire destinations. HCC have created the web content and the Destination Management Partnership's refreshed Hampshire Hospitality Awards will be given prominence alongside local producers/Hampshire Fare members.	* HHA winners are promoted via printed literature as well as online * The high quality of local food is given a higher profile in the year of/following the Olympic Games as the reputation of British food is cited as a deterrent to inbound visitors * Stronger links are created and maintained with key destinations across Hampshire as part of our promised strategic approach with the new Destination Management Partnership	Integration of campaign on all corporate sites and microsites	30-Apr-2012	01-Jul-2012	Tourism & Marketing Development Officer
			Launch of new leaflet	30-Apr-2012		
			PR campaign delivered via Discover Winchester	30-Jun-2012		
EP/001. 10b New Mobile Phone app for Visit Winchester	Upon completion of the new website, a new application for Iphones to be introduced, free for	* Improved advertising package for businesses in the first year of operation of the new Destination			31-Mar-2013	Head of Tourism

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
	visitors and businesses as part of the 'added value' programme for the new DMP	Management Partnership * Improved customer service upon arrival in Winchester - especially during out of hours periods *Improved event publicity for residents and event managers				
EP/003.1c Celebrate the Winchester District as a business location for young workers	Programme: Working with schools, colleges and universities to develop the workforce of tomorrow, including new 'green collar' careers	We have positioned the District as a place which provides jobs, homes and opportunities for young people	Overall marketing strategy for the Winchester District developed, including this strand. Other milestones will follow.	30-Mar-2012	31-Mar-2012	Head of Tourism
EP/004.2a E-marketing support for SMEs	Programme: Businesses are enabled to take advantage of new, low-cost technologies to improve access and choice for local residents and visitors alike	We have run at least two low-cost/no-cost marketing seminars for small to medium businesses	PowerPoint presentation written for workshops	14-Mar-2012	29-Mar-2013	Head of Tourism
			First round of marketing skills training for rural businesses delivered	29-Jun-2012		

Code & Title	What will we do?	Expected Outcome	Milestones	Milestone Due Date	Action Due Date	Who's Accountable
EP/004.2b One to one training for tourism businesses	Programme: Businesses are enabled to take advantage of new, low-cost technologies to improve access/choice for local residents and visitors alike	We have provided tailor-made support to tourism businesses so that they can update availability on line to allow on-line bookings by customers	Tele-consultation with businesses offering visit	30-Mar-2012	31-Mar-2012	Head of Tourism