

**Economic Development Service Improvement Plan 2003 – 2008
NOVEMBER 2002**

Key Issue	Action	Responsible Officer	Resource Implications	User Benefit	PMC	Priority	Timescale
1. Outcomes	1. The Service Plan for ECONOMIC DEVELOPMENT shall be amended to incorporate objectives for the service arising from the Community Plan, Corporate Policy and legislative changes to the development plans system.	Head of Environmental Services and Planning Policy Manager	Officer time	Better integration of Council policy & activity with community requirements.		***	Mid 2003
	2. Agree priorities, timetables and resourcing leading to a new economic development strategy and include in tasks & targets for staff.	Head of Environmental Services and Planning Policy Manager in partnership with Chief DC Officer.	Officer time	Long term interests of the wider community and future generations		***	Immediate
2. Performance Management	1. Require and agree Service Level Agreements from all funded partners.	Planning Policy Manager	Officer time	Long term interests of the service, partners and users of the service		**	Mid 2003
	2. Ensure funded partners provide the Council with quarterly reports on the state of the economy and the impact of their activities on the local economy.	Planning Policy Manager and partners.	Officer time	Long term interests of the economy.		**	From January 2003
3. Organisational Structure	1. Immediate action has been taken to recreate a unified and comprehensive planning service within the Council by bringing Planning Policy & Economic Development into a single management structure with Development Control.	Members and Business Unit heads		Better quality comprehensive service to users	Customer feedback and improved satisfaction ratings	***	Actioned

4. Resources	2. Agree Council's future role in economic development and resource accordingly in addition to planning policy resources.	Head of Environmental Services and Planning Policy Manager	Officer time and any financial implications to be advised	More focussed and cost effective service to users	Customer feedback and improved satisfaction ratings	***	December 2002
5. Accessibility and Communication	1. Ensure economic development and town centre strategies are available on the web site (with large print option) within 6 weeks of adoption.	Planning Policy Manager, technical staff & IS/IT working group.	Specialist officer time/contractors.	Alternative access to information for users, reducing the need to visit Council Offices or purchase hard copy documents.	Customer feedback and improved satisfaction ratings	**	Mid 2003
	2. Ensure that non-specialists check documents for legibility/plain English.	Planning Policy Manager	Officer time.	More user friendly service, maintain reader interest & comprehension.	Customer satisfaction surveys, reduced need for explanation by officers.	**	Mid 2003
6. Costs of the Service	1. In partnership with Chief Development Control Officer, assess resources and investigate other ways of delivering the service having regard to the Council's procurement strategy, possible options and risk assessment.	Head of Environmental Services, Chief Development Control Officer & Planning Policy Manager.	Officer time and any financial implications to be advised through budget process.	Better quality and more efficient service to users.	Customer feedback and improved satisfaction ratings	***	February 2003
7. Equity and Equality	1. Ensure hard-to-reach groups are contacted in consultation on review of economic development and town centre strategies in accordance with the arrangements set up corporately as part of the LSP.	Planning Policy Manager, LSP Team & contact group.	Officer time	More accessible service to all users including hard-to-reach groups.	Customer feedback and improved satisfaction ratings	**	Ongoing