

DRAFT Action Plan B – Ongoing and emerging actions

Aim A : To deliver a more sustainable approach to economic development and regeneration in North Somerset through addressing infrastructure issues and deficits					
Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resources
<p>Promote a confident and strategically significant role for North Somerset in the context of planned growth over the next two decades through sub-regional partnership working and in particular through the Regional Spatial Strategy and the Regional Economic Strategy</p> <p>Related Plans and Activities contributing to this are:</p> <p>Regional Spatial Strategy</p> <p>Regional Economic Strategy</p>	<p>North Somerset Council (NSC)</p> <p>West of England Partnership (WEP)</p> <p>Business West</p> <p>North Somerset Initiative</p> <p>SWRDA</p> <p>SWRA</p> <p>Social and Economic partners</p>	<p>As set out in the draft sub - regional spatial strategy to 2026</p>	<p>A greater balance achieved between homes, jobs, environment and the use of resources.</p> <p>Better support to economic development in the sub region.</p> <p>Additional resources available for economic development</p>	<p>ECR1</p> <p>People of working age in employment</p> <p>ECR6 Gross Domestic Product per head of population</p> <p>ECR19b</p> <p>Brownfield land reclaimed as percentage of all employment land available</p>	<p>NSC's contribution to the West of England Partnership in 2006/2007 is £200K/Annum [CHECK]</p> <p>Significant funding including that from Government will be required to deliver North Somerset's role in the West of England – details to be confirmed</p>
<p>Prioritise initiatives to tackle climate change, for instance through reducing energy use in the business sector, better travel planning and reducing the need for transport of goods and people</p> <p>Contribute to the development of a 'One Planet Economy' by promoting environmental best practice in business</p>	<p>North Somerset Council</p> <p>Environment Agency</p> <p>BIA</p> <p>Business West</p> <p>Environment</p>	<p>NSC Staff Travel Plan produced by March 2007</p> <p>Including a marketing and communications plan.</p>	<p>Increase travel by more sustainable modes.</p> <p>Reduction in Municipal Waste</p> <p>BIA growth managed within Environmental</p>	<p>Increase the number of employees travelling to work by foot, cycle or public transport</p> <p>Recycling targets as set out in the</p>	<p>NSC</p> <p>Waste Strategy budget is £1.614m in 2006/2007</p> <p>BIA</p> <p>Business West</p> <p>Environment Agency</p>

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<p>as an integral part of improving business performance, for example through better waste management and the development of environmental management systems</p> <p>Related Plans and Activities contributing to this are:</p> <p>North Somerset Staff Travel Plan</p> <p>North Somerset Municipal Waste Management Strategy 2005-2008</p> <p>BIA Staff travel plan, reduced energy plan and recycling plan</p> <p>Develop a plan for providing an information and advice service on waste minimisation, reduced energy consumption the use of environmental management systems to local businesses</p> <p>Encourage environmental best practice in new development and high quality, sustainable “flagship” development projects (Supported by the policy statement in the North Somerset Replacement local Plan)</p>	Agency	<p>As in the Waste Strategy.</p> <p>BIA Masterplan to be published in 2006, planning application following a three month consultation period</p>	<p>Constraints with appropriate mitigation.</p> <p>Business opportunities from recycling</p> <p>Reduced environmental impact of business activities in North Somerset</p> <p>Encourage and support the development businesses in the environmental sector</p>	<p>Waste Strategy</p> <p>CO2 and environmental impacts mitigated or minimised</p> <p>ECR22 Number of business support enquiries per annum</p>	

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Actions	Partners	Target and Timescale	Outcomes	Indicator (Potential)	Resource
<p>Deliver a programme aimed at improving business confidence and investment in North Somerset with partners</p> <p>Related plans and activities are:</p> <p>Business West North Somerset service level agreement with North Somerset Council to promote the North Somerset Initiative</p>	<p>Business West North Somerset</p> <p>NSC</p>	<p>Quarterly meetings of the North Somerset initiative</p> <p>Three editions of Business Matters per annum</p>	<p>Improved communications between the business community and the public sector</p> <p>Improved understanding of business needs</p> <p>Improved communications between the business community and the public sector</p> <p>Improved understanding of business needs</p>	<p>ECR9 Business confidence</p>	<p>£3000 p.a. from NSC p.a. to support the North Somerset Initiative</p> <p>£1800 per annum from NSC</p>

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Local Area Agreement	Economy & Employment Partnership NSC	Baseline TBC during year one of LAA	Business satisfaction with business support provision – to address regulatory services	LAAEDE2iii	
Deliver an environmental improvement programme to support the security, upgrading and image of existing industrial estates Related Plans and Activities contributing to this are: Community Safety/DAT Strategy Delivery Action Plan	Landowners Business Park Occupiers Avon and Somerset Police	Outline improvement plan by July 2007	Improved environment for businesses and employees on industrial estates	ECR9 Business confidence	NSC Avon and Somerset Police

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Actions	Partners	Target and Timescale	Outcomes	Indicator (Potential)	Resource
<p>Support business networking and local supply chain/purchasing policies where appropriate</p> <p>Related Plans and Actions contributing to this are:</p> <p>NSC's Corporate Procurement Strategy</p> <p>Promote e commerce through the council's e –procurement project and the West of England sub - regional broadband project</p>	<p>NSC</p> <p>Business West</p>	<p>Corporate procurement strategy in place by 2006</p> <p>As set out in e-procurement project plan</p>	<p>Cost/efficiency savings by NSC</p> <p>Increased volume of business/new jobs in local suppliers</p> <p>Compliance with corporate standards by suppliers and sub contractors - improved employment and training opportunities</p> <p>Improved use of e-commerce</p>	<p>ECR9 Business confidence</p> <p>Reduced cost of council procurement (local indicator)</p> <p>Value of goods and services supplied by local companies (local indicator)</p> <p>Number of businesses using e-commerce to supply the council</p>	<p>Existing resources for the corporate procurement strategy are £120,000 per annum.</p> <p>NSC's contribution to the West of England sub - regional broadband project is £32,000 in 2004 – 2008. £500,000 in matching funds from SWRDA in the West of England sub region.</p>
<p>Encourage businesses to use local suppliers by publishing the North Somerset Business Directory – printed and electronic version</p> <p>Compile a directory of local food producers able to supply local markets (caterers, retailers and consumers).</p>	<p>Business</p>	<p>Directory is Bi Annual Published in 2005 and 2007</p> <p>Food directory as ongoing online resource</p>	<p>Improve local supply chain and promoting local purchasing</p>	<p>Number of businesses listed in the directory (local indicator)</p>	<p>£10,000 per edition of the North Somerset Business Directory</p>

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<p>Improve information and advice services to local businesses in partnership with Business West North Somerset</p> <p>Related Plans and Activities contributing to this are:</p> <p>NSC Economic Development Team Plan</p> <p>Business West North Somerset Business Plan 2005/2006</p>	<p>NSC</p> <p>Business West North Somerset</p>	<p>Factsheets updated annually</p> <p>Website updated quarterly</p> <p>A-Z council services to business updated annually</p> <p>On going with annual review</p>	<p>Improved quality of business information</p> <p>Improved access to business information</p>	<p>ECR9 Business confidence</p> <p>ECR22 Number of business support enquiries per annum</p>	<p>Budget for business information in 2006/2007 is £5000</p> <p>North Somerset Business West</p>

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Aim C: To develop North Somerset as a location for innovation and knowledge based business within a broad based business structure.					
Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Support the sustainable growth of the Royal Portbury/Avonmouth docks that maximises the use of existing land and premises</p> <p>Related Plans and Activities contributing to this are:</p> <p>Economic assessment of Bristol Port</p> <p>Copies available from SWRDA</p> <p>Port Estate Management Plan</p>	<p>Bristol Port Company</p> <p>SWRDA</p> <p>NSC</p>	<p>Economic assessment and plan for improvement in facilities by 2006</p>	<p>Higher capacity for goods handling</p>	<p>ECR 19 Value of investment in land and premises</p>	<p>NSC</p> <p>SWRDA</p> <p>Port</p>
		<p>Create new employment opportunities</p>	<p>Higher volume of cargo</p> <p>Improved import and export services for local companies</p>	<p>ECR3 Annual change in number of local jobs</p>	
	Bristol Port Company	<p>As in the Local Development Framework</p>	<p>Higher volume of cargo</p> <p>New employment opportunities</p>		
<p>Promote North Somerset's tourism and visitor attractiveness</p> <p>Related Plans and Activities contributing to this are</p>	<p>NSC</p> <p>Local Tourism Industry</p>	<p>Draft tourism strategy by March 2007</p>	<p>Broader and sustainable base to the local tourism industry</p> <p>New leisure and tourism facilities in line with future market demand</p>	<p>No of fte jobs directly and indirectly supported by tourism</p> <p>Increased spend of visitors/ tourists in North Somerset</p>	<p>NSC's tourism budget</p>

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Aim C: To develop North Somerset as a location for innovation and knowledge based business within a broad based business structure.					
Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Develop a specific programme to support businesses in rural areas including the food and drink sector</p> <p>Related Plans and Activities contributing to this are:</p>	<p>NSC</p> <p>REG</p> <p>ToNS</p> <p>NFU</p> <p>Business West</p>	<p>Undertake a comprehensive survey of local land based producers to establish the current and potential capacity and need to supply local markets and any barriers to developing local supply chains</p>	<p>Improved competitiveness of businesses in rural areas.</p> <p>Directories aimed at different customer groups (consumers, retailers, caterers)</p> <p>Baseline data for amount of local produce sold locally / number of producers selling to local markets etc</p>	<p>ECR3 Annual change in number of local jobs</p> <p>Number of producers currently and interested in supplying local markets</p>	<p>Rural Enterprise Gateway awarded £1500 towards cost of survey.</p> <p>NSC contributing up to £4000 for survey.</p>
<p>Taste of North Somerset</p> <p>Rural Renaissance Delivery Plan</p>	<p>NSC</p> <p>SWRDA</p> <p>Unitary Authorities in the West of England sub-region</p> <p>Private sector</p>	<p>200 businesses assisted 2005 – 2008</p>	<p>Improved competitiveness of businesses in rural areas.</p> <p>Improved access to services in rural areas</p> <p>More sustainable development and reduced</p>	<p>ECR3 Annual change in number of local jobs</p> <p>ECR 5 percentage of population qualified to NVQ level 2 and 3</p> <p>ECR6 Gross Domestic Product</p>	

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Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
	Community Action West of England Rural Strategy Group		commuting to urban areas Better developed local supply chains	per head of population ECR15 Visitors per annum ECR23 Jobs created in social enterprises	
Clevedon Farmers Market (now established as a REG group)	Clevedon Farmers Market, REG	To carry out a feasibility study of establishing another farmers market in Portishead or increasing frequency of market in Yatton	Another farmers market in area	Number of stall holders at additional market and foot fall of customers	Use of Clevedon market canopies £1500 towards consultancy (REG)
Support social enterprise initiatives Related Plans and Activities contributing to this are Audit of the social economy in North Somerset Social enterprise element of the West of	NSC Business West Unitary Authorities in the West of England	Audit of social enterprise completed in 2006 Plan for the development of the social economy	Understand the extent of the social economy in North Somerset and how it contributes to the local economy Stronger Social	ECR23 Jobs created in social enterprises	NSC Social Enterprise

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Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
England Rural Renaissance Programme C3 delivery programme (West of England)	BACEN	developed (based on the audit and consultations with social enterprise)	Enterprise Sector adding to Social Capital and economic base of North Somerset		
		As set out in the Business West Project Plan 2006 – 2008	Improved business support services for social enterprises in rural areas	ECR23 Jobs created in social enterprises	Audit completed within resources available in the economic development budget
		As set out on the C3 Project Plan 2005 - 2008	Improved training and support for social enterprises in the development of quality management systems	ECR23 Jobs created in social enterprises	£200,000 from the Rural Renaissance programme for the West of England sub-region

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Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Fully utilise new technologies in services and businesses</p> <p>Related Plan and Activities contributing to this are:</p> <p>NHS/NSPCT Health and Care academy and technology-based information services</p>		<p>New training centre opened at Weston Hospital 2006</p> <p>Implementation of new ICT management for health provision</p>	Improved skills for local workforce	Number of people receiving training support through the academy	Details to be confirmed

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Aim D : To support and regenerate the District’s main town centres as the location for retail, civic and cultural activity together with new employment and housing opportunities.					
Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resources
Produce masterplans and development briefs for key strategic sites Promote sharing of experience and best practice on regeneration between town councils in North Somerset; organise an event for this purpose.			Improved availability of land for employment uses, housing and commercial development		
Other Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resources
Establish strong public/private ownership of town centres through having in place joint town centre management arrangements for each of the four towns Related Plans and Activities contributing to this are Weston Town Centre Management Business Plan Establish town centre companies in Weston-super-Mare, Clevedon, Nailsea and Portishead	Chambers of Commerce Trade Associations NSC Town Councils Local businesses and land owners	Weston town centre Management Business Plan published in 2006/2007	Supporting chamber members and providing a forum for their views More vibrant town environment for businesses and visitors More town centre events	ECR 13 Pedestrian footfall ECR 14 Retail occupancy ECR 15 Visitors per annum	Currently available Weston Town Centre Management – NSC £40,000, Weston Town Council £20,000, Private sector £22,000 Chambers of Commerce Trade Associations

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Aim D : To support and regenerate the District’s main town centres as the location for retail, civic and cultural activity together with new employment and housing opportunities.					
Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resources
		Town centre companies established by 2007	Engagement with business community in town centres Improved town centre services and facilities	As above	New resources needed New resources needed to develop town centre management outside of Weston
<p>Support investment in cultural, health, and leisure related development including new community health facilities in Clevedon, Portishead, and Weston-super-Mare, library provision in Portishead, Tropicana redevelopment and promoting the Winter Gardens as a commercially viable major conference facility</p> <p>Related Plans and Activities contributing to this are</p> <p>NHS/NSPCT development plans</p> <p>Portishead library plan</p> <p>Winter Gardens Business Plan</p> <p>Nailsea Glass Works Developed</p> <p>Develop a plan for the regeneration of Clevedon Pier and Seafront Project plan for the Tropicana</p>	<p>NSPCT</p> <p>Land Owners</p> <p>NSC</p> <p>Town Councils</p>	<p>Library completion due December 07</p> <p>Improved conference facilities at the Winter Gardens</p>	<p>Increased footfall in town centre areas</p> <p>Improved cultural and leisure facilities and services</p> <p>Increase in number of visitors</p>	<p>ECR18 Business investment</p> <p>ECR 15 Number of visitors</p>	<p>PCT</p> <p>NSC</p>

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Aim E : To address economic exclusion in North Somerset through the development of area-based community regeneration and renewal activity (targeting areas of poor housing, poor health, poor education, fewer job opportunities and high crime rates)					
Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
<p>Identify and develop new community regeneration and renewal opportunities following voluntary transfer of housing stock and major built environment regeneration schemes</p> <p>Related Plans and Activities plans contributing to this are</p> <p>North Somerset Housing Strategy</p> <p>Housing Association refurbishment plans and new developments</p> <p>Housing association tenancy support services</p> <p>Safer Stronger Cleaner Fund</p> <p>Support opportunities for increased investment through North Somerset Housing to improve housing standards and make environmental improvements to estates</p> <p>Housing Association local labour scheme</p>	<p>NSC</p> <p>North Somerset Housing Association</p>	<p>As set out in the North Somerset Housing Strategy</p>	<p>Household</p>	<p>income in poorest areas increased to above “worst off” 10% in country</p> <p>LIB003 Percentage of new housing that meets the 'secured by design' certification criteria</p> <p>LIB052 Number of unfit homes per 1,000 dwellings</p> <p>BV184b, KCPI37 The % change in proportion of non decent council dwellings</p>	<p>Currently available</p> <p>North Somerset Housing Strategy projected spend 2005/06 is £9.55m</p> <p>Projected spend 2006/07 is £11.4m</p>
<p>Local Area Agreement</p>	<p>Strategic Housing Forum</p>	<p>Refer to LAA document</p>	<p>No. vulnerable people living in social housing &</p>	<p>LAA PI code: LAACYP6ii</p>	

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Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
	NSC		the private sector in homes in a decent condition		
	Strategic Housing Forum NSC	Refer to LAA document	Increase number of vulnerable people living in decent homes whether they are social housing or privately owned	LAA PI code: LAAHCOP6	
	TBC	Refer to LAA document	No. people from groups experiencing social exclusion (esp. older people) using local facilities such as libraries, educational courses, leisure facilities, volunteering & participating more in the community generally (particular attention to No.	LAA PI code: LAAHCOP9	

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Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
			new visits & introductions		
<p>Provide tailored business start up programmes to encourage new business in less prosperous areas of the district.</p> <p>Related Plans and Activities contributing to this are: North Somerset Business West Business Plan</p>	<p>NSC, Business West Job Centre Plus West of England Social Enterprise Group</p>	<p>Reference to LAA Specific targets and timescales in detailed plans Further targets/ timescales to be developed</p>	<p>Reference to LAA New businesses in areas of greatest disadvantage</p>	<p>Reference to LAA LIB119 ECR 7 QoL 13 % change in the number of VAT registered businesses Number of new businesses and newly VAT registered businesses in areas of disadvantage ECR 3 Annual change in number of jobs</p>	<p>Details to be confirmed</p>

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Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
<p>Support social enterprise initiatives in Weston-super-Mare South and Central Wards as a means of providing alternative access to employment and enterprise.</p> <p>Related Plans and Activities contributing to this are</p> <p>Audit of the social economy in North Somerset</p>	NSC	Audit of social enterprise completed in 2006	<p>Understand the extent of the social economy in North Somerset and how it contributes to the local economy</p> <p>Identify barriers to growth of this sector</p>	ECR23 Jobs created in social enterprises	Audit completed within resources available in the economic development budget
Local Area Agreement	<p>Crime & Drug Reduction Partnership</p> <p>Communities & People Partnership</p> <p>VANS</p> <p>NSC</p>	Refer to LAA documents	Increase the number of people recorded as or reporting that they have engaged in formal volunteering on an average of at least 2 hours per week over the last year (stretch target)	LAA PI code: LAASS5v	
<p>Maximise external funding opportunities available to all sectors to address disadvantage in geographic and communities of interest</p> <p>Related Plans and Activities contributing to</p>	NSC	Specific targets and timescales in detailed plans	Increased external funding being obtained by local groups	(All LIB) 138 Extent/ influence of the voluntary	<p>Currently available</p> <p>Change Up funds</p> <p>NSC grants budget</p>

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Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
this are: NSC Economic Development and Regeneration Team Plan - external funding service Change Up Programme Community Involvement Service Plan Voluntary Action North Somerset (VANS) Business Plan		Further targets/ timescales to be developed		170 Extent of individuals' participation in community activities 140 Extent of informal volunteering 185 Social inclusion and community involvement 177 - % of voluntary organisations receiving support from local authorities and 178 - Range of support provided for community organisations	

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Aim F: To further enhance and develop the skills of the workforce across North Somerset and promote a learning culture which supports entrepreneurialism and business innovation.					
Priority Actions	Partners	Target and Timescale	Outcomes	Indicators	Resources
<p>Provide information, guidance and learning support to individuals to maximise opportunities to develop skills and knowledge</p> <p>Related Plans and Activities contributing to this are:</p> <p>Information, Advice and Guidance for Adults Delivery Plan 2006/2007</p>	<p>Connexions</p> <p>NSC</p> <p>Learning and Skills Council</p> <p>Job Centre Plus</p> <p>Voluntary and Community Sector</p> <p>Probation Service</p> <p>Weston College</p>	<p>1200 adults receiving at least one information advice and guidance session by July 2007</p>	<p>Improved access to information, advice and guidance on learning, training, employment and careers</p>	<p>ECR5</p> <p>Percentage of population qualified to NVQ level 2 and 3</p> <p>Number of people using the service</p> <p>Number of people taking up training places or places in further and higher education</p>	<p>Currently available</p> <p>Budget for the adult information, advice and guidance service in 2006/2007 in North Somerset is approximately £47,000</p>

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Aim G: To secure the sustainable regeneration of Weston-super-Mare as a focus for growth and development within the West of England Sub Region.					
Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resources
<p>Develop projects to support business enterprise and confidence in Weston - super-Mare</p> <p>Detailed plans contributing to this are Civic Pride Project Plan</p>			Improve the gateway to the town centre as a location for business investment	<p>ECR18 Inward investment</p> <p>ECR19 Value of investment in land and premises</p>	<p>SWRDA</p> <p>NSC</p> <p>Private Sector</p>
Expand the range of major events for residents and visitors	Event operators		Improve the quality of life/cultural opportunities of local people and visitors	<p>% increase of spend of visitors</p> <p>Increase no. of fte jobs in the industry as in A</p>	<p>New resources needed</p> <p>Details to be confirmed</p>
Promote investment in high quality hotel accommodation	Developers	To be decided	As above	As above	<p>New resources needed</p> <p>Details to be confirmed</p>
Improve the image and perception of Weston – super – Mare; develop a branding and a co-ordinated approach to marketing	Weston Area Action Plan Advisory Group	To be decided	As above	As above	<p>New resources needed</p> <p>Details to be confirmed</p>
<p>Address the impact of any poor quality HMOs and drugs and alcohol treatment services in the area</p> <p>Detailed plans contributing this are Operation Jupiter delivery Plan</p>	<p>NSC</p> <p>Avon and Somerset Constabulary</p>		As above	As above	<p>Currently available</p> <p>Details to be confirmed</p>

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Civic Pride	NSC Landowners SWRDA		Improved appearance of the main gateway to the town centre More positive perception of the town centre		Currently available Civic Pride funding £575,000
Produce a development brief for the area of Locking Road Car Park, the Railway Station and Sunnyside Road	As above	To be decided	As above	As above	New resources needed Details to be confirmed
Market the development opportunity to the private sector	As above	To be decided	As above	As above	New resources needed Details to be confirmed