

**ECONOMIC DEVELOPMENT DIVISION
SERVICE PLAN 2004/2007**

HALF YEARLY REPORT (SEPTEMBER 2004)

SERVICE DESCRIPTION

The Division is responsible for:

- Economic Development - encouraging inward investment; providing support to businesses; promoting the availability of sites and premises; developing partnerships and working with a wide range of organisations to regenerate the area; monitoring trends in the local economy etc
- Tourism promotion and development
- Rights of Way - ensuring that the district's 365 miles of public rights of way are accessible and well maintained
- **Asset and Estate Management - including strategic asset management activities (linked to the Asset Management Plan); the day to day management of the Council's land and non housing properties; and, the disposal of surplus assets**

Economic Development, Tourism and Rights of Way fall within the terms of reference of the Environmental and Development Services Committee; **Asset and Estate Management are matters for the Finance and Management Committee.**

THE HALF YEAR IN CONTEXT

Over the past 6 months, work has focussed on:

- responding to proposals for changes in the way tourism is delivered at a sub regional and local level
- continuing to develop and populate datasets on the Derbyshire-wide Destination Management System
- working with Groundwork Erewash to promote and deliver the Environmental Improvement Scheme (an EMDA funded grant scheme to improve the external appearance of business premises)
- developing and launching a new set of walks leaflets - 'Five Country Walks in South Derbyshire' and preparing the National Forest & Beyond guides for 2005
- negotiating the disposal of Sheltered Housing Units at Woodville and Castle Gresley
- reviewing the utilisation of space in the Civic Offices
- reviewing the policy of transferring community and recreational assets to Parish Councils and other bodies where appropriate

ACHIEVEMENTS

ACTION	OUTCOME
<p>Strategic Asset Management (Service Plan Ref. ED5)</p>	<ul style="list-style-type: none"> • Negotiations are now almost complete for the sale/development of sheltered housing units at Bass's Crescent (Castle Gresley) and Small Thorn Place (Wodville). This should provide a large capital receipt for the Council along with new affordable accommodation. • A review of office space in the Civic Offices is now complete and proposed plans have been subject to consultation. Detailed costing are now being prepared for the alterations. (Funding was approved by the Finance and Management Committee in October.)
<p>Economic Development (Service Plan Ref.ED7)</p>	<ul style="list-style-type: none"> • Work has recently begun on the development of a new Economic Development Strategy - contact is being made with key economic partners and the collection of baseline data is underway. • Environmental Improvement Scheme - all of the budget for this 3 year £60,000 scheme has now been allocated. Groundwork Erewash Valleys is currently investigating the possibility of continuing the scheme beyond March 2005 • Information has been provided to EMDA in response to 50 inward investment enquiries; feedback on outcomes is awaited. • Helping to identify and develop economic projects for funding through the Derby and Derbyshire Economic Partnership • Assisting with arrangement to host the national Coalfield Communities Conference
<p>Tourism (Service Plan Ref. ED8)</p>	<ul style="list-style-type: none"> • A baseline assessment of visitor numbers and expenditure within the local economy was completed in 2002. The survey is undertaken every three years and preliminary work has begun on the 2005 survey (with consideration of the survey methodology etc) • Discussions are continuing with other Councils and tourism partners on delivery structures for tourism at a sub-regional and local level. The outcome is likely to impact upon future service delivery by the Council and a review of the Tourism Strategy will be required. • Work has also continued on the development of the Destination Management System with Derbyshire partners

Rights of Way (Service Plan Ref. ED9)	<ul style="list-style-type: none"> • A new set of (5) walks leaflets has been produced and published • Over the past 6 months, some 154 complaints/obstructions about Public Rights of Way have been resolved • The annual Rights of Way Forum (with user groups and Parish Councils) was held in September
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TASKS AT RISK OF NON DELIVERY DURING THE YEAR

ACTION	EXPLANATION
Economic Development (Service Plan Ref. ED7)	The development of a Marketing Strategy for South Derbyshire needs to take place in the context of a new Economic Development Strategy. Although work has now started on the latter, it may not be completed before the year end.
Tourism (Service Plan Ref. ED8)	The programme for the development of an Action Plan for promoting the National Forest to local people has slipped (due to other priorities). However, it is hoped to regain the momentum later in the year.
Rights of Way (Service Plan Ref. ED9)	Installation of the Countryside Access Management System (a footpath management IT system) is dependent on further development by Derbyshire County Council.

2004/2005 PERFORMANCE INDICATORS

Best Value Performance Indicators		2003/04 (actual)	2004/05 (target)	2004/05 (estimate)
BVPI No.				
156	% of local authority buildings open to the public in which all areas are suitable for and accessible to disabled people	60% (Auditors unable to verify)	70%	65%
180a(i)	Energy consumption/sq m of local authority operational property, compared with comparable buildings in the UK as a whole - electricity	67%	67%	TBA
180a(ii)	Ditto - fossil fuels	30%	30%	TBA
Local Performance Indicators		2003/04 (actual)	2004/05 (target)	2004/05 (estimate)
% of Tourism enquiries dealt with in 4 working days		97% 824 of 846	95%	97% (based on 512 of 531 as at 30 Sept.)

It should be noted that the Service Plan also contains a large number of national and local property performance indicators. These will be reviewed and reported when the new Corporate Property Manager takes up her post.

EMERGING ISSUES

In September, the Division's duties were split between Policy and Financial Services, as part of the organisational restructuring. There is a need to ensure that staff are fully integrated into their new teams and that the impact on the work programme is minimised.

A new Corporate Asset Manager has recently been appointed under the revised senior management structure. Their key role will be to develop and integrate asset and estate management into the Council's Corporate Plan and Financial Strategy. The role will help to deliver the key tasks in the Service Plan, in particular, the development of a Corporate Property Strategy.

Developing a new vision and strategy for Economic Development is an urgent task as this will then provide a context for future priorities and work programmes.