

# Economic Development Action Plan



2010-2011

## **Regeneration and Estates Division**

### Overarching aim/purpose of the Division

The overarching aim/purpose of the Division is to promote the development and diversification of the local economy and work to improve the level and range of skills of the local population to meet the changing needs of industry and commerce. It aims to enhance and promote a positive and dynamic image of the Borough to investors, clients and visitors, to secure investment and employment opportunities for West Lancashire, ensuring the adequate provision of land and associated infrastructure, and protecting and improving the physical environment in order to retain and attract further investment.

In addition, the Division seeks to maximise revenue streams through commercial land and property lettings/sales and seeks to secure and manage suitable external funding opportunities and investments to enable key sustainable regeneration projects and other important local initiatives to be undertaken in order to deliver continuing social, economic and environmental benefits to the Borough's residents and stakeholders. Indeed one example of this is the Council's 'flagship' project, the WLIC, which provides the enterprise hub for business support and development across West Lancashire and aims to help stimulate entrepreneurial activity and promote West Lancashire as a 'business destination of choice', encouraging further investment in the area.

The Division consists of three Sections, namely Estates and Valuation, Investment Centre and Economic Regeneration.

### **Economic Regeneration Section**

The Key roles/tasks undertaken by the Section are as follows:

- Plays a key role in monitoring and influencing current policy developments/announcements affecting external funding and maintaining close contact with all the major funding providers, providing practical, technical and strategic support (as appropriate) in the development and preparation of subsequent project applications/bids for external funding.
- Collaborates with other Council Divisions and external partners/networks, including those within the Local Strategic Partnership and the Lancashire Economic Partnership etc., to promote and deliver sustainable regeneration activity throughout the district.
- Produces an annual Economic plan.

- Provides project management role in respect of regeneration initiatives and projects and the delivery and maintenance/upgrading of existing/new projects. Also provides project management input to major regeneration initiatives such as Skelmersdale Town Centre project.
- Undertaking an Asset Management Project Management role in liaison with the Estates and Valuation team.
- Develops key strategies and action plans on behalf of the Council and LSP, in support of the over-arching, borough-wide Economic and Regeneration Strategies.
- Represents the Council on a range of sub-regional strategic partnerships and networks linked to external funding and economic policy and programme development, as well as key local bodies and groupings (as appropriate).
- Provides the Council's response in respect of consultations on policy documents and questionnaires from the Northwest Regional Development Agency, Government Office, English Partnerships, Lancashire & Blackpool Tourist Board, Lancashire Economic Partnership etc., such as the Regional Economic Strategy, Regional Spatial Strategy, Northern Way and City Regions, Lancashire Economic Strategy, Lancashire Marketing Strategy, Lancashire Employment Land Strategy and Lancashire Rural Strategy.
- Contributes to the Council's Local Plan policies and proposals, the County Council's Structure Plan policies and proposals and Regional Planning Guidance and responds to planning applications and appeal consultations
- Updates and maintains a register of commercial land/property available in order to help inward investors, start-ups and expanding indigenous business to find new premises in the district.
- Works in partnership with Lancashire Police and local businesses to provide a facilitation role with regards to the Skelmersdale and Burscough Business Watch Schemes which seek to reduce crime against business, while allowing better consultation for businesses with the Police and the Council.
- Provides support and guidance for small to medium enterprises and individuals looking to start-up in business. Supports social enterprises, including the development and growth of the WL Social Enterprise Hub.
- Undertakes promotional and marketing campaigns and evaluating their effectiveness, including preparing editorials, advertorials and other marketing literature and facilitates events, conferences and exhibitions.
- Co-ordinates attendance at other neighbouring sub-regional meetings and associated activity, such as AGMA and Liverpool City Region networks.

## Key Services Managed By Economic Regeneration Manager

<b>RE/10/11</b>	Continue to support LCC and partners in the delivery of LAA targets			
<b>Expected Outcome</b>	Attend 4 meetings per year			
<b>Milestones</b>	Attend meeting			30 Jun 2010
	Attend Meeting			30 Sep 2010
	Attend Meeting			31 Dec 2010
	Attend Meeting			31 Mar 2011
<b>Administered By</b>	Gina Isherwood	<b>Assigned To</b>	Paula Huber	<b>Managed By</b> Paula Huber
<b>Linked PIs</b>		<b>Linked Risks</b>		

<b>RE/10/12</b>	Review Economic Development Policies, Strategies and Plans, including Economic Assessment Duty			
<b>Expected Outcome</b>	Cabinet endorse Economy Study. Economic Development annual plan produced. Marketing strategy produced. Consultations responded to annually.			
<b>Milestones</b>	Cabinet endorsement for Economy Study			30 Sep 2010
	Collect economic evidence from tenants			31 Mar 2011
	Develop strategy			31 Mar 2011
	Economic Development Plan produced			31 Mar 2011
	Produce 1 Marketing Strategy			31 Mar 2011
	Respond to 4 consultations annually			31 Mar 2011
<b>Administered By</b>	Gina Isherwood	<b>Assigned To</b>	Paula Huber	<b>Managed By</b> Paula Huber
<b>Linked PIs</b>		<b>Linked Risks</b>		

<b>RE/10/13</b>	Deliver Highway Sponsorship scheme in partnership with LCC, Market Force Ltd			
<b>Expected Outcome</b>	Produce Draft Cabinet Report. Gain Authority from Cabinet. Implement scheme			
<b>Milestones</b>	Draft Cabinet report produced			30 Jul 2010
	Cabinet authority provided			15 Sep 2010
	Considered by Overview and Scrutiny Committee			01 Oct 2010
	Planning Committee Decision			11 Nov 2010
	Scheme Implemented			31 Mar 2011

<b>Administered By</b>	Gina Isherwood	<b>Assigned To</b>	David Rothwell	<b>Managed By</b>	Paula Huber
<b>Linked PIs</b>		<b>Linked Risks</b>			

<b>RE/10/14</b>	Continue to develop the Linear Park (Hesketh Bank and Tarleton) Feasibility Study				
<b>Expected Outcome</b>	Consultants report produced with CMB approval and Cabinet authority given as to recommendations made regarding resource implications				
<b>Milestones</b>	Consultants Report produced / finalised				31 May 2010
	Draft CMB Report produced				23 Jul 2010
	Report Agreed at CMB				07 Sep 2010
	Cabinet Decision				16 Nov 2010
<b>Administered By</b>	Gina Isherwood	<b>Assigned To</b>	Gina Isherwood	<b>Managed By</b>	Paula Huber
<b>Linked PIs</b>		<b>Linked Risks</b>			

<b>RE/10/15</b>	Post Programme Management of Investing in Business and ERDF P2				
<b>Expected Outcome</b>	Programme handover completed. Internal Audit completed and signed off by EMRE. External audit completed				
<b>Milestones</b>	External audit completed				30 Sep 2010
	Internal audit completed and signed off by EMRE				30 Sep 2010
	Programme handover completed				30 Sep 2010
<b>Administered By</b>	Gina Isherwood	<b>Assigned To</b>	Paula Huber	<b>Managed By</b>	Paula Huber
<b>Linked PIs</b>		<b>Linked Risks</b>			

<b>RE/10/CP4_RE04</b>	Help to implement the Local Strategic Partnership's Employment & Skills Action Plan by working with the Employment & Skills Thematic Group				
<b>Expected Outcome</b>					
<b>Milestones</b>	Q1: facilitate meeting / provide secretariat support to partners / target agenda items to achieve action plan targets / ensure appropriate, relevant membership				30 Jun 2010
	Q2: facilitate meeting / provide secretariat support to partners / target agenda items to achieve action plan targets / ensure appropriate, relevant membership				30 Sep 2010
	Q3: facilitate meeting / provide secretariat support to partners / target agenda items to achieve action plan targets / ensure appropriate, relevant membership				31 Dec 2010

	Q4: facilitate meeting / provide secretariat support to partners / target agenda items to achieve action plan targets / ensure appropriate, relevant membership			31 Mar 2011	
<b>Administered By</b>	Gina Isherwood	<b>Assigned To</b>	Paula Huber	<b>Managed By</b>	Jayne Traverse
<b>Linked PIs</b>	WL113 Businesses assisted by partnership working for start up/thrive		<b>Linked Risks</b>	PRE/R&E37 Failure to continue facilitating the LSP Employment, Learning & Skills Group	

**Joint Services Managed By Economic Regeneration Manager and Estates and Valuation Manager**

<b>RM_01</b>	Strategic Asset Management				
<b>Expected Outcome</b>					
<b>Milestones</b>	Annual Business plan in place				31 Mar 2011
	Burscough West ward pilot project completed				31 Mar 2011
	Full project commences (subject to March Cabinet approval)				29 Apr 2011
<b>Administered By</b>	Gina Isherwood	<b>Assigned To</b>	Paula Huber; Rachel Kneale	<b>Managed By</b>	Paula Huber; Rachel Kneale
<b>Linked PIs</b>			<b>Linked Risks</b>		

<b>RE/10/CP4_RE03</b>	Continue to support rural businesses through the Lancashire West Local Action Group (LAG) to help develop our rural economy				
<b>Expected Outcome</b>					
<b>Milestones</b>	Attend and provide input into the Lancashire West LAG Forum meeting				30 Jul 2010
	Attend and provide input into the Lancashire West LAG Executive Group meeting				31 Mar 2011
<b>Administered By</b>	Gina Isherwood	<b>Assigned To</b>	Paula Huber	<b>Managed By</b>	Jayne Traverse
<b>Linked PIs</b>			<b>Linked Risks</b>	PRE/R&E32 Failure to increase Business Incubation activity and support in West Lancashire	
				PRE/R&E36 Increased local business insolvencies	

