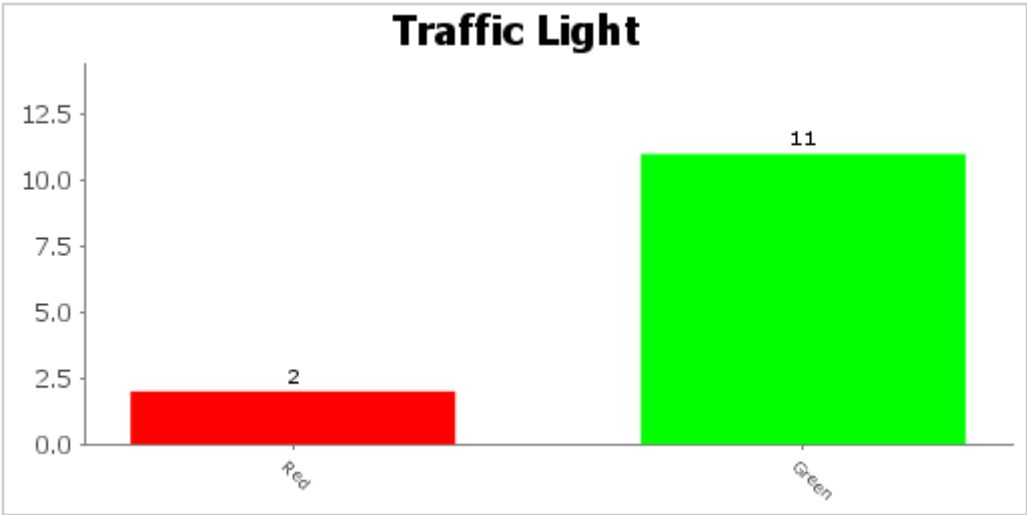

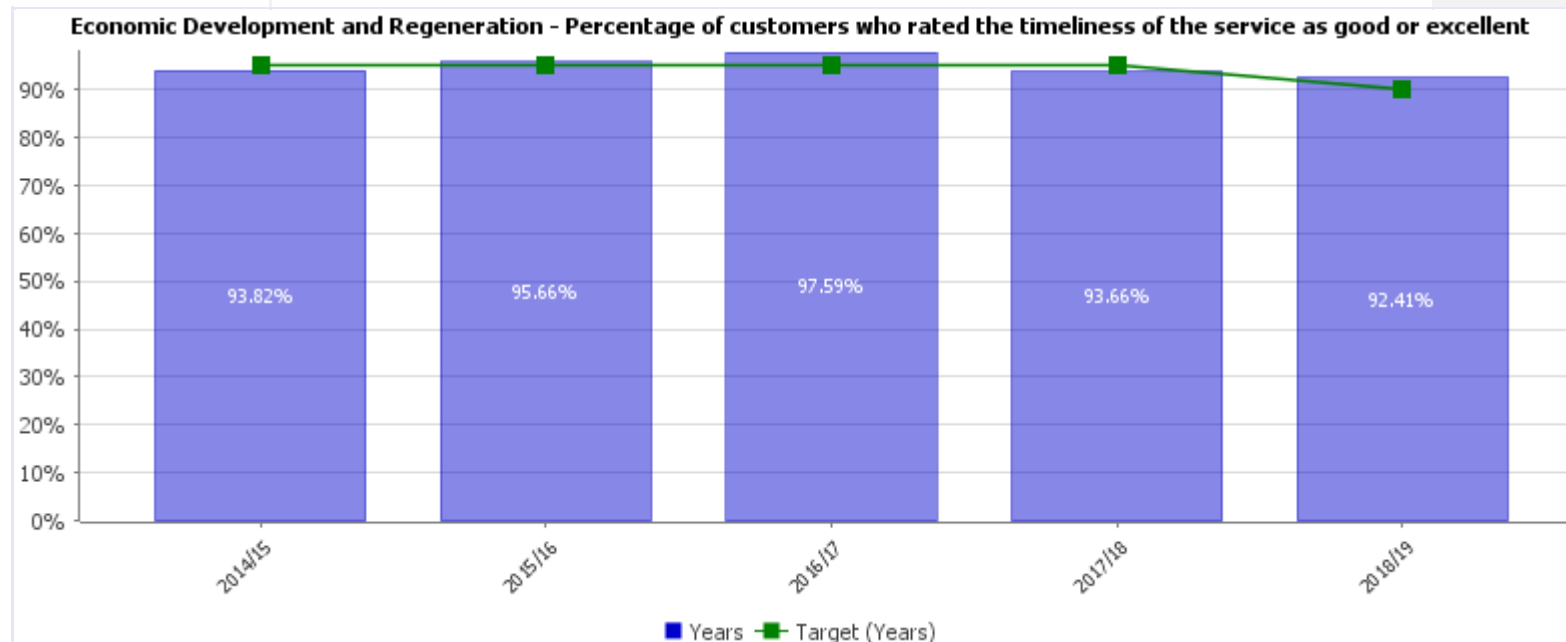


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PI Code & Short Name	EDR001_6a.1 Economic Development and Regeneration - Percentage of customers who rated the timeliness of the service as good or excellent	PI Owner	zEDR_PIAAdmin; Alice Mitchell
Description	This performance indicator measures the number of Economic Development and Regeneration customers that rated our overall timeliness of response as good or excellent. Collected as part of our monthly survey, customers are asked to rate the quality of the service provided. The survey is a representative sample of customers from the preceding month which are invited to provide feedback by means of a postal, e-mail or online feedback form. Results are analysed to identify improvements to way the service is delivered to customers.	Traffic Light Icon	
		Current Value	92.41%
		Current Target	90%



Trend Chart Commentary:

In 2018/19 92.41% of Economic Development and Regeneration customers rated the timeliness of the service as good or excellent. The 2018/19 rating is down from the previous year by 1.25%, where customer satisfaction with timeliness, good or excellent, was 93.66%. The latest figure reflects that a number of clients rated timeliness as adequate, rather than good or excellent. In 2016/17 the funding supporting the Employability service required a change in focus to supporting customers with multiple barriers through European Social Fund. They require more intensive long term support which has reduced the service's capacity. The change in funding has also resulted in changes to the compliance paperwork required for each customer which has impacted on adviser capacity. Regeneration also had some ratings of adequate related to funding notifications.

Over the last five years, the trend saw a dip in satisfaction levels in 2014/15 at 93.82%. The slight drop was due to two clients citing the time taken for a decision on funding to have taken too long. Between 2015/16 and 2016/17 customer satisfaction increased to 97.59%. The latest figure, which has dropped to similar rating levels seen in 2014/15, reflects that a number of Employability and Regeneration clients have rated timeliness as adequate rather than good or excellent. In the Employability service, changes to supporting customers with multiple barriers, requiring more intensive long term support reduced the service's capacity. Regeneration received some ratings of adequate related to time taken to provide funding notifications which involved a change in the process of funding allocations.

The management team regularly reviews practice and quality of service to identify how to improve delivery of service, using feedback provided by clients through survey responses, client face to face or

telephone conversations (including follow ups), and discussion with staff at team meetings. In order to reduce delays in responses to clients, in the event that an adviser is unable to respond within set service response times, managers will ask colleague members of staff to provide cover and provide timely information and support.

Number of customers who rated the timeliness of the service for each year is as follows:

2018/19 - 426 out of 461 completed surveys rated the timeliness of the service as good or excellent.


2017/18 - 251 out of 268 completed surveys rated the timeliness of the service as good or excellent.

2016/17 - 283 out of 290 completed surveys rated the timeliness of the service as good or excellent.

2015/16 - 529 out of 553 completed surveys rated the timeliness of the service as good or excellent.

2014/15 - 698 out of 744 completed surveys rated the timeliness of the service as good or excellent.

Target for 2019/20 is 90% of Economic Development and Regeneration customers rating the timeliness of our service as good or excellent. This is a reflection of the shift in service focus to more intensive, long-term support provision.

PI Code & Short Name	EDR010_6b.3 Total number of complaints received by Economic Development and Regeneration	PI Owner	zEDR_PAdmin; Alice Mitchell; Jill Staniforth
Description	<p>This indicator measures the total number of complaints received by Economic Development and Regeneration. It is the total number of complaints received by Economic Development at stage one (complaints that the council aims to deal with within 5 working days) and those received directly at stage two (more complex complaints that the council aims to deal with within 20 working days).</p> <p>Note: This is to ensure complaints escalated from stage 1 and stage 2 are not double counted.</p>	Traffic Light Icon	
		Current Value	0
		Current Target	1




Trend Chart Commentary:-

In Q4 2018/19 no complaints were received. One complaint was received in Q3 with regards to general standard of service, which was not upheld. No complaints were received in the previous Quarters 1 or 2.

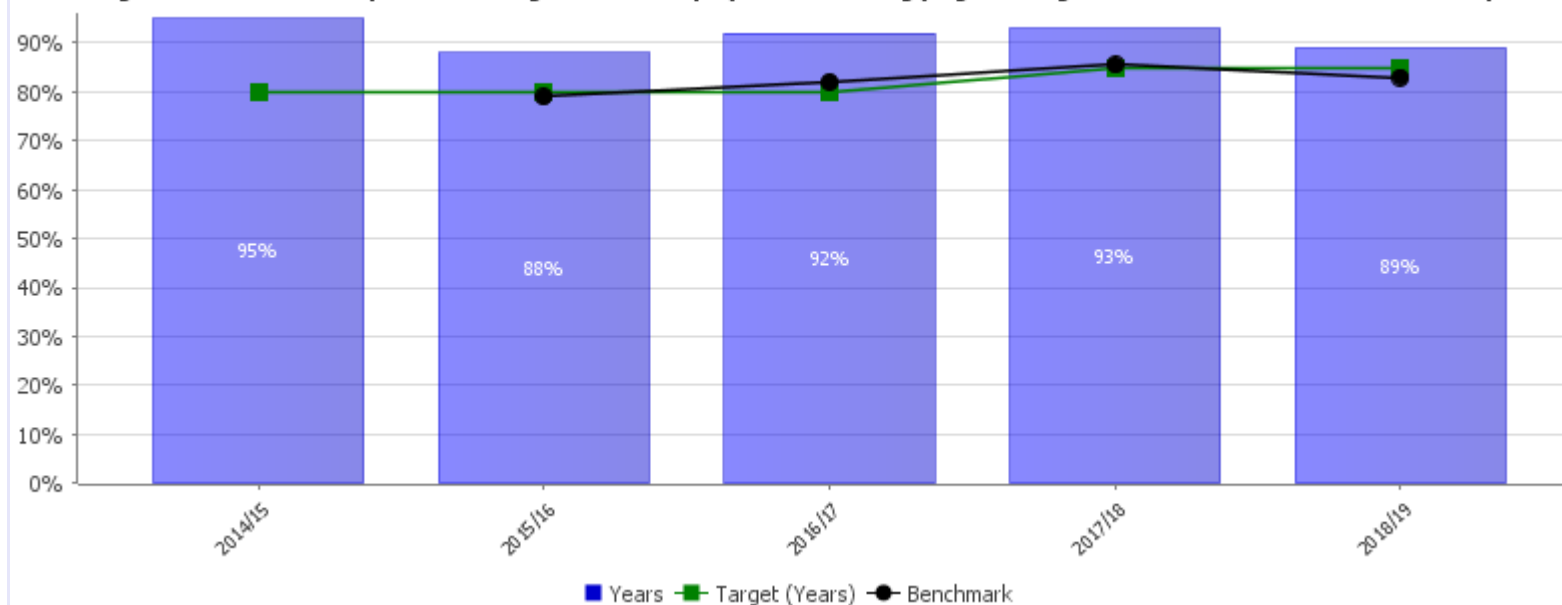
During previous years, throughout 2017/18 no Stage 1 complaints were received, and therefore no following Stage 2 complaints. During 2016/17 there were no Stage 1 or Stage 2 complaints during Quarters 1 - 3. In the fourth quarter of that year, there was one Stage 1 complaint, which was related to standard of service, which was not upheld. During 2015/16 there were two complaints at Stage 1 in Q1, one complaint at Stage 2 in Q2, and one complaint at Stage 2 in Q3. Complaints identified poor communication, which resulted in staff counselling and training.

We follow the Corporate Complaints procedure and follow PEDR service guidance for all Stage One and Stage Two complaints, to adhere to Service Level Agreements against set targets. We welcome all received complaints as an opportunity to improve our service.

The target for 2019/20 is 5 or less complaints, 2 complaints in Qtr 1, and 1 in Qtr's 2,3 and 4. The average number of complaints from Stage 1 and Stage 2, from previous years is 5, we therefore base our target to be 5 or less per year.

PI Code & Short Name	EDR012_7a.1 Percentage of Economic Development and Regeneration employees who strongly agree or agree that there is effective workforce planning	PI Owner	zEDR_PAdmin; Alice Mitchell
Description	<p>This is a measure of the level of employee satisfaction with workforce planning within the Economic Development and Regeneration team.</p> <p>Collected by Human Resources Services who carry out the corporate annual survey however, it is the responsibility of the individual service/WLAM unit to manage, analyse and record the data on Pentana, selecting the most meaningful data to develop into the key performance indicators of employee satisfaction.</p> <p>This is calculated by measuring the percentage of respondents to the employee survey who strongly agreed or agreed with the following statements:</p> <ul style="list-style-type: none">- I know what is expected of me at work (Q1)- I have access to the equipment and materials I need to do my job effectively (Q2)- I have access to the information I need to do my job effectively (Q3) (<i>new question included 2017/18</i>)- They can meet the conflicting demands on time (<i>only pertains to 2014-15 to 2016/17</i>)- I can meet the requirements of my job (Q4)- I feel safe at my place of work (Q5) <p>Results are analysed to identify areas of improvement included in Service Level Action Plan.</p>	Traffic Light Icon	
		Current Value	89%
		Current Target	85%

Percentage of Economic Development and Regeneration employees who strongly agree or agree that there is effective workforce planning



Trend Chart Commentary:

The results for 2018/19 show that 89% of employees agreed that there is effective workforce planning within Economic Development and Regeneration. The results for Economic Development and Regeneration are higher than the council benchmark figure of 83%. Further ways to improve workforce planning are being identified through feedback in team meetings, one to one discussions in staff Appraisal Development

and Reviews, and in staff sub groups. These will focus on staff understanding of their role at work, access to support to enable their work (advice/information/materials), and ability to carry out responsibilities.

2018/19 results have dropped by 4% on the previous year. This was expected with the recent changes made through restructuring with Regeneration, Community Planning and Employability teams joining with Economic Development. Changes were also made to staffing within teams due to staff retirements.

The service has been above the council wide benchmarking figure for each of the five years for which we have benchmarking data.

2018/19 - Service result 89%, Council Wide benchmark figure 83%


2017/18 - Service result 93%, Council Wide benchmark figure 85.5%

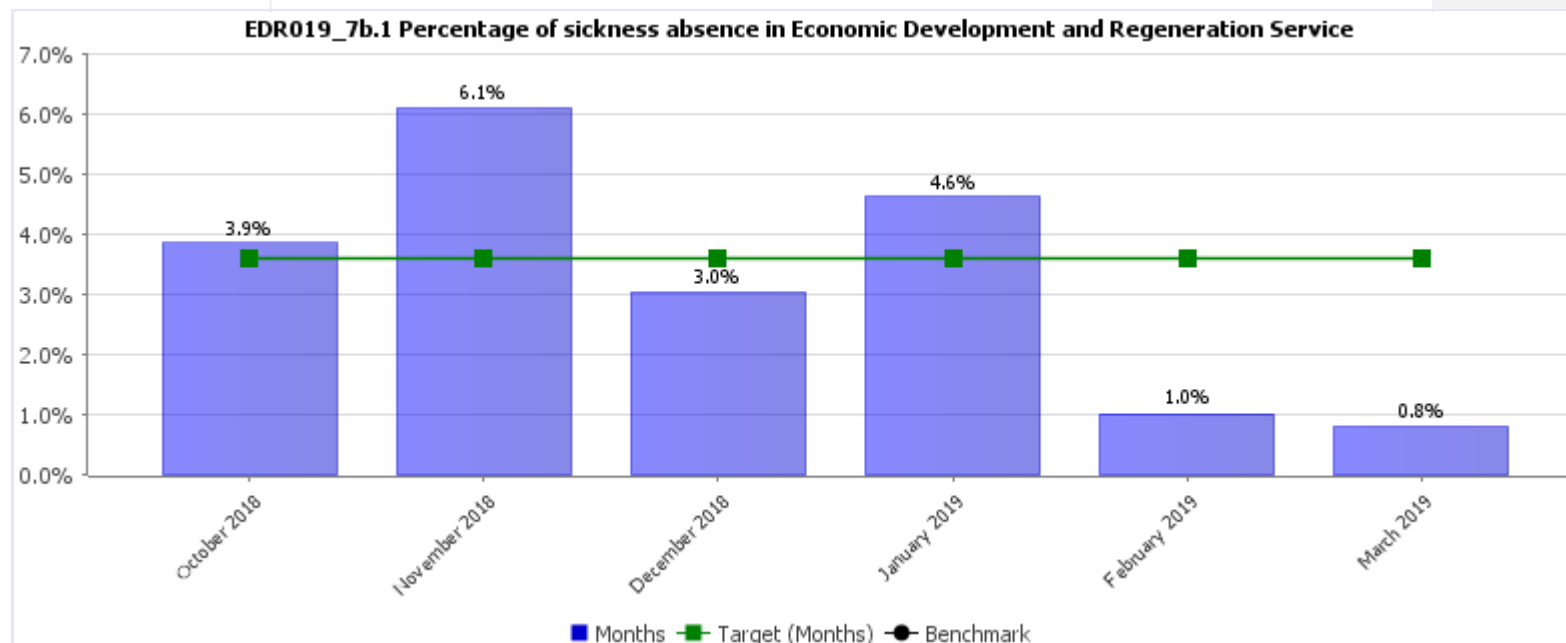
2016/17 - Service result 92%, Council Wide benchmark figure 82%

2015/16 - Service result 88%, Council Wide benchmark figure 79%

2014/15 - Service result 95%, Council Wide benchmark figure 76%

Target for 2019/20 remains at 85% for 2019/20 recognising that in the coming year there will be a further review of activities and resources which may affect staff survey results.

PI Code & Short Name	EDR019_7b.1 Percentage of sickness absence in Economic Development and Regeneration Service	PI Owner	zEDR_PAdmin; Alice Mitchell
Description	<p>This performance indicator measures as a percentage the sickness/absence statistics relating to the Economic Development and Regeneration Services, within Planning & Economic Development, as provided by West Lothian Council's Human Resources Department.</p> <p>This indicator collects data from HR which runs one month behind the current calendar month.</p>	Traffic Light Icon	
		Current Value	0.8%
		Current Target	3.6%




Trend Chart Commentary:

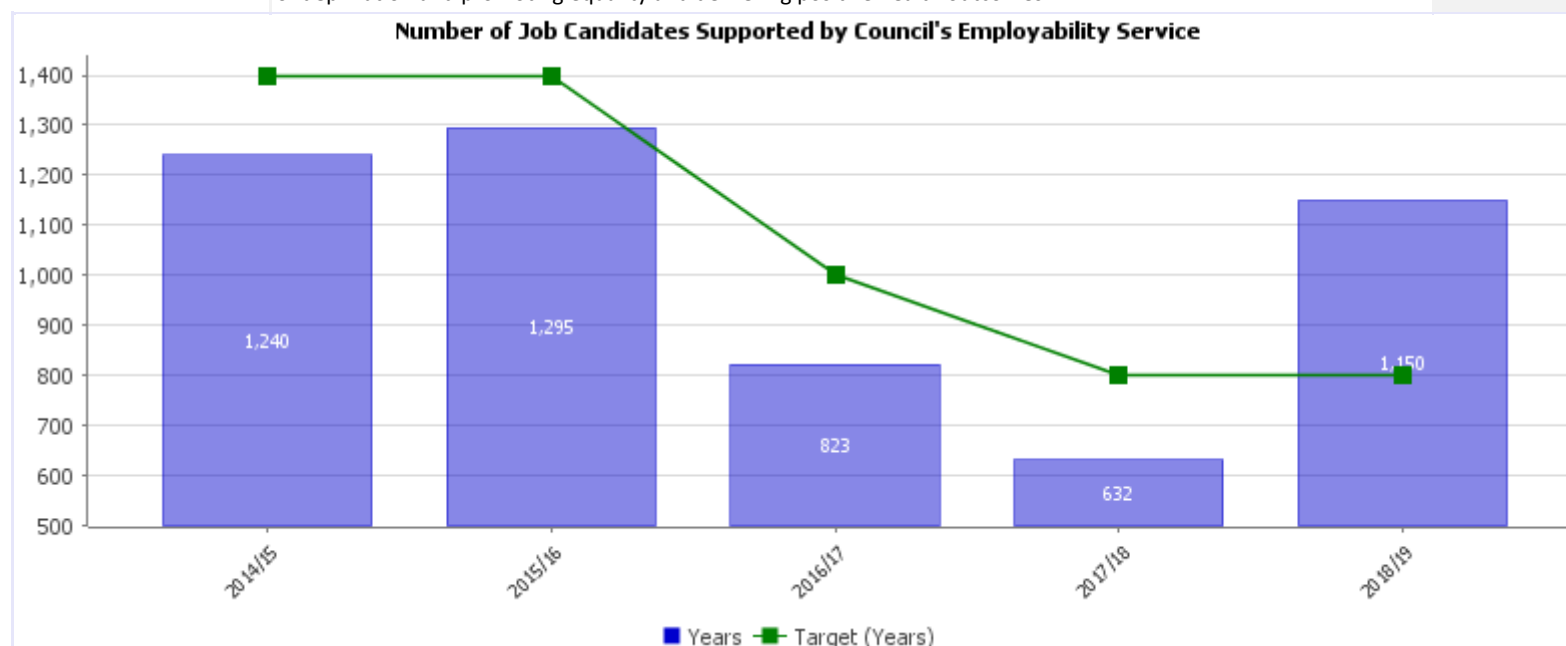
In March 2019, sickness absence was at 0.8% which is below the service level of 4.0% and the corporate target of 3.6%. The return to lower levels of absence followed a period of seasonal illness.

From May 2018 through to September 2018 staff absence levels were below the corporate target and the service target. There was a small rise between September and October 2018, while one member of staff was on long term sickness. In the last quarter of 2018, there was a rise from 3.85% in October, increasing to 6.09% in November and dropping down again to 3.03% in December 2018. During January there was a return to a higher level of absence at 4.62%. Two members of staff were off with long term illness during November and December, and there was an increase in staff off with seasonal illness between November 2018 and January 2019. In February 2019, levels of absence dropped back down to below the service level target at 1.0% and have remained low in March compared to the previous year when absence levels were higher, 4.2% in February 2018 and 2.3% in March 2018.

Managers continue to work with teams in all areas to ensure that cases are effectively managed in line with agreed council procedures. Sickness levels are monitored on a monthly basis and the service takes the appropriate action in compliance with the Council's Sickness Absence Policy, to manage all periods of absence.

The corporate and service targets are at 3.6% and 4.0% respectively for the 2019/20 target.

PI Code & Short Name	EDR031_9b.1a Number of Job Candidates Supported by Council's Employability Service	PI Owner	zEDR_PAdmin; Clare Summers
Description	<p>This is the annual number of new clients supported through the Council's Access2employment service. Employment advisors support clients through training, workshops, one-2-one advice and information on job / education opportunities.</p> <p>All clients complete a registration form on initial engagement which is entered into a client information management system. For each month, the number of registrations is collated and discussed at team meetings.</p> <p>This activity contributes to the council priorities of improving the employment position, minimising poverty, the cycle of deprivation and promoting equality and delivering positive health outcomes.</p>	Traffic Light Icon	
		Current Value	1,150
		Current Target	800



Trend Chart Commentary:

In 2018/19, performance of 1150 new registrations was achieved against a target of 800. This increase in performance was as a result of the introduction of Universal credit full service into West Lothian. During the reporting year the service was supporting client unable to make their claim online to do this, 312 clients engaged for Universal credit support increasing the number of clients registering with the service for support.

In 2016/17 the funding supporting the service changed focus to supporting customers with a multiple barriers. They require more intensive long term support which has reduced the services capacity. In addition the service introduced a number of courses including Women n2 Work which is a 7 week course delivered by 2 advisors to 10 participants. This again reduced the services capacity to engage with customers which is the reason for the reduction on targets and clients engaged in 2016/17 and 2017/18.

The three year trend in 2016/17 and 2017/18 is downwards with a significant increase in 2018/19 as a result of Universal Credit. The dips in performance were as a result of two main factors. A significant number of Welfare reform measures were introduced including the bedroom tax and benefit cap. Due to the impact of welfare reform the service has seen an increase in customers who require more intensive

support. As a result the capacity of advisors to register new clients has decreased. In 2016/17 the service introduced new funding which meant a shift towards supporting clients with more complex issues which meant more intensive support was required and less capacity available for supporting large numbers of clients. In addition to the change in focus the funding has brought an increase in compliance paperwork which has had an impact on the available of advisors to engage with new clients.

2018/19 Access2employment registered 1150 new customers


2017/18 Access2employment registered 632 new customers

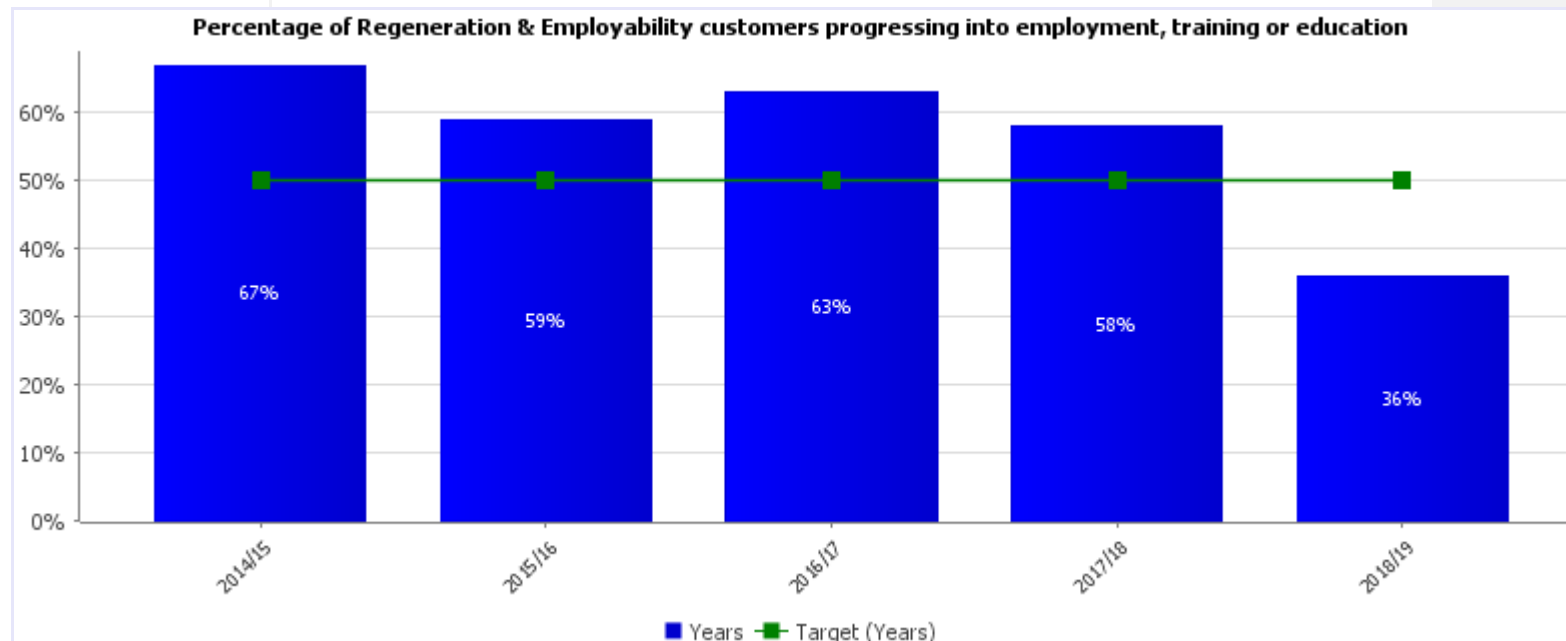
2016/17 Access2employment registered 823 new customers

2015/16 Access2employment registered 1,295 new customers

2014/15 Access2employment registered 1,240 new customers

The target for 2019/20 will remain at 800 based on the number of employment advisors and capacity to support the challenging client group particularly given the compliance associated with the funding. The support being provided by the Service in 2018/19 for Universal credit will be delivered by Citizens Advice Bureau and is therefore not factored into the target.

PI Code & Short Name	CP:EDR035_9b.1a Percentage of Regeneration & Employability customers progressing into employment, training or education	PI Owner	zEDR_PAdmin; Clare Summers
Description	<p>This performance indicator is part of the performance scorecard for the council's Corporate Plan 2018/23 and will contribute to priority 5 improving the employment position in West Lothian. This indicator measures percentage of Access2employment customers who progress into employment, training or education as a result of our support</p> <p>This activity contributes to the council priorities of improving the employment position and delivering positive health outcomes.</p>	Traffic Light Icon	
		Current Value	36%
		Current Target	50%



Trend Chart Commentary:

In 2018/19, performance of 36% of customers supported into a positive destination was achieved against a target of 50%. This is below the annual target of 50% for the first time and a significant decrease in performance from the previous year.


During 2018/19 Universal credit full service was introduced into West Lothian which had an impact on the service. The service was required to provide support to clients unable to make their claim online to undertake this, 312 clients engaged with the service for Universal credit support. This increased the number of clients registering with the service for support. Due to the nature of the client group they were far from the labour market and required support to access benefits rather than employability support in the first instance. As a result the number of clients engaging with the service was high versus the number supported to progress into a positive destination.

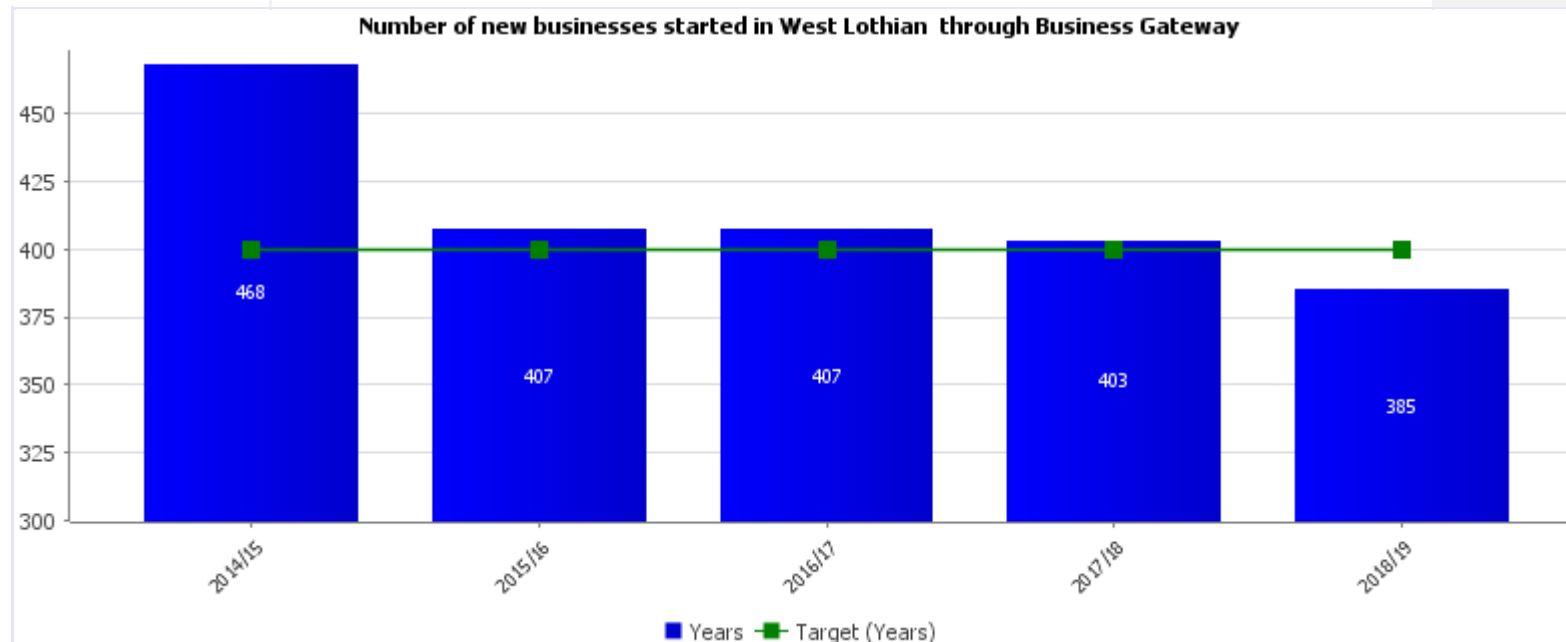
The three year trend is downward as a result of the change in the service delivery and the impact of welfare reform changes, customers registrations were reduced from 2016 / 17 onwards to enable staff to work with clients more intensively who are presenting with multiple barriers.

2018/19 The service supported 412 of their clients into a positive destination, whilst registering 1150 new clients
2017/18 The service supported 366 of their clients into a positive destination, whilst registering 632 new clients
2016/17 The service supported 517 of their clients into a positive destination, whilst registering 823 new clients
2015/16 The service supported 769 of their clients into a positive destination, whilst registering 1,295 new clients
2014/15 The service supported 825 of their clients into a positive destination, whilst registered 1,240 new clients

The target for 2019/20 will remain at 50% based on the service capacity of engaging with 800 residents and supporting 400 into a positive destination. The support being provided by the Service in 2018/19 for Universal credit will be delivered by Citizens Advice Bureau and is therefore not factored into the target.

The target for this performance indicator is to achieve 15% by 2022/23, and this was set in the development of the council's Corporate Plan.

PI Code & Short Name	CP:EDR038_9b.1a Number of new businesses started in West Lothian through Business Gateway	PI Owner	zEDR_PAdmin; Jim Henderson
Description	This performance indicator is part of the performance scorecard for the council's Corporate Plan 2018/23 and will contribute to priority 5 improving the employment position in West Lothian. This indicator measures the number of new businesses which are helped to start trading by the Council's Business Gateway service. Business start-up is a key element in creating a diverse and sustainable local economy. Every pre-start business is assigned a dedicated business adviser. Each adviser records when one of their clients starts trading. Starts are recorded monthly and the target is reported annually. This service is delivered as part of the Business Gateway contract.	Traffic Light Icon	
		Current Value	385
		Current Target	400



Trend Chart Commentary:

In 2018/19 we helped 385 new businesses to start-up, against a target of 400. This target is agreed as part of the Lothian Consortium of four local authorities. The Consortium target is 1,800 starts per annum. The figure of 385 represents a small decrease of 18 on 2017-18. It is worth noting that starts are a function of wider unemployment rates and local jobs demand. In West Lothian we have lower than average unemployment and unfilled job vacancies. This combination does impact on the level of start-up activity in the local economy.

West Lothian Business Gateway team performance compares well when benchmarked against the LGBF Family Group. Against a Scotland-wide 5 year average of 17 starts per 10,000 population, West Lothian has consistently delivered 20+ starts per 10,000. South Lanarkshire's best is 16 per 10,000 and most recently 14 per 10,000. Inverclyde most recently delivered 11 per 10,000. West Lothian delivered 22 starts per 10,000 in 2017/18, the latest LGBF data available.

In 2017/18 we helped 403 new businesses to start-up, which exceeds the target of 400. This target is agreed as part of the Lothian Consortium of four local authorities. The Consortium target is 2,000 starts per annum. The figure represents a small decrease on 2016-17 but remains above target. It is worth noting that starts are a function of wider unemployment rates and local jobs demand. In West Lothian we have lower than average unemployment and unfilled job vacancies. This combination can reduce the level of starts.

In 2016/17, 407 businesses were helped to start up, consistent with the previous year with 407 businesses helped during 2015/16. These figures are lower than previous years, with 468 business start-ups helped

in 2014/15 and 459 in 2013/14. Figures for 2013/14 and 2014/15 were higher as the team benefited from a larger number of start-up advisers. The team responded flexibly to a reduction in staff resource in the following years of 2015 and 2016, which impacted on capacity to support firms.

2018/19 385 new businesses started


2017/18 403 new businesses started

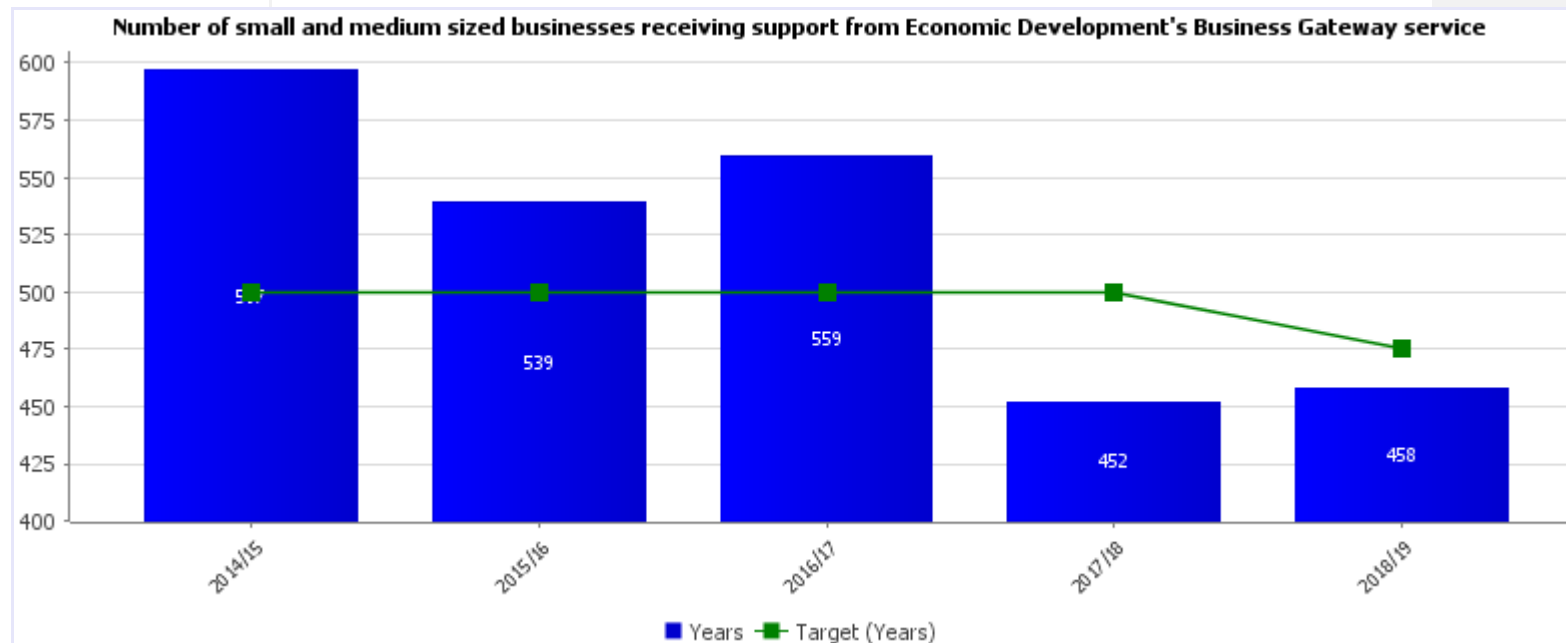
2016/17 407 new businesses started

2015/16 407 new businesses started

2014/15 468 new businesses started

The target for 2019/20 is 380 starts having regard to the influencing factors set out above.

PI Code & Short Name	CP:EDR039_9b.1a Number of small and medium sized businesses receiving support from Economic Development's Business Gateway service	PI Owner	zEDR_PIAAdmin; Jim Henderson
Description	This performance indicator is part of the performance scorecard for the council's Corporate Plan 2018/23 and will contribute to priority 5 improving the employment position in West Lothian. This indicator measures the number of small and medium sized businesses (firms with 1>250 employees) which were assisted by Economic Development's Business Gateway service. These firms are key contributors to local employment and wealth creation. Support to firms is delivered by a team of business advisers who are part of Business Gateway. Information for this indicator and target is collated cumulatively, with results produced on an annual basis.	Traffic Light Icon	
		Current Value	458
		Current Target	475



Trend Chart Commentary:

In 2018/19, we supported 458 firms against a target of supporting 475 firms. In 2017/18, we supported 452 firms. The 2018/19 figure represents an increase on 2017/18. In 2018 a recruitment round saw 3 new advisers join the team. The existing team has worked well to provide in depth support to the firm assisted.

West Lothian Business Gateway team performance compares well when benchmarked against the SLAED Indicators Framework 2017-18. Against a Scotland-wide average of 144% intensive support, West Lothian delivered 238%. South Lanarkshire delivered 100% and Inverclyde 140%, both below the Scotland average of 144%.

In 2017/18, we supported 452 firms against a target of supporting 500 firms. In 2016/17, we supported 559 firms. 500 firms is a stretching target given the reduced level of staff and in-depth support provided to firms. The 2017/18 figure represents a decrease on 2016-17. There was a reduction in staff resource, both planned and unplanned during 2017, which affected the team's capacity in provision of support to business. The existing team has worked well to provide in depth support to the 452 firm assisted. In 2018/19 the team has been strengthened with the recruitment of three additional, experienced business advisers.

The launch of the Economic Growth Plan in April 2013 created capacity to support more firms. In October 2012, a new Business Gateway contract was agreed which enables more flexibility over local delivery.

We prioritise a more intensive service to businesses and make use of products such as secured loan funding and business health checks, in order to maximise the economic impact of activity in terms of generating new jobs and safeguarding existing jobs.

2018/19 458 businesses supported


2017/18 452 businesses supported

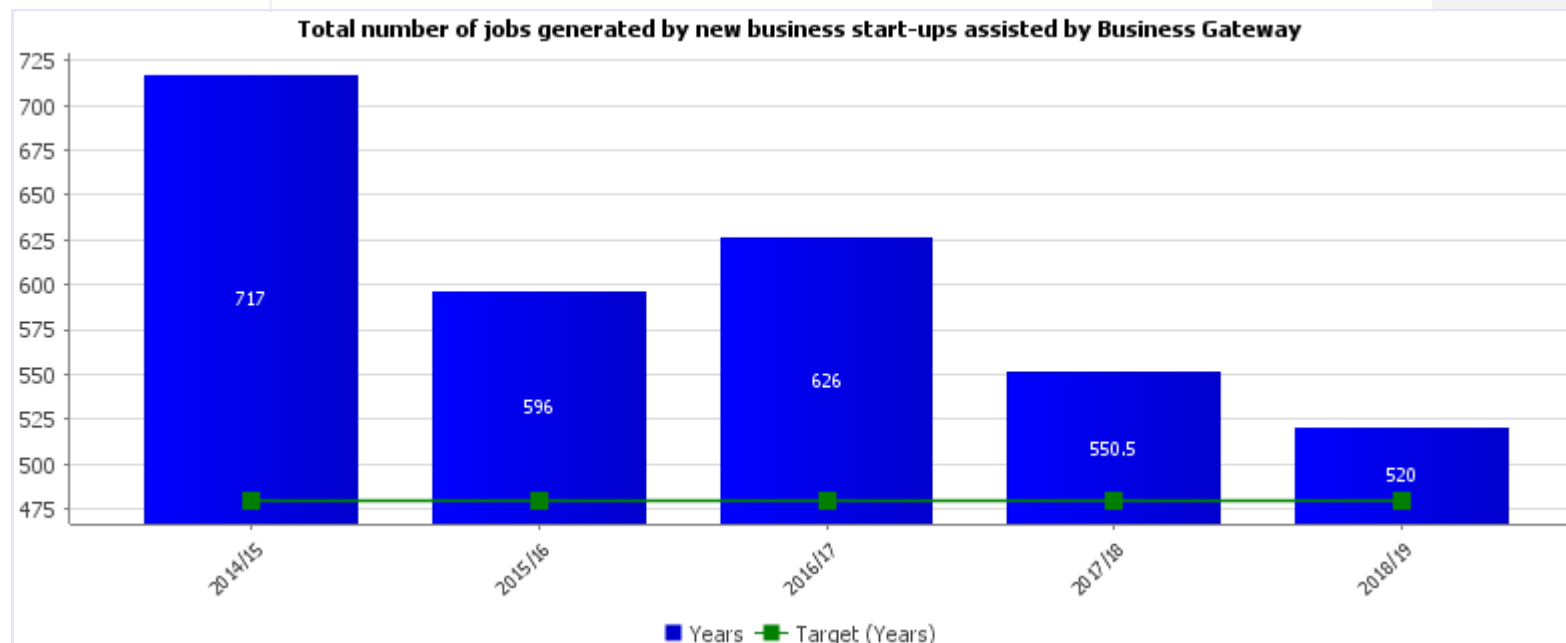
2016/17 559 businesses supported

2015/16 539 businesses supported

2014/15 597 businesses supported

The target for 2019/20 is set at 475 firms supported, this remains a stretching target.

PI Code & Short Name	CP:EDR040_9b.2a Total number of jobs generated by new business start-ups assisted by Business Gateway	PI Owner	zEDR_PAdmin; Jim Henderson
Description	This performance indicator is part of the performance scorecard for the council's Corporate Plan 2018/23 and will contribute to priority 5 improving the employment position in West Lothian. This indicator measures the total number of jobs generated by new business start-ups assisted by the Business Gateway. Jobs created are important in preventing negative outcomes and creating life opportunities.	Traffic Light Icon	
		Current Value	520
		Current Target	480



Trend Chart Commentary:

In 2018/19, we helped create 520 jobs, which exceeds the target of 480 jobs. This target is directly linked to the agreed target of 400 business starts. Through adviser intervention, we aim to deliver more starts than target and so create more jobs than target. The 2018/19 figure represents an increase on 2017/18. This change reflects the challenges in the business start-up market. A majority of the new-start businesses are lifestyle, with less need for direct employees. This is a consequence of a strong local labour market with high levels of employment.


In 2017/18, we helped create 550.5 jobs, which exceeds the target of 480 jobs. This target is directly linked to the agreed target of 400 business starts. Through adviser intervention, we aim to deliver more starts than target and so create more jobs than target. The 2017/18 figure represents a decrease on 2016-17. In 2016/17, we helped create 626 jobs against a target of 480 jobs generated. This change reflects the challenges in the business start-up market. A majority of the new-start businesses are lifestyle, with less need for direct employees. This is a consequence of a strong local labour market with high levels of employment.

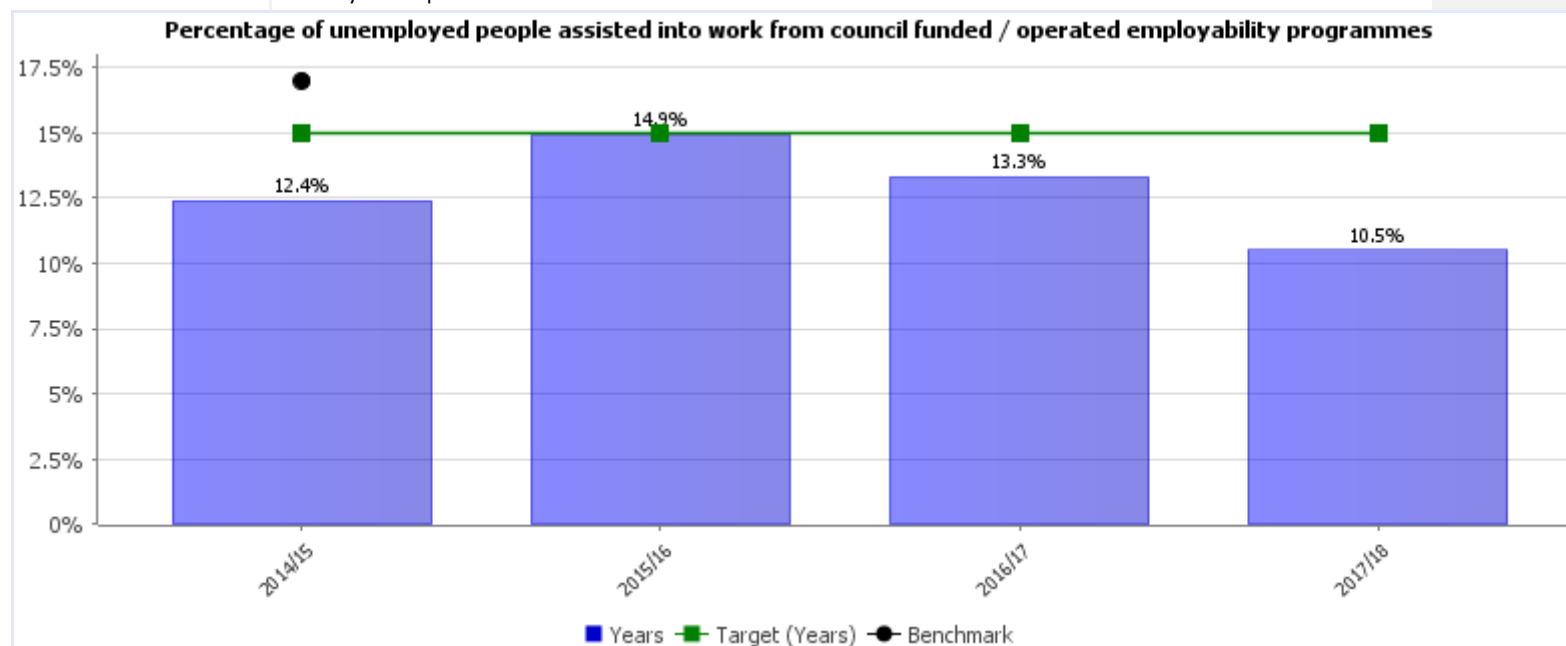
The longer-term trend shows improved service delivery up to 2016/17, from 607.5 jobs created in 2013/14 to 626 jobs created in 2016/17. The stronger labour market, with higher levels of employment has resulted in a reduced number of jobs generated during 2017/18.

2018/19 520 jobs generated by new business start-ups
2017/18 550.5 jobs generated by new business start-ups
2016/17 626 jobs generated by new business start-ups

2015/16 596 jobs generated by new business start-ups
2014/15 717 jobs generated by new business start-ups

The target for 2019/20 is 456 jobs generated from 380 new start-up businesses, having regard to the influencing factors set out above.

PI Code & Short Name	SECON01_9b.1b Percentage of unemployed people assisted into work from council funded / operated employability programmes	PI Owner	zAdmin_SECON; zEDR_PIAdmin; Alice Mitchell
Description	Percentage of unemployed people assisted into work from council funded / operated employability programmes	Traffic Light Icon	
	This indicator is based on the number of unique individuals benefiting from support and progressing into employment from council funded or operated employment programmes expressed as a percentage of the number of unemployed within the council area.	Current Value	10.5%
	The Council operates a number of training and work preparation programmes aimed at preparing individuals for job opportunities and responding to the recruitment needs of employers in West Lothian. The main focus in recent years has been to provide targeted training and associated support to young adults (16 to 24 year-olds). Alongside this, the Council delivers specialist training - for example in core employability skills, literacy, numeracy and IT (Information Technology). The initial target was based on the performance of European Funded training packages. Progress is reported annually and the target will be reviewed to take account of all provision delivered by or commissioned by the Council.	Current Target	15%
	The number unemployed, which is used to calculate the percentage value, is based on the unemployment Annual Population Survey based estimate for West Lothian published by the Office for National Statistics using the estimate for the year in question.		



The latest data for 2017/18, shows a reduction to 10.5%. The actual number of individuals supported into employment was 345 - a reduction on the 2016/17 figure which was 518. The main reason for this reduction was the need to focus employability support provision on those individuals with more than one barrier to employment. This more targeted approach is a requirement of European Social Fund package which helps to fund the employability programmes which are delivered through the council and its partners. As the overall level of unemployment has declined, those individuals who remain unemployed are


likely to have more complex challenges and barriers - including for example health related conditions, lack of recent work experience or personal debt. These barriers need to be addressed through more intensive support. The targeting of services on individuals with more than one barrier is appropriate, but means that fewer clients can be supported and job outcomes for these clients will be less easily achieved.

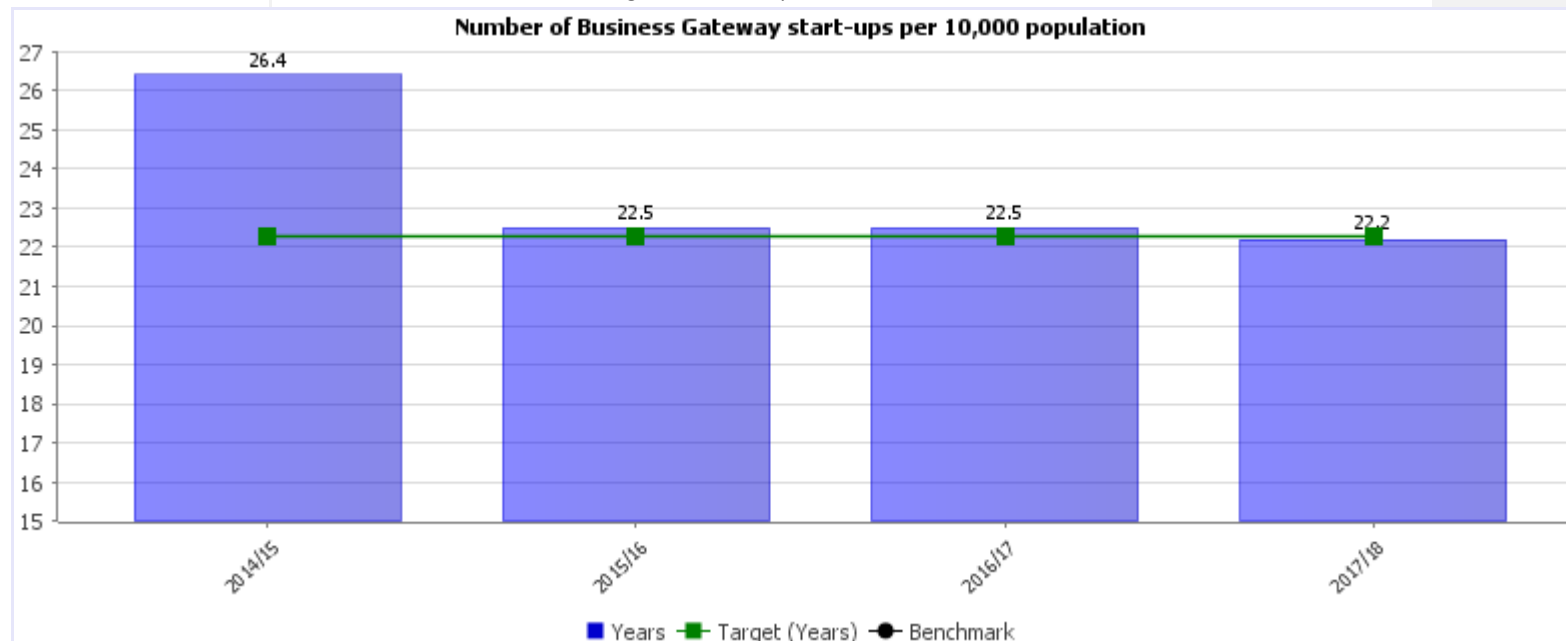
The trend over the last three years has seen a reduction in the number of programme participants who then went on to find work. During the period 2014/15 to 2015/16 there was an increase in programme participants being assisted into work. However the figures fell in 2016/17 and again in 2017/18. It is important to note that as a result of both the economic recovery and the success of employability initiatives, the overall level of unemployment has declined over the five year period to 2017/8. Whilst other areas within Scotland have achieved a net reduction in unemployment, West Lothian's net decrease was greater than most. Youth unemployment levels have decreased from being significantly above the Scottish level to being at or below that level. As noted in 2016/17, employability programmes have been targeted on those individuals who are experiencing multiple barriers to employment and require more intensive support. The number of individuals receiving support and progression into job outcomes have as a result, diminished. Unemployment levels have generally remained static over the last year.

2017/18 Performance in relation to Family Group

West Lothian Council ranked 6 out of 8 authorities in the Family Group (Angus, Clackmannanshire, East Renfrewshire, Inverclyde, Midlothian, Renfrewshire, South Lanarkshire). The top performing council in the Family Group is Renfrewshire which is ranked first in Scotland overall followed by Perth & Kinross ranked second. Information obtained from family grouping benchmark authorities provides an insight into the latest position. In particular Renfrewshire has increased its investment in employability provision alongside other Glasgow city region councils. The area has also seen a rapid fall in unemployment, particularly youth unemployment.

West Lothian Council was ranked 17 out of 32 Scottish authorities in 2017/18, a fall of 1 place from 2016/17. The Scottish average performance was 14.4% compared to West Lothian Council's 10.5%.

PI Code & Short Name	SECON05_9b.1b Number of Business Gateway start-ups per 10,000 population	PI Owner	zAdmin_SECON; zEDR_PIAdmin; Alice Mitchell
Description	<p>This indicator provides the rate of Business Gateway start-ups per 10,000 population.</p> <p>This high level indicator is important because new business formation is a good indicator of how conducive we are to entrepreneurship in the business environment. Small businesses are the lifeblood of local town centres and communities. A fundamental aim of Local Government is to improve the business creation and growth of small businesses in their areas. The provision of good quality support and assistance remains crucial to increasing new business formation and sustainable growth of enterprises.</p>	Traffic Light Icon	
		Current Value	22.2
		Current Target	22.3



In 2017/18, WL Business Gateway assisted 403 new businesses to start-up, exceeding the contracted target of 400 starts. This number was down very slightly on 2016/17 and 2015/16, where 407 (both years) new businesses were assisted to start-up. This resulted in the proportion of starts per 10,000 population being 22.2% in 2017/2018.

A lower number of starts between 2015/16 and 2017/18 has had the effect of reducing our starts per 10,000 population from 26.1 in 2013/14 to 22.5 in 2015/16 and 2016/17, and 22.2% in 2017/2018. The figure represents a small decrease on 2016-17 but remains above target. It is worth noting that starts are a function of wider unemployment rates and local jobs demand. In West Lothian we have lower than average unemployment and unfilled job vacancies. This combination can reduce the level of starts.


The target of 400 starts is agreed as part of the Edinburgh and Lothian consortium of councils delivering Business Gateway. West Lothian is the best performing member of that consortium.

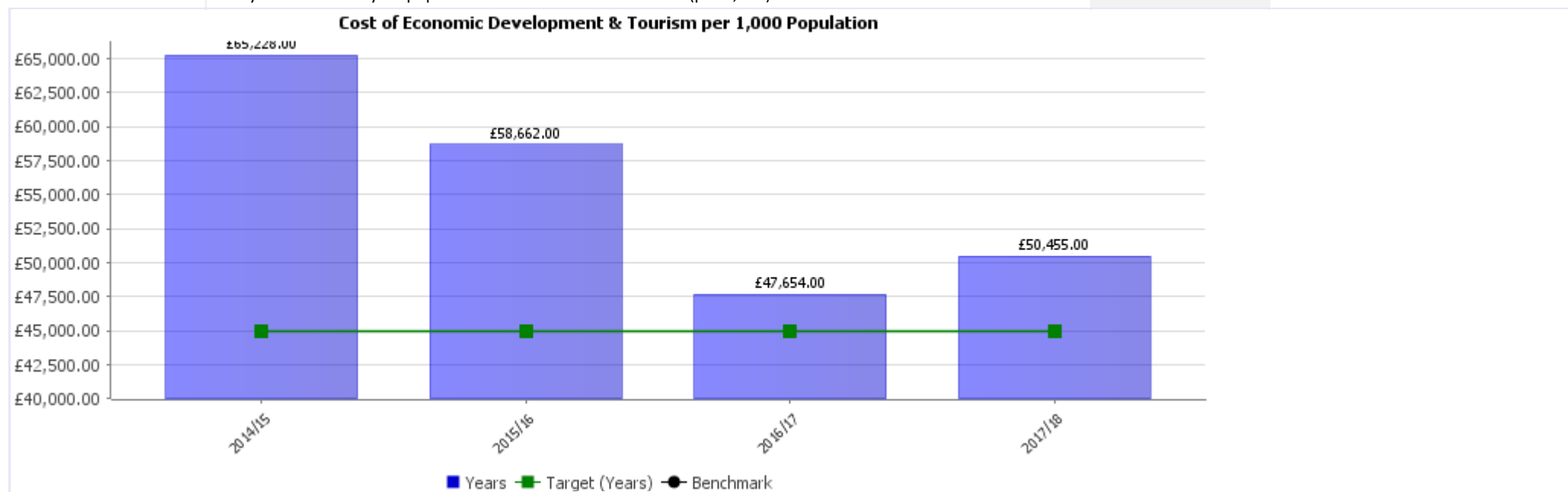
2017/18 Performance in relation to Family Group

West Lothian Council ranked second out of 8 authorities in the Family Group (Angus, Clackmannanshire, East Renfrewshire, Inverclyde, Midlothian, Renfrewshire, South Lanarkshire). As well as being a top performing council in the Family Group, West Lothian is ranked eighth in Scotland overall, with Aberdeenshire, Dumfries & Galloway and Stirling ranking first to third. All of these areas are predominantly rural in

character, where entrepreneurship levels tend to be high.

Target for 2018/19: 22.3% (equivalent to 400 start-ups) commensurate to level of staffing deployed.

PI Code & Short Name	SECON06_9b Cost of Economic Development & Tourism per 1,000 Population	PI Owner	zAdmin_SECON; zEDR_PIAdmin; Alice Mitchell
Description	<p>The Cost of Economic Development & Tourism per 1,000 Population.</p> <p>This indicator is based on the Council's expenditure on the delivery of the Economic Development service, both in terms of capital projects and revenue costs (including staff). For the first time in 2017/18 this expenditure is extracted from the Local Finance Return data which is supplied by councils to Scottish Government, which includes both Economic Development and Tourism capital and revenue spend.</p> <p>The figure is calculated by taking economic development gross expenditure (inclusive of tourism), and dividing this out by the latest mid-year population estimate for West Lothian (per 1,000).</p>	Traffic Light Icon	
		Current Value	£50,455.00
		Current Target	£45,000.00



In 2017/18 the overall estimated expenditure by Economic Development (including Tourism) was £50,455. Although this is the first year that this measure has been included within the framework, historic figures have been provided.


The longer term trend shows a steady decrease in spend between 2013/14 with expenditure at £68,727, decreasing to £47,654 in 2016/17. There was a slight increase in expenditure in the latest year at £50,455. Over the last few years, the council has continued to see an increase in demand for services, combined with reducing budgets, following the reduction in the council's funding.

Within these funding constraints, the service will continue to focus on supporting business and creating employment, whilst protecting the health of the community by promoting regeneration, working with communities in disadvantaged areas to improve their life chances and increased involvement in local decision making.

2017/18 Performance in relation to Family Group

West Lothian Council ranked fifth out of 8 authorities in the Family Group (Angus, Clackmannanshire, East Renfrewshire, Inverclyde, Midlothian, Renfrewshire, South Lanarkshire). The top performing council in the Family Group is Renfrewshire, with an expenditure of £90,471, which is ranked first in Scotland overall. Renfrewshire has increased its investment in employability provision, which comes under the remit of economic development, alongside other Glasgow city region councils. As well as being a top performing council in the Family Group, West Lothian is ranked 21st in Scotland overall. As would be expected, in most cases, city councils and larger authorities had higher economic development spend figures than smaller authorities.

Target for 2018/19: A base target of £45,000 has been selected, however future expenditure will depend upon a number of factors including allocated budget, dependent on council funding, and the potential future impact of Brexit outcomes on European funding programmes.

PI Code & Short Name	SECON07_9b Proportion of people earning less than the living wage	PI Owner	zAdmin_SECON; zEDR_PIAdmin; Alice Mitchell
Description	<p>This indicator provides the proportion of people earning less than the living wage</p> <p>This indicator measures the proportion of low paid employment within West Lothian, defined as the proportion of the workforce jobs estimated to be earning a rate of pay that is below the Living Wage level.</p> <p>The Living Wage is an hourly rate set independently each year. It is calculated according to the cost of living and gives the minimum pay rate required for a worker to provide their family with the essentials of life. In 2018 the living wage was calculated to be £9.00 per hour. The data is based on employees aged over 18 who are on the PAYE system on adult rates.</p> <p>West Lothian Council and other CPP partners are committed to paying all staff the Living Wage and promoting the Living wage to other employers in West Lothian.</p>	Traffic Light Icon	
		Current Value	16%
		Current Target	20%



In 2017-18 the estimated proportion of people earning less than the living wage in West Lothian was 16%. Although this is the first year that this measure has been included within the framework, historic figures have been provided.

The longer term trend shows a steady decrease in the proportion of people earning less than the living wage, between 2013-14 when the proportion was 21.3%, decreasing to 18% in 2016/17, and further down to 16% in 2017-18. This is below the Scottish level - estimated to be 18.4%. The introduction of the National Living Wage (which is essentially a rebranding and up rating of the minimum wage for over 24s) may have had a modest impact on reducing the number and proportion of the population earning less than the real Living Wage. Additionally, the council has adopted the Living Wage and promotes its benefits to partners and businesses in West Lothian, which should have a positive impact, but it is difficult to quantify and predict the overall effect.

2017/18 Performance in relation to Family Group

West Lothian Council ranked second out of 8 authorities in the Family Group (Angus, Clackmannanshire, East Renfrewshire, Inverclyde, Midlothian, Renfrewshire, South Lanarkshire). The top performing council in the Family Group is Midlothian, at 13.8%, which is ranked first in Scotland overall. As well as being a top performing council in the Family Group, West Lothian is ranked fifth in Scotland overall. West Lothian at 16% is lower than most other non-city central Scotland local authority areas.

The Target for 2018/19 is 20%, based on the historic average figure over the last five years. This should be reviewed annually in light of progress and to recognise the changing economic circumstances that might prevail.