

Subject: Economic Development - Quarter 2 Performance Report 2016/17

Report to: Economic Development Committee – 21 November 2016

Report by: Group Manager (Growth)

SUBJECT MATTER/RECOMMENDATIONS

The following gives an update on current performance of Economic Development Committee measures for the second quarter of 2016/17 (Jul – Sep) where progress is assessed against Targets which are set at the start of the financial year.

Progress against Targets is assessed by RAG (Red/Amber/Green) ratings and is also assessed in terms of Direction of Travel (DoT) through use of arrows.

The summary report, see attached, highlights performance measures that have not achieved the target for this period and measures that do not have a target but are moving in the wrong direction. The report also highlights a number of measures that are showing exceptional performance against targets.

Commentary is provided at the end of the summary report highlighting those measures that outturns are below target or moving in the wrong direction.

RECOMMENDATIONS

The actions are:

- All measures to be monitored during the next quarter

1. INTRODUCTION/BACKGROUND

In September 2015 the Council agreed 'The Plan' which sets out its strategic vision and priorities for up to 2020. This establishes the framework against which the Council should measure its performance at both officer meetings (through regular management reports) and Member meetings (through performance reports).

This framework was considered as part of a review of the transformation programme, moving this programme into a business strategy, which maximises income streams, whilst at the same time meeting the Council's stated objectives in 'The Plan'.

The business strategy includes a new set of key projects which will be reported separately from the measures to the Policy & Resources committee.

2. PERFORMANCE MEASURES

Performance Measures – Highlights

Performance measures cover the full range of services delivered within the area covered by the Economic Development Committee. The details in the summary report provide quantitative information about the performance of these services and provide useful trend data. A traffic light status easily identifies if improvement is required.

There are several areas across the Council where performance is below the target level set (RAG rating) or where no target has been set performance is moving in the wrong directions (Direction of Travel). These measures are highlighted in the appropriate service committee section in the report.

The following areas of performance are brought to your attention:

Improved performance:

- a) ED01 Planning applications: Major applications determined within 13 weeks (quarterly cumulative) has significantly improved to well above target.
- b) ED04 Percentage of Major planning applications processed within 13 weeks over the last 24 months (quarterly cumulative) has also significantly improved to well above target.
- c) ED05/ED06 Percentage and number of Major planning applications overturned on appeal over the last 24 months remains at: 0% & 0.
- d) ED07 The number of planning appeals has increased in the quarter.
- e) ED08 98.2% of building regulation applications had a decision notice issued within the eight week statutory period (quarterly cumulative).
- f) ED09 98.07% of Land Charge searches returned within 10 working days (quarterly cumulative).
- g) ED11 Number of homes granted planning permission up from 59 (first quarter) to 205 (quarterly cumulative) but number of new homes built (ED10) up from 58 (first quarter) to just 110 (quarterly cumulative).
- h) ED12 to ED14 Enterprise Zone delivery (jobs, number of businesses and floorspace) remains on target. Great Yarmouth continues to be marketed to energy companies. Offshore wind potential has increased with the naming of Great Yarmouth as the construction port for both the Galloper and East Anglia ONE windfarms. See related energy report in the Economic Development Committee papers.
- i) ED15 Number of new business start-ups (enterpriseGY) has out-performed the target by delivering 53 new starts in this quarter alone (100 being the annual target). A significant achievement.
- j) ED16 The number of vacant retail units in the town centre has reduced from 72 to 70 (from 16.6% to 16.2%), reflecting some of the displaced indoor market traders (following the Regent Bowl fire) to both Victoria Arcade and retail units on the market place.

Reduced performance:

- a) EDO2/ED03 i.e. Minor/Other planning applications determined within set timeframes were below target, but the former showed significant improvement, rising from 35.38% to 45% (quarterly cumulative). Planning performance has declined in the past two years, particularly in the last two quarters with exceptional circumstances in the team due to vacant posts, sickness and IT teething problems. A new Planning Assistant was recruited in June 2015 but returned to his old authority (improved recruitment package) towards the end of last year. The post remained vacant following a poor response to the advertised post. This post was re-advertised along with another Planning Assistant post and a Technical Officer post with two successful candidates joining the department at the beginning of October. It is envisaged that performance will improve over the remaining half year of 2016/17 as the department moves towards a full complement of staff.
- b) ED17 - % of footfall in the Town Centre against the same quarter in the previous year fell between July and September. The lower footfall reflects the national trend seen in many town centres. Although attractions and holiday accommodation claimed good growth in the tourism sector during the same period, it has not fed into an increase in the town centre footfall. The Great Yarmouth Town Centre Initiative aims to improve the situation.

Data Quality note

All data included in this report for the current financial year is provisional unaudited data and is categorised as management information. All current in-year results may therefore be subject to later revision.

3. FINANCIAL IMPLICATIONS

None

4. RISK IMPLICATIONS

None

5. CONCLUSIONS

None

6. RECOMMENDATIONS

The actions are:

- All measures to be monitored during the next quarter

7. BACKGROUND PAPERS

None

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	None
Financial Implications:	None
Legal Implications (including human rights):	None
Risk Implications:	None
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A







PERFORMANCE INDICATORS – SUMMARY REPORT QUARTER 2 (Jul - Sep) 2016/17

ECONOMIC DEVELOPMENT COMMITTEE

Measure	Previous Quarter	This Quarter	Target	Qtr 2 2015/16	Status	Trend	
						Last Period	Last Year
ED01 - Planning applications: Major applications determined within 13 weeks (Quarterly Cumulative)	50%	85%	65%	No applications received		↑	N/A
ED02 - Planning applications: Minor applications determined within 8 weeks (Quarterly Cumulative)	35.38%	45%	70%	34.9%		↑	↑
ED03 - Planning applications: Other applications determined within 8 weeks (Quarterly Cumulative)	50%	40%	70%	43.7%		↓	↓
ED04 - Percentage of Major planning applications processed within 13 weeks over the last 24 months (Quarterly Cumulative)	60%	95.6%	65%	New indicator		N/A	N/A
ED05 - Percentage of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)	0%	0%	20%	0%		↔	↔
ED06 - Number of Major planning applications overturned on appeal over the last 24 months (Quarterly Cumulative)	0	0	NA	0		N/A	↔
ED07 - Planning Appeals: a) Total number of Planning appeals b) Number of Planning appeals allowed (Quarterly Cumulative)	a) 3 b) 1	a) 11 b) 4	NA NA	a) 20 b) 6		N/A N/A	↓ ↓
ED08 - Building Control: The percentage of building regulation applications where a decision notice is issued within the eight week statutory period. (Quarterly Cumulative)	100%	98.2%	100%	92.4%		↓	↑
ED09 - Percentage of Land Charges search returns sent within 10 working days. (Quarterly Cumulative)	99.65%	98.07%	97%	87.53%		↓	↑

Measure	Previous Quarter	This Quarter	Target	Qtr 2 2015/16	Status	Trend	
						Last Period	Last Year
ED10 - Number of new homes built a) All homes b) Affordable homes built (Quarterly Cumulative)	a) 58 b) N/A**	a) 110 b) N/A**	300* NA	New indicator		↑	N/A
ED11 - Number of homes granted planning permission a) All homes b) Affordable homes (Quarterly Cumulative)	a) 59 b) N/A**	a) 205 b) N/A**	NA NA	N/A N/A		↑	N/A
ED12 - Enterprise Zone: Number of new jobs created a) Beacon Park b) South Denes (Quarterly Cumulative)	355 237	Not available***	1,500 per bid document	N/A N/A		N/A N/A	N/A N/A
ED13 - Enterprise Zone: Number of businesses at a) Beacon Park b) South Denes (Quarterly Snapshot at last day of quarter)	17 6	Not available***	NA NA	22 N/A		N/A N/A	N/A N/A
ED14 - Enterprise Zone: Beacon Park a) New floor space developed b) % of empty floor space across Beacon Park (Quarterly Snapshot at last day of quarter)	23,703 20	Not available***	NA NA	2,494 ^{m2} N/A		N/A N/A	N/A N/A
ED15 - Number of new business start-ups enterpriseGY (Quarterly Cumulative)	18	53	25	11		N/A	↑
ED16 - Town Centre retail units: a) Number of vacant retail units in Town Centre b) % of vacant retail units in Town Centre (Quarterly Snapshot at last day of quarter)	72 16.6%	70 16.2%	1% reduction 1% reduction	N/A N/A		↑ ↑	N/A N/A
ED17 - % of increased footfall in Town Centre against same quarter in previous year(Quarterly)	-2.7%	-4.5%	2% increase	-1.9		N/A	↓

Measure	Previous Quarter	This Quarter	Target	Qtr 2 2015/16	Status	Trend	
						Last Period	Last Year
ED18 - Conservation: a) Number of buildings removed from Risk Register (Quarterly Cumulative)	1	1	2	N/A		N/A	N/A
Note: * Target is an annual target and will be reported on an annual basis. **Performance will be reported on an annual basis. *** Enterprise Zone survey for Quarter 2 has not yet been carried out.							
Measures that are not achieving Target: ED02 - Planning applications: Minor applications determined within 8 weeks – Planning performance has declined in the past two years, particularly in the last two quarters with exceptional circumstances in the team due to vacant posts, sickness and IT teething problems. A new Planning Assistant was recruited in June 2015 but returned to his old authority lured by an improved recruitment package towards the end of last year. The post remained vacant following a poor response to the advertised post. This post has recently been re-advertised along with another Planning Assistant post and a Technical Officer post with two successful candidates joining the department at the beginning of October, so it is envisaged that performance will improve over the remaining half year of 2016/17 as the department moves towards a full complement of staff. ED03 - Planning applications: Other applications determined within 8 weeks – See ED02 ED17 - % of increased footfall in Town Centre against same quarter in previous year - The lower footfall reflects the national trend seen in a lot of town centres. Although attractions and holiday accommodations claimed good growth in the tourism sector during the same period, it has not fed into an increase in the town centre footfall.							

Key	
Status	
	Current performance has met or exceeded target/ has met or exceeded trend
	Current performance is below target but within tolerance/ is below trend but within tolerance
	Current performance is below target and tolerance/ is below trend and tolerance
	Contextual information only
Trend	
	Performance for quarter is improving (up) or deteriorating (down) compared to previous quarter.
	Performance for period (quarter) is improving (up) or deteriorating (down) compared to same quarter last year.

Key:

NA = No target set, contextual information only

N/A = Not available/not applicable