

TELFORD & WREKIN COUNCIL

CABINET – 13 OCTOBER 2008

TRANSFORMING TELFORD 5 MONTH MONITORING REPORT

REPORT OF CORPORATE DIRECTOR OF ENVIRONMENT AND REGENERATION

1. PURPOSE

- 1.1 To provide an overview of performance and update on the key performance activities of Transforming Telford Ltd for the period April – September 2008

2. RECOMMENDATIONS

- 2.1 To note the current performance of Transforming Telford Ltd in relation to its performance against economic development services and company led capital projects**

3. PREVIOUS MINUTES

- 3.1 Cabinet 2nd June 2008

4. PERFORMANCE MANAGEMENT

- 4.1 Appendix 1 is Transforming Telford's report on their performance at the five month period, April – September 2008.
- 4.2 On 2nd June the last performance report (April 2007 – March 2008) was taken to Cabinet for information.
- 4.3 In order to be aligned to the Council's corporate performance management timetable, the company will now report at **five, eight and 12 months**.
- 4.4 For 2008/09 onwards, Transforming Telford will be monitored against a new set of performance indicators, including four national indicators:- NI 151, 166, 171 and 172, with 172 part of the basket of indicators for LAA2, as set out in Table 1.

Table 1: Transforming Telford National Performance Indicators

NI 151	Overall employment rate (working age)
NI 166	Median earnings of employees in the area (current regional average 3%)
NI 171	New business registration rate
NI 172 LAA2	Percentage of small businesses in an area showing employment growth

4.5 Transforming Telford will also be monitored against all performance indicators as set out in the Council's Priority Plans, as agreed by Cabinet. Transforming Telford has a particular lead in the 'Strengthening the Local Economy and Skills of Local People' Priority Plan. These indicators are set out in Table 2 below.

Table 2: Transforming Telford Priority Plan Indicators

SUB PRIORITY 1: INVESTMENT , INNOVATION AND GROWTH	
	Keep GVA at 4.5% above West Midlands average (currently £15,325)
	The percentage of working age population claiming Jobseeker Allowance (currently 2.1%) to remain below regional average (currently 3.0%)
	Retain 21.7% of workforce employed in manufacturing
	Increase % of workforce employed in banking, finance and administration from 19.2% to 19.7% by 2010/11
	Increase % of workforce employed in knowledge economy occupations from 36.8% to 37.3% (Standard Occupational Class major group) by 2010/11
	Bring forward 10 acres of EP employment land by 2011
SUB PRIORITY 2: BUSINESS AND TOURISM	
	Increase volume and value of business tourism
	Increase 1.6m visitors by 5% by 2010/11
	Increase £105m spend by 5% by 2010/11
	Increase number of visitors to World Heritage Site
	Increase volume of bedspaces by 250 from 2921 to 3171 by 2010/11
PROJECTS	
	Woodside estate satisfaction levels (bi annual survey)

4.6 Transforming Telford is dependent on nationally supplied information to report on certain indicators, some of which is only available on an annual basis. Therefore reporting against some indicators will only be available once a year. However Transforming Telford will report three times a year on all actions within the Priority Plans, which will enable progress towards meeting targets and objectives to be effectively tracked.

4.7 The monitoring of Transforming Telford's actions in the Priority Plans will be done using the Council's performance management system Triangle. This will be the first use of action planning on Triangle by the authority.

5.0 AUDIT

5.1 The Council undertake periodic reviews of Transforming Telford's quality management systems through Internal Audit scrutinising the information provided. The Council's Internal Audit of Transforming Telford demonstrated the company's systems and monitoring procedures as 'best practice'.

5.2 In order to further improve data quality, Transforming Telford is using the Council's performance management system, Triangle in order to input performance data. A specific data quality agreement is also being appended to the contractual agreement, and members of Transforming Telford are attending Council data quality workshops.

6.0 CONTEXTUAL ECONOMIC DATA

6.1 The performance of Transforming Telford can be set within a wider trend within the local economy. Early signs indicate that local companies and potential inward investors are being affected by the downturn in the economy. This is expanded upon in Section 2.2 of the Context of the Local Economy in Appendix 1.

7.0 EQUAL OPPORTUNITIES

7.1 Transforming Telford's commitment to equal opportunities is set out in its Business Plan and responsibilities defined within the Contractual Service Level Agreement.

7.2 Transforming Telford are currently equality impact assessing their key services and policies.

8.0 ENVIRONMENTAL IMPACT

8.1 Transforming Telford's commitment to sustainable development is set out in its business plan.

9.0 LEGAL COMMENT

9.1 There are no legal implications arising directly out of this report.

10.0 LINKS WITH CORPORATE PRIORITIES

10.1 Transforming Telford's performance is linked most closely to:

Priority 1: Transforming Telford and Wrekin
Priority 6: Strengthening the Local Economy and Skills of the Local People

10.2 Transforming Telford has contributed significantly to the Council's Priority Plan process in 2007/08 and the refresh process in 2008/09. Transforming Telford is a lead organisation in 'Strengthening the Local Economy and Skills of the Local People' Priority Plan.

11.0 FINANCIAL IMPLICATIONS

11.1 The Council contributes to the revenue costs of Transforming Telford (£1.2m per annum) through the Contractual Service Level Agreement for the delivery of economic development services. This is paid quarterly in advance to Transforming Telford with a year end reconciliation based upon Transforming Telford's performance against the Service Contract, as detailed in Appendix 1.

11.2 Transforming Telford undertake the project management role for a number of major capital projects as detailed within their Business Plan. The progress of these capital projects is reported via monitoring processes within Transforming Telford and Telford & Wrekin Council. Where the Council provides funding or is accountable as the lead grant applicant, additional financial advice is provided to Directors and Members by means of the Council's monthly financial monitoring reporting or through dedicated reports to the specific project boards.

12.0 WARD IMPLICATIONS

12.1 District Wide Implications

13.0 BACKGROUND PAPERS

13.1 Previous Cabinet Reports

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