

## ECONOMIC SERVICES

**Portfolio:** Economic Services  
**Portfolio Holder:** Cllr Richard Tamlin

### Introduction:

"Our work involves supporting economic development and regeneration so that all our community can share in the benefits of our buoyant economy. We directly manage town centre services such as car parking, public conveniences, street markets and the CCTV cameras. Partnership working is the key to achieving more - with South Warwickshire Tourism to support the visitor economy; with Regenesis to support Old Town regeneration; with South Warwickshire Economic Development Team to support local business and enterprise; with the voluntary sector, education, local authorities, and increasingly with regional bodies such as Advantage West Midlands, the Regional Assembly and the Lottery Fund."

### Long-term objectives, and priorities

The corporate objective for Economic Services is 'to support a prosperous mixed economy'. We have set the following priorities for 2003 to 2007.

1. We want to encourage a wide range of business in the area in order to contribute to economic regeneration.
2. We want to make the town centre more accessible and active for businesses.
3. We want to support and encourage tourism to the area.

### Long Term Targets :

Priority	Target 2003 to 2007
To encourage a wide range of business in the area	To ensure that unemployment in the Warwick District remains at or below 66% of the national unemployment rate
To make the town centre more accessible and active	To improve the performance of each of the three town centres using three key measures of pedestrian flow, occupancy of properties and car park vacancies
To support and encourage tourism	To increase tourist numbers by 2%

### Key Portfolio Achievements during 2004/05

- o *Agreed funding and business plan for the Spencer Yard 'South Bank' cultural quarter hub scheme*
- o *Agreed funding and business plan for the Althorpe Street Enterprise and Innovation*

*Centre in Althorpe Street, Leamington Spa*

- Carried out consultation and agreed the Kenilworth town centre proposals.
- Concluded options study for taking forward the retail expansion of Leamington town centre, in particular Chandos Street, the Police Station and in Old Town
- Agreed new Service Level Agreement with South Warwickshire Tourism Company that will involve creating and implementing marketing plans for tourism in the three towns of Royal Leamington Spa, Kenilworth and Warwick
- Prepared leaflets to market Warwick Garden Trail. Implemented the first year proposals for St Mary's Lands and Hill Close Gardens Heritage Lottery Fund bid was successful.
- Agreed funding to undertake feasibility study to develop a Warwick Garden Trail, including a marketing plan, and obtain support from the Heritage Lottery Fund for it.
- Carried further work to prepare for decriminalisation of on-street parking in 2006
- Increased CCTV surveillance
- Implemented phase 1 improvements to public toilets.
- Agreed a new car park strategy

**Interim Targets for 2005/06**

Priority	Target 2005/06
To encourage a wide range of business in the area	To ensure that unemployment in the Warwick District remains at or below 66% of the national unemployment rate
To make the town centre more accessible and active	To improve the performance of each of the three town centres using three key measures of pedestrian flow, occupancy of properties and car park vacancies – compared to previous years and to national levels
To support and encourage tourism	To increase bed occupancy rate or tourist/visitor numbers by 1/2%

**Key Actions for 2005/06**

- A – Work towards the introduction of decriminalisation for the District – including agreeing an agency agreement with the County Council..
- B – Start carrying out programme of upgrade of car parks.
- C – Widen TCM membership schemes into Warwick & Kenilworth.
- D.- Carry out review of strategy for markets
- E- Complete phase 2 of Public Convenience upgrade.
- F- Carry out review of digital provision for CCTV control room.
- G- Develop car park signage linked to Variable Message Signs.
- H- Develop wider range of theme events in town centres.
- I - Improve the information provided for customers via the web-site.
- J - Implement the Spencer Yard 'South Bank' cultural quarter hub scheme
- K -Implement the Kenilworth town centre proposals in general
- L – Finalise and carry out the scheme to improve and extend the Talisman Square scheme in Kenilworth
- M- Assess future of former Budgens site in Kenilworth

- N – Finalise assessment of Public Service Centre in Kenilworth and determine whether to proceed or not
- O - Find partner and develop plans for regeneration scheme in Old Town
- P - Carry out Strategic Review of tourism, role and funding for South Warwickshire Tourism Company
- Q – Determine future direction of Warwick Tourist Information Centre
- R - Agree and implement Forward Strategy for Regenesis
- S - Support the agreement of a Forward Strategy for the SRB6 Scheme
- T – Implement Year 2 proposals for St Mary’s Lands
- U – Support implementation of Hill Close Gardens HLF scheme
- V – Carry out feasibility study for HLF bid for Warwick Parks and Gardens
- W – Implement the Althorpe Street Enterprise and Innovation Centre
- X – Determine next steps for retail redevelopment potential of Chandos Street site in Leamington and then carry them out
- Y – Ensure sustainability of the South Warwickshire Economic Development Team
- Z – Investigate potential for joint South Warwickshire CCTV control room and team
- A review of the administrative burdens of the Town Centre Management initiatives be requested of the Economic Scrutiny Committee
- To ensure each service area within the portfolio develops their sections of the website to proactively promote the breadth of service provision. Service areas will regularly update current information and offer e-enabled transaction opportunities wherever they are appropriate.

# **Service Area Plans 2005/06 - Overview**

## **Economic Services Portfolio**

### **Introduction**

The Economic Services Portfolio includes services provided by the following Directorates and Service Areas:

- Community Information & Advice Directorate
  - Regenesis
  - Economic Development
- Community Resources Directorate
  - Leisure & Amenities
    - Amenities section only

The summary details below are extracted from the 2005/06 Service Area Plans which have been developed by each Service Area to address the current Corporate Strategy, Portfolio Holders Statements and to address the key issues facing each service over the next three years.

For each service area an overview of the outcome targets which have been developed to address the key issues facing the services along with Corporate Strategy targets and statutory Best Value Performance Indicators are detailed below.

Only those areas relevant to this portfolio are detailed below, some service areas report to more than one portfolio and their targets relevant to other portfolios detailed with the relevant portfolio holder statement.

### **Regenesis**

#### ***Corporate Strategy Targets - Regenesis***

There are no Corporate Strategy Targets owned by this service area

#### ***Statutory Best Value Performance Targets - Regenesis***

There are no BVPI targets owned by this service area

### ***Service Area Plan Dashboard Targets - Regeneration***

<b>Indicator No.</b>	<b>Description</b>	<b>Target 2004/05</b>	<b>Target 2005/06</b>	<b>Target 2006/07</b>
RE1	Regeneration - Number of jobs created	15	5	TBC
RE11	Regeneration - Number of businesses advised	80	40	TBC
RE16	Regeneration - Hectares of land improved/reclaimed	0.17	TBC	TBC
RE17	Regeneration - Number of buildings improved/brought back into use	12	TBC	TBC
RE19	Regeneration - Number of voluntary organisations supported	15	TBC	TBC
RE20	Regeneration - Number of community groups supported	18	TBC	TBC
RE23	Number of jobs safeguarded	1	1	TBC
RE24	Number of businesses surviving 52 weeks	11	13	TBC
RE3	Regeneration - Number of people trained obtaining qualifications	100	50	TBC
RE4	Regeneration - Residents of target areas accessing employment	10	10	TBC

## **Economic Development**

### ***Corporate Strategy Targets - Economic Development***

<b>Indicator No.</b>	<b>Description</b>	<b>Target 2004/05</b>	<b>Target 2005/06</b>	<b>Target 2006/07</b>
DS 51	District Unemployment Rate as a % of National unemployment rate	66%	66%	66%
DS 52	% increase in numbers visiting tourist attractions in Warwick District over 2003 base figures	1%	1.5%	2%

### ***Statutory Best Value Performance Targets - Economic Development***

There are no BVPI targets owned by this service area

### ***Service Area Plan Dashboard Targets - Economic Development***

A meaningful set of Dashboard Targets are to be developed following the approval of the South Warwickshire Economic Development Team's Business Plan. These will be reported to Members when available.

### **Leisure & Amenities**

#### ***Corporate Strategy Targets - Amenities***

<b>Indicator No.</b>	<b>Description</b>	<b>Target 2004/05</b>	<b>Target 2005/06</b>	<b>Target 2006/07</b>
TCM 29(1)	Leamington Town Centre Performance as a % of regional performance	101%	101%	101%
TCM 29(2)	Warwick Town Centre Performance as a % of regional performance	101%	101%	101%
TCM 29(3)	Kenilworth Town Centre Performance as a % of regional performance	101%	101%	101%

#### ***Statutory Best Value Performance Targets - Amenities***

None relating to this portfolio

#### ***Service Area Plan Dashboard Targets - Amenities***

<b>Indicator No.</b>	<b>Description</b>	<b>Target 2004/05</b>	<b>Target 2005/06</b>	<b>Target 2006/07</b>
CPS 43	Income from all ticket sales from all WDC car parks excluding Royal Priors. In £000	£1,932	£2,134	£2,347
CTV 37	Number of operational shifts covered per year.	1460	1460	1460
TCM 46	Number of stalls at market	5620	5860	6030
TCM 47	Has membership scheme for Leamington Town Centre been established	Yes	Yes	Yes
TCM48	% of TCM actions achieved for Leamington Spa.	80%	80%	80%
TCM49	% of TCBDM actions achieved for Warwick	80%	80%	80%
TCM50	% of TCBDM actions achieved for Kenilworth	80%	80%	80%
New	Satisfaction with public conveniences	35%	40%	40%