

LAA Update

Economic Development & Enterprise

Rikki Hunt, SSEP Chair
SSP Conference, February 2008



Outcome 1

<p>Outcome 1 - “We will establish Swindon as the leading location in the UK for new, relocating and existing businesses, and encourage the growth and development of existing businesses.”</p>	
<p>Indicator 1 We will increase total number of VAT registered businesses in the Borough by 10% by 2009.</p>	<p>ON TARGET</p>
<p>Indicator 2 Increase the percentage of Swindon employees who are self employed from 9.8% in 2003 to the GB average of 12.6% by 2009.</p>	<p>SEE NEXT SLIDE</p>
<p>Indicator 3 Increase the total number of major commercial property deals completed in the Borough from 100 in 2004 to 130 in 2009.</p>	<p>ON TARGET</p>

Outcome 1

Outcome 1 - Indicator 2

“Increase the percentage of Swindon employees who are self employed from 9.8% in 2003 to the GB average of 12.6% by 2009.”

Baseline	9.2%
Target 2006/7	10%
Actual 2006/7	8.8%

- The figure for Swindon has reduced from 9.2% to 8.8% and the national average has reduced from 12.6% to 9.3%
- The gap between the two figures has narrowed considerably but we only have limited influence in achieving the final target
- The SSEP Enterprise Group is tasked with stimulating enterprise, and has a programme of work to encourage more people into self-employment

Outcome 2

Outcome 2 - “We will develop a local workforce with the right skills for our economy.”

Indicator 1 (PRG)

Increase the number of working age adults who have an NVQ level 2 or equivalent, particularly in Neighbourhood Renewal Areas.

**SEE NEXT
SLIDE**

Outcome 2

Outcome 2 - Indicator 1 (PRG)

“Increase the number of working age adults who have an NVQ level 2 or equivalent, particularly in Neighbourhood Renewal Areas.”

Baseline	362
Target 2006/7	405
Actual 2006/7	?

- Validated data on the total number of qualifications delivered in 2006/7 is not available until April 2008
- The stretch portion of the target has already been achieved for Year 1
- It is hoped that when the validated data is received, this indicator will be on target

Outcome 3

Outcome 3 - “We will be a pioneer in the use of digital technology ensuring that all people have access to the benefits of the Internet and information technology.”

Indicator 1

Swindon will submit a bid to the Digital City Challenge by May 2006, and establish indicators and targets by the end of June 2006.

**SEE NEXT
SLIDE**

Outcome 3

Outcome 3 - Indicator 1

“Swindon will submit a bid to the Digital City Challenge by May 2006, and establish indicators and targets by the end of June 2006 around:

- 1) Establishing an e-cademy in Swindon;**
- 2) Developing and implementing a PC recycling policy;**
- 3) We will establish network access for all;**
- 4) Increasing the number of people who access the services of public sector organisations electronically.”**

- A bid was submitted to the Digital City Challenge in April 2006 but was unsuccessful
- There is no further opportunity to submit bids so the indicators and targets above have been withdrawn
- Additional work has been undertaken around delivering Outcome 3 and there is now a system in place to support service areas in implementing digital projects

Outcome 4

<p>Outcome 4 - “We will increase the proportion of working age people who are economically active, particularly in Neighbourhood Renewal Areas.”</p>	
<p>Indicator 1 Maintain economic activity levels at a minimum of 5% above the national average.</p>	<p>ON TARGET</p>
<p>Indicator 2 (PRG) Reduce the gap between the average economic activity rate in the Borough’s NRAs compared to the average for the rest of the Borough.</p>	<p>SEE NEXT SLIDE</p>

Outcome 4

Outcome 4 - Indicator 2 (PRG)

“Reduce the gap between the average economic activity rate in the Borough’s NRAs compared to rest of the Borough.”

Baseline	7.1%
Target	5%
Actual	?

- It is not possible to measure performance against this indicator because economic activity data is not available at ward level
- We have proposed to GOSW to replace this metric with an absolute target for the reduction in the number of economically inactive benefit claimants
- This target will still represent a significant challenge
- We are NOT currently on target, but Job Centre Plus believes that New Deal programme (delivered from April 2008) will make the target achievable

Outcome 5

<p>Outcome 5 - “We will establish Swindon as a national destination for cultural and leisure events, and ensure that more of those who work in Swindon also live, shop and socialise in the Borough.”</p>	
<p>Indicator 1 Increase by 7.5% the estimated visitor numbers for Swindon attractions.</p>	<p>SEE NEXT SLIDE</p>
<p>Indicator 2 (a) Increase the overall satisfaction rating of the town centre to 60% by 2009.</p>	<p>ON TARGET</p>
<p>Indicator 2 (b) Decrease the proportion of vacant premises in the town centre from 7% to 3.5% by 2009.</p>	<p>ON TARGET</p>

Outcome 5

Outcome 5 - Indicator 1

“Increase by 7.5% the estimated visitor numbers for Swindon attractions.”

Baseline	291,494
Target 2006/7	298,781
Actual 2006/7	268,428

- These results are artificially low due to the unexpected closure of the Wyvern Theatre
- Comparing like-for-like figures (excluding the Wyvern) the target was achieved in Year 1
- Now that the Wyvern is open again we expect to achieve this target by the end of the LAA