

## 7. Strategic Management and Economic Development Portfolio

### How we will deliver our priorities

Policy Steer 1.1 Raise the prosperity of East Sussex through improved work force skills, enterprise creation, access to funding and increased investment in infrastructure				
Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) Support the continued regeneration work in Hastings through the Hastings and Bexhill Task Force, Hastings and Bexhill Renaissance Limited (HBRL) and the development of the Bexhill to Hastings Link Road. (BHLR)	Target Achieved Support provided	Provide support to Councillors on Task Force, HBRL. Support BHLR Resolve best approach to future delivery of our continued commitment to regeneration in Hastings	Provide support to Councillors on Task Force, HBRL. Support BHLR Actions on BHRL dependent on DOT funding decision expected Autumn 2010	Provide support to Councillors on Task Force, HBRL. Support BHLR
b) Support and influence the continued regeneration of Newhaven and the implementation of the economic aspects of the area's Masterplan	Draft Physical Vision completed. Responses being compiled for completed Vision in July 2010	Support for implementation of relevant recommendations arising from the physical vision and Masterplan	Support for implementation of relevant recommendations arising from the physical vision and Masterplan	Support for implementation of relevant recommendations arising from the physical vision and Masterplan
c) Lead the economic development aspects of work to take forward the strategic plan for the Hailsham/North Eastbourne area	Supported Wealden and Eastbourne in development of joint aspects of their Local Development Frameworks	Implementation continued	Implementation continued	Implementation continued
d) Support existing and the new business engagement arrangements for East Sussex	Target Achieved	Support the new arrangements and the annual business survey and ensure they feed into the East Sussex Strategic Partnership and County Council policy making	Support the new arrangements and the annual business survey and ensure they feed into the East Sussex Strategic Partnership and County Council policy making	Support the new arrangements and the annual business survey and ensure they feed into the East Sussex Strategic Partnership and County Council policy making

## Policy Steer 1.1

Raise the prosperity of East Sussex through improved work force skills, enterprise creation, access to funding and increased investment in infrastructure

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
e) Support the Adult Learning and Skills Partnership Board for East Sussex	The Adult Learning and Skills Strategy is at final draft stage and will be signed off by the Board at its next meeting in June	Undertake a self assessment of the Partnership structure	Update Strategy in light of new Skills Funding Agency	Support the Board and its activities
f) Increase the proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher <b>(NI 163 – LAA2)</b>	2008/09 outturn = 70.6%  2009/10 to be reported by December 2010	76.4%	Review after LAA2 outturn	Review after LAA2 outturn
g) Implement the new Economic Assessment Duty and completely revise, in partnership, East Sussex Economic Strategy	Internal and external reference groups set up. LEA duty reported via Members Briefing	Develop the first Local Economic Assessment (LEA) for East Sussex and from this the new East Sussex Economic Development Strategy	Refresh the LEA as required	Refresh the LEA as required
h) Support Member representation on Interreg IVa to maximise funding into East Sussex	7 East Sussex projects approved. Total grant €7,674,843 (shared between English and French partners)	Support Councillor representative on Interreg IVa Committees	Support Councillor representative on Interreg IVa Committees	Support Councillor representative on Interreg IVa Committees

### Policy Steer 1.2

Take account of the effect of the economic downturn on residents and businesses to ensure that the effects for local people are minimised as far as possible in the short term and that, in the longer term, the area is well placed to emerge in a strengthened position at the end of the current period of economic uncertainty

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) Support the East Sussex Recession Task Force including to establish local indicators to monitor and predict impacts of the recession and any actions taken	Indicators in place, impact and actions monitored	Indicators monitored and reported to Recession Task Force on a regular basis	Indicators monitored and reported to Recession Task Force on a regular basis	Indicators monitored and reported to Recession Task Force on a regular basis
b) Work with the East Sussex Credit Union and others to help increase financial inclusion across the county	Achieved	Achieved	Target to be established March 2011	Target to be established March 2012
c) Continue to support the residents, communities and businesses of East Sussex through the East Sussex County Council £1.25m Recession Fund	N/A	Provide regular update reports to the lead member as appropriate	Provide regular update reports to the lead member as appropriate	Provide regular update reports to the lead member as appropriate
d) Continue to monitor the effect of the recession on the County Council, East Sussex residents, communities and businesses	N/A	Provide regular update reports to Cabinet	Provide regular update reports to Cabinet	Provide regular update reports to Cabinet

### Policy Steer 1.3

Help local communities, businesses and our own operations to reduce carbon emissions and adapt to climate change

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) CO <sub>2</sub> reduction from local authority operations <b>(NI 185)</b>	Outturn available late July	3%	3%	3%
b) Per capital reduction in CO <sub>2</sub> emissions in the LA area <b>(NI 186 – LAA2)</b>	2009/10 outturn available in July 2011	10% reduction	Review after LAA2 outturn	Review after LAA2 outturn
c) Planning to adapt to climate change. This is self assessed against five levels of preparedness graded 0 to 4 <b>(NI 188 – LAA2)</b>	Level 1 achieved	Achieve Level 3	Review after LAA2 outturn	Review after LAA2 outturn

**Policy Steer 1.4**

**Create sustainable communities by providing strategic leadership, empowering people, delivering locally and making sure the three tiers of local authorities in East Sussex work, commission and deliver services together effectively**

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) Percentage of people who feel that they can influence decisions in their locality <b>(NI 4 - LAA2)</b>	No Place Survey undertaken in 2009/10	29%	No Place Survey undertaken in 2011/12	To be set pending 2010/11 outturn
b) Ensure that findings through the Reconciling Policy and Resources process and other major consultations are used to inform decision-making	7 Findings	6-8 findings	6-8 findings	8-10 findings
c) Development of Consultation Management System (CMS)	All statutory consultations are now included.	Increase number of consultations on internal system by 20%. This will help the Council provide more detailed information to residents via our website	Increase number of consultations on internal system by a further 10%. This will help the Council provide more detailed information to residents via our website	Increase number of consultations on internal system by a further 10%. This will help the Council provide more detailed information to residents via our website
d) Improved public awareness of, and access to, decision-making processes	N/A	Establish a baseline of awareness through the Residents' Panel	Set targets for improving awareness based on the 2010/11 baseline	Set targets for improving awareness based on the 2010/11 baseline

**Policy Steer 1.5**

**Support the delivery of the Council's policy steers and improvement of services through effective policy development and performance management, to ensure that service plans take realistic account of the likely medium term financial position**

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) Council Plan targets met that are available for reporting at year end (includes previous year's Council Plan academic year target outturns)	74% 155/210	76 - 86%	80 – 90%	80 – 90%
b) Integrate Value for Money information into the 'State of the County' report for Reconciling Policy and Resources	Achieved in July 2009	July 2010	July 2011	July 2012

**Policy Steer 1.6****Improve further the quality of services through effective scrutiny and legal support for Councillors**

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) Deliver effective induction following elections in 2009 as measured by the satisfaction survey of Councillors following their induction in 2005	Achieved	No target after 2009/10	No target after 2009/10	Preparation for induction following the elections in May 2013
b) Raise awareness of the 2009 elections including the development of pre-election packs for prospective candidates	Achieved	No target after 2009/10	No target after 2009/10	Pre-election communication and events for the 2013 elections
c) Councillor satisfaction with services and support provided	92%. High level of satisfaction achieved as shown by responses received to the customer satisfaction survey	90%	95%	95%
d) Re-Accreditation to the South East Employers Charter for Member Development	Achieved	Re-assessment scheduled for May 2010	Mid-term re-assessment against the criteria	Prepare for re-assessment scheduled for May 2013

**Policy Steer 1.7**

**Provide a consistently high quality Personnel and Training service, recruiting, retaining and developing the highest quality staff to their full potential in order to achieve the Council's objectives**

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) The percentage of new employees completing the online induction package	90%. 524 of 581 new staff with access to a computer completed the online induction package during 2009/10.	95% - 100%	95% - 100%	95% - 100%
b) The number of working days lost due to sickness absence	7.27 days	6.91 days	6.56 days	6.23 days

**Policy Steer 1.8**

**Continue to improve equity and equality of opportunity for all through our service delivery and as an employer**

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) Apply the New Equality Framework for Local Government (EFLG) to ensure improvement against local and national indicators and compliance with legislation	Equality Impact Assessment process reviewed and in place	Progress becoming an 'Achieving' Authority	To be an 'Achieving' Authority	To be set pending external assessment 2010
b) Representation of the local community in the workforce; the percentage of the workforce with a disability	3.01%	2.75% - 3.25%	2.75% - 3.5%	2.75% - 3.75%
c) Representation of the local community in the workforce; the percentage of the workforce from Black and Minority Ethnic (BME) Groups	2.3%	2.3% - 2.4%	2.3% - 2.45%	2.3% - 2.5%

**Policy Steer 1.9**

**Improve the County Council's reputation by explaining our policies and decisions clearly and ensuring consistent information and messages using the full range of communication methods**

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) Ratings for 'useful content' in 'Your County' magazine (established via survey in Spring edition)	There was a very poor response rate to this survey of only 367 responses. No accurate conclusions can be drawn from such a small sample. But from the responses received a 65% target was achieved, a drop from previous years. This compared to a 78% rating in 2008/09 when 1085 residents responded to the survey. To ensure a fuller, more representative response, the Residents Panel will be asked this question in our next Panel survey in Autumn 2010	76% - 81%	77% - 82%	78%-83%
b) Support to our website visitors (Measure is the combined total of forms downloaded + forms submitted or posted to our site + online payments + subscriptions to newsletters)	N/A	Set Baseline	To be set dependent on 2010/11 (baseline data) outturn	To be set dependent on 2010/11 (baseline data) outturn

**Policy Steer 1.10****Maintain an effective emergency planning service**

Performance Measures	Our result for 2009/10 was:	Our target for 2010/11 is:	Our target for 2011/12 is:	Our target for 2012/13 is:
a) Review, revise and exercise emergency plans for high risk areas at the rate of two plans per year	3 plans were exercised in 2009/10.	2 plans to be exercised	2 plans to be exercised	2 plans to be exercised