

## APPENDIX 1

Planning, Economic Development and Regeneration Management Plan 2019/20

### Economic Development and Regeneration

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**Service manager:** Alice Mitchell, Economic Development and Regeneration Manager

**Number of staff:** 50.8 (full time equivalents)

**Location:** Civic Centre

#### Purpose

The overarching purpose of Economic Development and Regeneration is “Working with others to regenerate West Lothian by enabling individuals, families, communities and businesses to achieve their potential”.

The service through the main teams of Employability, Community Planning & Regeneration and Economic Development will support and lead on:

- ◆ Regenerating the most disadvantaged communities in West Lothian.
- ◆ Improving the life chances of individuals and groups experiencing poverty and disadvantage.
- ◆ Improving employability particularly for young people and other disadvantaged groups.
- ◆ Supporting and promote West Lothian’s economy.
- ◆ Maximising the contribution of business and enterprise through creating jobs and business capacity.
- ◆ Community Planning.

#### Activities

The main activities of the service during the period of the Management Plan will be:

- ◆ Enabling and facilitating community engagement and implementing the key elements of the Community Empowerment (Scotland) Act 2015 and the Community Justice Scotland Act.
- ◆ Supporting the achievement of the Community Planning Partnership Local Outcome Improvement Plan.
- ◆ Supporting customers to alleviate the impact of welfare reform on them by supporting them back into employment, education or training, particularly those affected by Universal Credit.
- ◆ Continuing to support wage subsidies, West Lothian Jobs fund, graduate work experience and non-trade modern apprenticeship opportunities via the Steps n2 Work programme.
- ◆ Leading the production of Local Regeneration Plans in 13 key communities in West Lothian.
- ◆ Review and refresh the Economic Partnership Strategy for West Lothian.
- ◆ Supporting the Third Sector Interface.
- ◆ Support 1,000 unemployed residents, with a range of interventions including accredited training, with 500 of them progressing into a positive destination.
- ◆ Continuing the progression of the West Lothian Jobs Task Force.
- ◆ Promoting enterprise and improving the competitiveness of local firms to retain and strengthen businesses that can grow and create new higher value jobs.
- ◆ Working in partnership with local authorities in the Edinburgh city region to maximise the benefits to West Lothian from an Edinburgh and South East Scotland City Deal.
- ◆ Maximising remaining income from external sources including European Regional Development Fund (ERDF), European Social Fund (ESF) and LEADER to support and enhance local delivery.
- ◆ Maximising the potential of West Lothian as a tourism/visitor destination and promoting the competitiveness of our town centres.

- ◆ Lobbying for continued access to economic development and regeneration funds post Brexit.
- ◆ Reviewing of activities across the service to achieve efficiencies.

## Key Partners

The service actively works with our partners to plan, design and deliver improved services for our customers.

Our key partners include; other council services, West Lothian College, Police Scotland, Scottish Fire and Rescue Service, Community Councils, Department of Work and Pensions, B4 and Onto Work, West Lothian Youth Action Project, local community development trusts and voluntary sector organisations, Voluntary Sector Gateway West Lothian, NHS Lothian, the third and voluntary sector, Skills Development Scotland, Department of Work and Pensions, the Scottish Government, Scottish Enterprise, the Chamber of Commerce and Federation of Small Businesses and Scotland's Improvement Districts.

## Customer Participation

The service will actively engage customers and potential customers in the delivery and re-design of services to ensure that they are accessible and focused on their needs and preferences.

### Customer Consultation Schedule 2019/20

Customer Group	Method	Frequency	Responsible Officer	Feedback Method
<b>Residents engaged or potentially engaged in employability initiatives</b>	Door knocking / questionnaire/ stakeholders	Quarterly	Service Manager	Email to customers/ leaflets
<b>Key community organisations and partners in areas of high deprivation</b>	Questionnaire / stakeholder events	Annually	Team Leader	Email to customers/ community notice boards
<b>Citizens panel members</b>	Quality of Life survey and thematic focused surveys	Survey every 3 years. Thematic surveys carried out by partners	Community Planning Development Officer	Quality of Life survey report – informs key SOA indicators.
<b>Community groups</b>	Community Engagement practitioners network	Quarterly	Community Planning Development Officer	CPP board and SG and other forums, as appropriate
<b>Equality groups</b>	Through equality forums and let's talk equalities events	Let's talk Equalities bi annually, forums meet quarterly.	Community Planning Development Officer	
<b>Wider stakeholders</b>	Community planning newsletter and website	Quarterly newsletter. Regular website updates	Community Planning Development Officer	Newsletter, website, inside news.
<b>Business Gateway – Start Up service users</b>	Telephone / Online	Ongoing	Business Development Manager	Publication on the website

**Customer Consultation Schedule 2019/20**

Customer Group	Method	Frequency	Responsible Officer	Feedback Method
<b>Business Gateway – Growth service users</b>	Telephone / Online	Ongoing	Business Development Manager	Publication on the website
<b>Visitors to West Lothian</b>	Market Research	Annual	Business Growth Advisor	Publication on the website
<b>Business Information customers</b>	Electronic survey	Ongoing	Economic Development Officer	E mail
<b>E-zine readers</b>	Electronic survey	Annual	Economic Development Officer	E mail
<b>Traditional town centre users</b>	Market research	Annual	Tourism and Town Centre Officer	Circulation of minutes
<b>Workshop attendees</b>	Feedback forms	Ongoing	Business Development Manager	E mail
<b>Economic conference attendees</b>	Electronic survey	Annual	Economic Development Officer	E mail

## Activity Budget 2018/19

Please note that the Activity Budgets for 2018/19 would be updated following the Budget meeting.

Economic Development and Regeneration								
Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2018/19	PI Category	Staff Resources (FTE)	Revenue Expenditure Budget 2018/19 £	Revenue Income Budget 2018/19 £	Net Revenue Budget 2018/19 £
<b>Economic Development Strategy and Policy</b>	To develop Councils and Partners economic development strategies and to promote West Lothian as a business location to provide economic intelligence and to support and inform policy.	5 Improving the employment position in West Lothian	CP:EDR039_Number of small and medium sized businesses receiving support from Economic Development's Business Gateway service. Target: 475 businesses	Public	5.4	164,126	(106,074)	58,052
			P:EDR007_Economic Development and Regeneration - Customer satisfaction with the service overall. Target: 95%	Public				
<b>Town Centre Management and BIDS</b>	To improve and promote traditional town centres as retail, leisure, employment and visitor locations.	5 Improving the employment position in West Lothian	SOA1303_Percentage of retail occupancy in town centres. Target: 90%	Public	0.7	20,262	(13,096)	7,166
			P:EDR007_Economic Development and Regeneration - Customer satisfaction with the service overall. Target: 95%	Public				

## Economic Development and Regeneration

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2018/19	PI Category	Staff Resources (FTE)	Revenue Expenditure Budget 2018/19 £	Revenue Income Budget 2018/19 £	Net Revenue Budget 2018/19 £
<b>Tourism - via Visit West Lothian</b>	To maximise the tourism offering for West Lothian through support to Visit West Lothian.	5 Improving the employment position in West Lothian	CP:EDR041_Tourism - Visit West Lothian: Total number of tourism businesses and projects assisted. Target: 50 businesses	Public	0.0	0	0	0
			P:EDR007_Economic Development and Regeneration - Customer satisfaction with the service overall. Target: 95%	Public				
<b>Leader</b>	To support the development and sustainability of rural business and organisations.	5 Improving the employment position in West Lothian			1.9	58,761	(37,977)	20,784
<b>Entrepreneurship</b>	To provide a wide range of support through Business Gateway branded services to start up and small, growing local companies through one to one consultancy, training, business planning advice, specialist support and access to finance.	5 Improving the employment position in West Lothian	CP:EDR038_Number of new businesses started in West Lothian through Business Gateway. Target: 375 businesses	Public	5.7	173,581	(112,185)	61,396
			P: EDR007_Economic Development and Regeneration - Customer satisfaction with the service overall. Target: 95%	Public				

## Economic Development and Regeneration

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2018/19	PI Category	Staff Resources (FTE)	Revenue Expenditure Budget 2018/19 £	Revenue Income Budget 2018/19 £	Net Revenue Budget 2018/19 £
<b>Business information</b>	To provide a quality information and research service to new and existing businesses.	5 Improving the employment position in West Lothian	EDR042_Economic Development - Business Information - Total number of information and research responses provided to new and existing businesses and other stakeholders. Target: 450 responses  P:EDR007_Economic Development and Regeneration - Customer satisfaction with the service overall. Target: 95%	WLAM	1.2	37,148	(24,008)	13,140
<b>Business Development</b>	To support the growth of existing business in West Lothian by supporting them to develop new products and process which will lead to higher turnover and employment.	5 Improving the employment position in West Lothian	CP:EDR039_Number of small and medium sized businesses receiving support from Economic Development's Business Gateway service. Target: 475 businesses  P:EDR007_Economic Development and Regeneration - Customer satisfaction with the service overall. Target: 95%	Public  Public	7.2	221,536	(143,178)	78,358

## Economic Development and Regeneration

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2018/19	PI Category	Staff Resources (FTE)	Revenue Expenditure Budget 2018/19 £	Revenue Income Budget 2018/19 £	Net Revenue Budget 2018/19 £
<b>Community Regeneration</b>	To work with all Community Planning Partners to ensure that they are working together in 9 multi member wards with the common aim of closing the opportunity gap.	5 Improving the employment position in West Lothian	EDR037_Percentage of health checked voluntary organisations where there was evidence of a planned approach to income and expenditure and finances are robustly controlled. Target:95%	High Level	8.6	711,351	(3,296)	708,055
			P:EDR007_Economic Development and Regeneration - Customer satisfaction with the service overall. Target: 95%	Public				
<b>Employment and Skills</b>	Supporting residents to secure and sustain employment, education or training opportunities. This involves developing their individual employability skills. Services delivered outreach in areas of high unemployment.	5 Improving the employment position in West Lothian	EDR032_9b.1a Number of Job Candidates Supported into Work, education or training by Council's Employability Service. Target: 500 individuals	WLAM	19.1	1,446,874	(6,704)	1,440,170
			P:EDR007_6a.7 Economic Development and Regeneration - Customer satisfaction with the service overall. Target: 95%	Public				

Economic Development and Regeneration								
Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2018/19	PI Category	Staff Resources (FTE)	Revenue Expenditure Budget 2018/19 £	Revenue Income Budget 2018/19 £	Net Revenue Budget 2018/19 £
Service support	Provision of management and administrative Support.	Enabler service – Corporate Governance and Risk	Support activities contribute towards the overall performance of the service. Performance is monitored through the indicators for front line activities.		1.0	86,320		86,320
Total:					50.8	2,919,959	(446,518)	2,473,441



**Actions 2019/20**

The service will undertake a range of actions to support corporate priorities and objectives, improve services and deliver transformation.

**Economic Development and Regeneration Actions 2019/20**

Action	Description	Planned Outcome	Owner(s)	Start	End	Status	Update
Digital transformation projects	A programme of activity to ensure that the council is well placed to take advantage of opportunities offered in the digital age.	To deliver improved user-focused digital public services.	Head of Service	April 2018	March 2019	Active	Project scope and plan defined
Voluntary Organisations	To review the current process and funding of the Voluntary Organisations to include participatory budgeting.	A more streamlined and efficient process maximising outcomes.	Economic Development & Regeneration Manager	April 2018	March 2019	Active	Project Board has implementing required changes during target timescales
Community Empowerment Act	Worked with CPP Partners and local communities to advise on the implications of the new Act.	Engaged third sector and local communities.	Economic Development & Regeneration Manager	April 2018	March 2019	Planned	To be reported to CPP and Community Road Shows during summer 2018.
Edinburgh and South East Scotland City Deal	Working in partnership to develop the business case for Winchburgh and work in partnership to deliver the other themes.	Improve the employment position of West Lothian.	Head of Service/ Economic Development & Regeneration Manager	April 2018	March 2019	Planned	Work on Winchburgh project underway
Develop regeneration plans	Work with local communities to develop regeneration plans in our 13 most deprived areas.	Reduced deprivation.	Economic Development & Regeneration Manager	April 2018	March 2019	Active	Seven Regeneration Plans are live, the remaining plans will be live by April 2019