

Action Key		PI Key	
	Cancelled		Alert - > 10% off target
	Overdue		Warning - < 10% off target
	Some concerns - milestone(s) missed		OK - on or above target
	In Progress		Unknown
	Complete		Data Only



Place & Economic Development Committee Performance Scorecard 2021/22

Projects & Actions

Actions 0 3 6 0

Review of the South Worcestershire Development Plan

Foregate Arches / Cultural Development Fund

City Centre Master Plan - Feasibility Works for Key Sites

Contribution to the River Severn Partnership

Contribute towards Covid Recovery Strategy delivery

Development of an Arts and Cultural Strategy for the city

Digital High Street

Detailed foot/cycle path design (section 1: Diglis bridge to St Marks Close)

Strategic Play Area Development Plan

Key PIs

PIs 4 0 10 1 1

Major planning applications determined in 13 weeks

Minor planning applications determined within 8 weeks

Other planning applications determined within 8

Appeals of major planning decisions allowed

All business grants awarded - starter and growth grants

No. of businesses assisted under the ERDF Business Support Programme

No. of business grants awarded under the ERDF Business Support Programme

Value (£) of business grants awarded under the ERDF Business Support Programme

Visitors to City Museums

Admissions and commercial income from City museums

Annual

5 year housing land supply

Homes completed against SWDP target

Employment land completions (hectares)

Key sector SME's supported to recruit a 16 - 24 year old apprentice, for the first time or the first time in 12 months

Worcester City SME's assisted with higher skilled/skill shortage recruitment

City Centre Footfall

Place & Economic Development Performance Report



PED Projects & Actions 2021/22

Action Status	
	Cancelled
	Overdue; Neglected
	Unassigned; Check Progress
	Not Started; In Progress; Assigned
	Completed

Review of the South Worcestershire Development Plan	
<p>Following discussions between the three local authorities in the summer of 2021, it was determined that additional time was required to prepare the SWDP Review for the Regulation 19 (Publication) stage.</p> <p>In particular, further work is required relating to infrastructure and viability evidence base updates and planning for the proposed strategic locations (Parkway, Throckmorton, Rushwick, Mitton). Progress is also contingent on key information that is being provided externally, for example essential traffic modelling updates (Worcestershire County Council), other infrastructure evidence (e.g. utilities), and viability update work (external consultants).</p> <p>Accordingly, the timetable (i.e. the Local Development Scheme) has been amended to reflect the required changes to the project timeframe.</p> <p>The new SWDP Review timetable is as follows:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Publication Consultation (Regulation 19) – July to August 2022 <input type="checkbox"/> Submission (Regulation 22) – November 2022 <input type="checkbox"/> Independent Examination (Regulation 24) – February 2023 - May 2023 (Timeframe is dependent upon availability and scheduling at the Planning Inspectorate). <input type="checkbox"/> Receipt of Inspector’s Report (Regulation 25) – August 2023 (A ‘Main Modifications’ consultation may be required at 	<p>Sponsor Simeon Manley</p>
	<p>Due Date 01-Apr-2023</p>
	<p>Original Due Date 01-Nov-2021</p>
	<p>Current Status </p>
	<p>Expected Outcome </p>



this stage of the plan-making process subject to the Inspector’s examination findings).

Adoption (Regulation 26) – October 2023



The revised LDS came into effect on 1st October 2021.

The SWDP Review is also still subject to the government's proposed changes to the planning system in England, which was consulted on in August 2020, with the full outcome of the consultation yet to be published. Some of the proposed changes, if brought into effect, may impact on the ability of the South Worcestershire Councils to meet this amended timetable. However, some changes have already been introduced, such as the introduction of First Homes and the National Model Design Code, changes which the South Worcestershire Councils will need to consider.



However, recent Counsel Advice has recommended that a full Community Infrastructure Levy (CIL) update is required. Whilst the intention is to continue with the current SWDP Review timetable as set out in the LDS, this may impact the ability to achieve said timetable as further viability evidence will be required.

Foregate Arches / Cultural Development Fund	
<p>Workstream 1 - Infrastructure</p> <ul style="list-style-type: none"> Units practical completed - awaiting snagging inspection prior to hand over ready for marketing and fit-out/occupation <p>Workstream 2 - Festivals</p> <ul style="list-style-type: none"> Light Night 2021 has been completed and The Rising (begins) is being progressed <p>Workstream 3 – Participate</p> <ul style="list-style-type: none"> Progressing with program focusing on online delivery. Mid programme evaluation completed. <p>Workstream 4 – Destination Management</p> <ul style="list-style-type: none"> Work with partners on track. 	<p>Sponsor David Blake</p>
	<p>Due Date 25-Feb-2022</p>
	<p>Original Due Date 31-Mar-2021</p>
	<p>Current Status </p>
	<p>Expected Outcome </p>



City Centre Master Plan - Feasibility Works for Key Sites

Awaiting final version of Integrated Drainage report	Sponsor	David Blake
	Due Date	31-Mar-2022
	Original Due Date	31-Mar-2020
	Current Status	
	Expected Outcome	

Contribution to the River Severn Partnership

Limited contact as no meetings have occurred	Sponsor	David Blake
	Due Date	31-Mar-2022
	Original Due Date	31-Mar-2022
	Current Status	
	Expected Outcome	

Contribute towards Covid Recovery Strategy delivery

<p>Work across the whole of the Economic Development service continues to support businesses to recover from the impacts of Covid-19.</p> <p>Activity contributing towards the delivery of the objectives of the Covid Economic Recovery Strategy</p> <p>Governance</p> <ul style="list-style-type: none"> Attendance at the County Economic Recovery group alongside districts, the County Council and other county stakeholders Various members of the team attend regular meetings and maintain ongoing partnerships with shopping centres, Worcester BID and other city stakeholders The Traders Liaison Group with Worcestershire Regulatory Services, the emergency services, and other partners, has not been convened in the last quarter but is still in place should there be a need to meet again <p>Business Support</p> <ul style="list-style-type: none"> Covid-recovery grants have been distributed to businesses Advice and best practice continues to be shared with retailers, event organisers, and tourist attractions Distribution of Empty Retail Units Grants to 	Sponsor	David Blake
	Due Date	31-Mar-2022
	Original Due Date	31-Mar-2022
	Current Status	
	Expected Outcome	

encourage new businesses to open within empty retail units across the city.

- A monthly business newsletter has been sent to share key information and Council updates, promoting access to finance opportunities

Activation of Space

- New Worcester Christmas lights have been installed in the city with attractive features designed to encourage visitors to the city centre.

Promotion

- Businesses, attractions, events and activities have been promoted via Visit Worcester social media and website
- Coordinated (with Worcester BID) the Christmas in Worcester campaign via social media, adverts in several local publications, online and print coverage in local newspapers and adverts on the radio.
- Representation of the city through Visit Worcestershire promotional campaigns

Development of an Arts and Cultural Strategy for the city

The Strategy will set out a road map for the Council to develop cultural provision, capacity and ambition, working closely with the cultural sector and stakeholders to build on and amplify recent successes and forge a stronger sustainable future offer.

Definition of culture

This Strategy encompasses museums, music, theatre, film, dance, combined arts and every kind of visual and digital arts. It includes culture that you watch or participate in, and culture made by professionals and amateurs as well as 'everyday creativity' that you might enjoy at home.

Stakeholder Engagement

A total of 445 people from across Worcester have engaged in the consultation during August/September 2021:



14 interviews with key stakeholders, engaging 24 individuals

3 virtual workshops attended by 41 people

An online survey which received 381 responses.



A visioning workshop with 16 people from the above

Next steps:


Sponsor	David Blake
Due Date	31-Jan-2022
Original Due Date	31-Jan-2022
Current Status	
Expected Outcome	

Review work conducted so far and finalise strategy document Review resources available for delivery	
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Digital High Street



<p>Research is underway on a 'digital high street' review for Worcester, with emerging themes of:</p> <ul style="list-style-type: none"> • City Promotion <p>Links to the tourism strategy Use of digital methods to promote the city to visitors, e.g. Visit Worcester and tourism partners' websites and social media</p> <ul style="list-style-type: none"> • Visitor Engagement <p>Communicating with visitors in the city through digital methods, e.g. screens in the city centre, what's on guides,</p> <ul style="list-style-type: none"> • Business Promotion <p>Encouraging and supporting businesses to promote their services online Marketing training in digital promotion methods, e.g. social media and website development Review of app providers and technology companies who can support with the development of promotional app for the city Review of existing online presence, e.g. the Visit Worcester website</p> <ul style="list-style-type: none"> • Footfall monitoring and people movement <p>Review of existing footfall provision Investigate new technology, including discussions with potential suppliers and other places to understand best practice, costs, etc.</p>	Sponsor	David Blake
	Due Date	31-Mar-2022
	Original Due Date	31-Mar-2022
	Current Status	
	Expected Outcome	

Detailed foot/cycle path design (section 1: Diglis bridge to St Marks Close)










<ul style="list-style-type: none"> • Design process still ongoing which will allow procurement process of contractor to commence. • Designation of route being undertaken with legal and property sections of City and County. 	Sponsor	David Blake
	Due Date	31-Jul-2022
	Original Due Date	31-Jul-2022
	Current Status	
	Expected Outcome	

Strategic Play Area Development Plan

By agreement of Chairs and Vice Chairs of Environment Committee and Place & Economic Development Committee, this project will now transfer to PED Committee for oversight and delivery. An internal officer working group has been convened which is chaired at Corporate Director level and work underway with a view to presenting a report to PED Committee in Spring 2022.

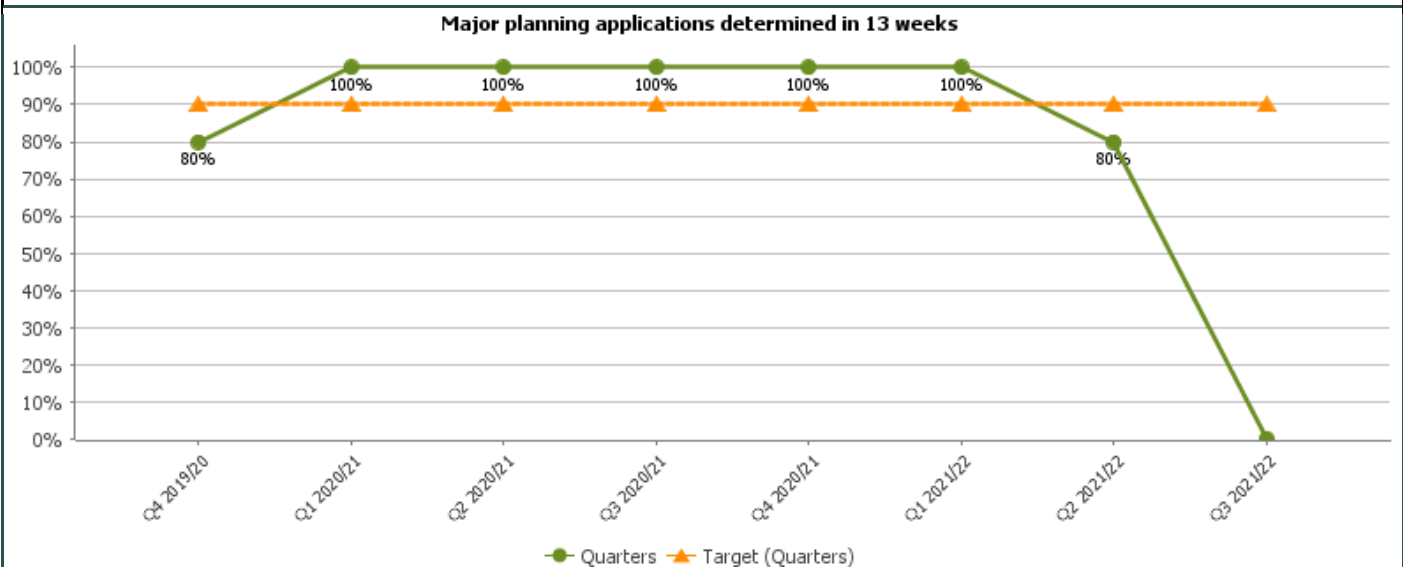
Sponsor	Phil Gilmour
Due Date	31-Mar-2025
Original Due Date	31-Mar-2025
Current Status	
Expected Outcome	

PED Key Performance Indicators 2021/22

PI Status		Long Term Trends		Short Term Trends	
	Alert		Improving		Improving
	Warning		No Change		No Change
	OK		Getting Worse		Getting Worse
	Unknown				
	Data Only				

Major planning applications determined in 13 weeks

Description: Percentage of major planning applications determined in 13 weeks or agreed time



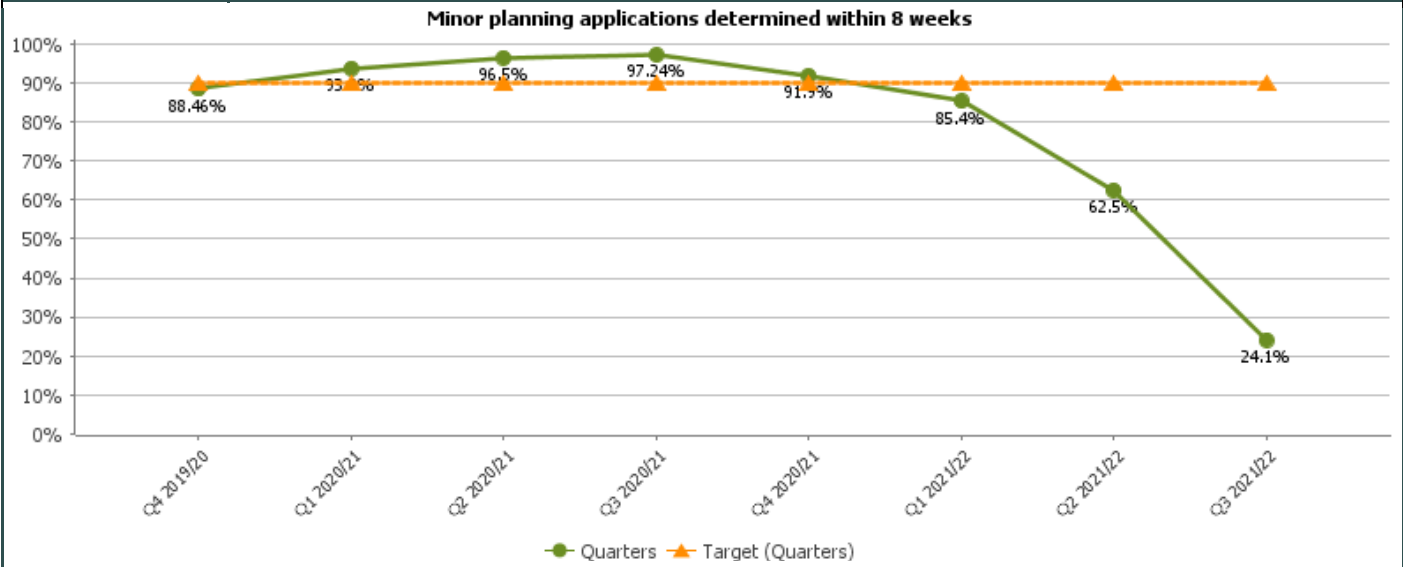
RAG		Current Value	0%	Sponsor	Simeon Manley
	Aim to Maximise	Current Target	90%		

Within the Quarter only 3 major applications were determined, all of which were out of time resulting in the 0% figure. This is as a result of the ongoing focus on trying to determine the older backlog of cases held within the team where it has not been able to secure an extension of time with the developer either due to the length of time application has sat with

the authority or, as is the case with two of the applications determined in this period, where they were refused planning permission. This work is ongoing but it is anticipated that, once this backlog has been addressed, the overall short-term reduction in the percentage performance should disappear

Minor planning applications determined within 8 weeks

Description: Percentage of minor planning applications determined within 8 weeks or agreed time

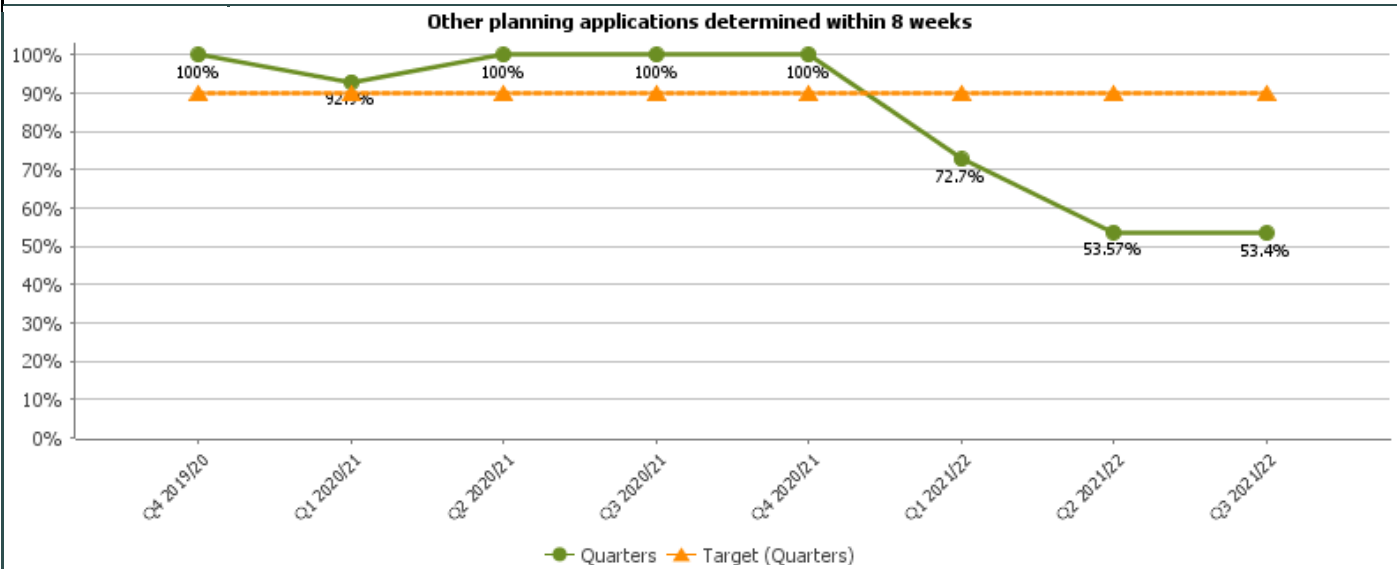


RAG		Current Value	24.1%	Sponsor	Simeon Manley
	Aim to Maximise	Current Target	90%		

The reduction in performance, measured in timeliness of responses, is directly associated with the service improvements currently being put in place, including the need to address a backlog of older and out of time applications. The result of this work is that older and out of time applications are now being determined, often where extensions of time could not be agreed. At the point these older applications are determined, the time delay, for reporting purposes, becomes apparent, which, as a consequence, reduces the overall performance of timeliness over the period. Work on the backlog is progressing and a significant number of older cases have been determined. This work is ongoing but it is anticipated that, once this backlog has been addressed, the overall short-term reduction in the percentage performance should disappear.

Other planning applications determined within 8 weeks

Description: Percentage of 'other' planning applications determined within 8 weeks or agreed time

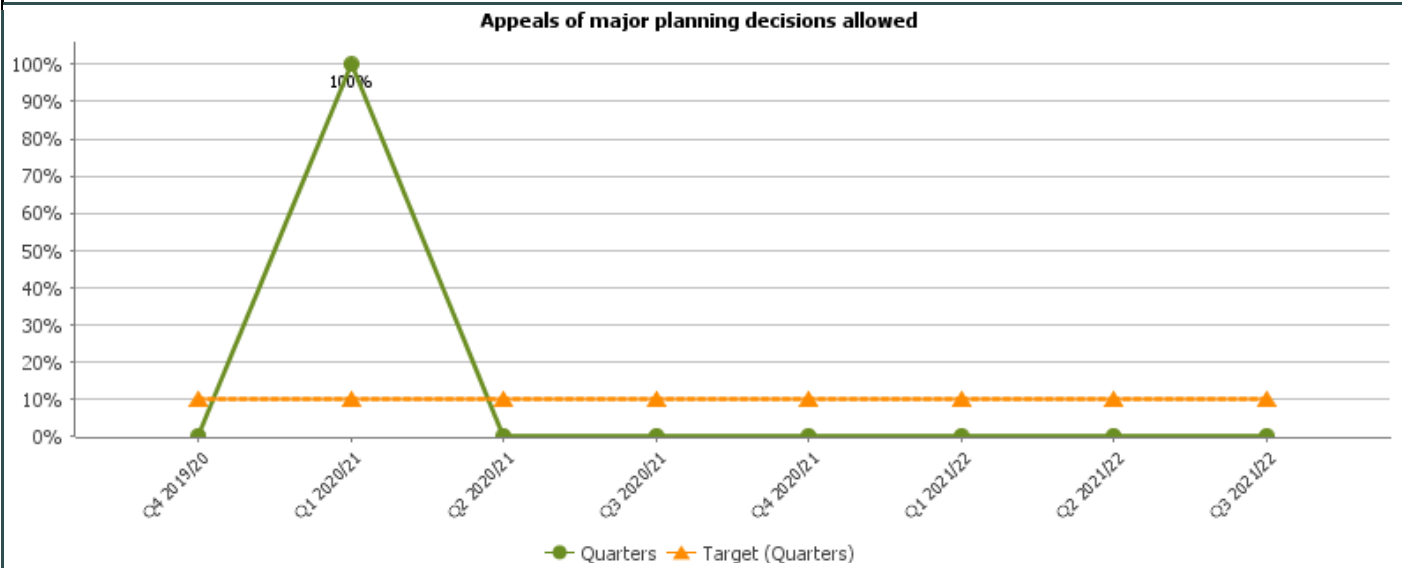


RAG	●	Current Value	53.4%	Sponsor	Simeon Manley
	Aim to Maximise	Current Target	90%		

The reduction in performance, measured in timeliness of responses, is directly associated with the service improvements currently being put in place, including the need to address a backlog of older and out of time applications. The result of this work is that older and out of time applications are now being determined, often where extensions of time could not be agreed. At the point these older applications are determined, the time delay, for reporting purposes, becomes apparent, which, as a consequence, reduces the overall performance of timeliness over the period. Work on the backlog is progressing and a significant number of older cases have been determined. This work is ongoing but it is anticipated that, once this backlog has been addressed, the overall short-term reduction in the percentage performance should disappear.

Appeals of major planning decisions allowed

Description: Percentage of major appeals allowed of major planning decisions

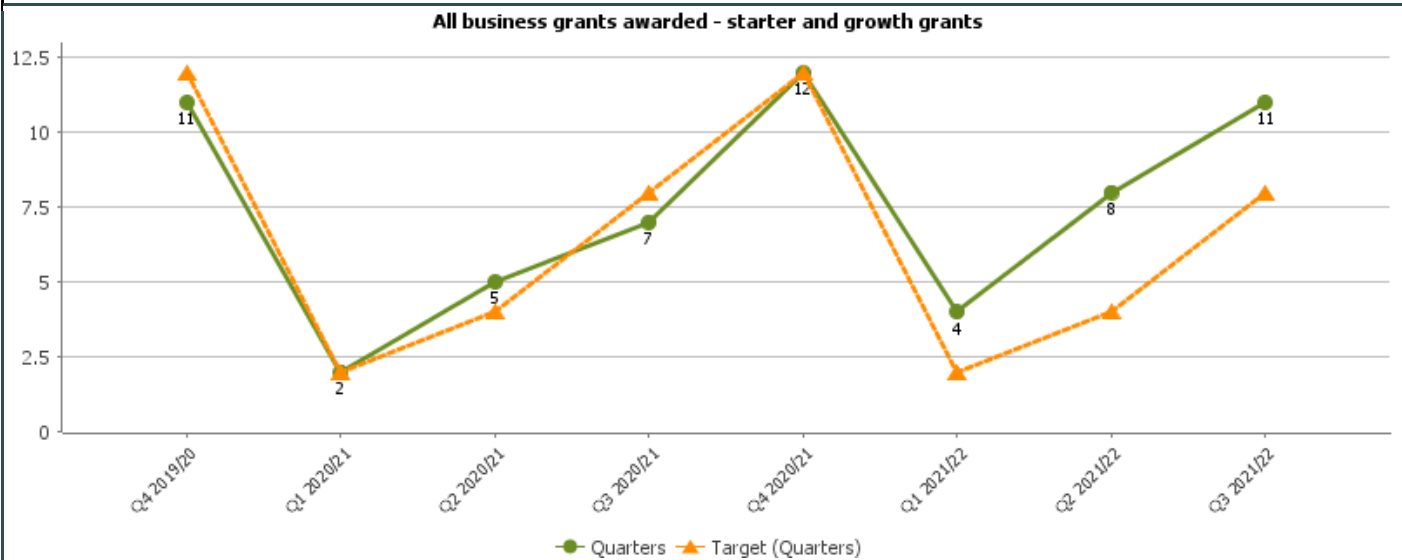


RAG	✔	Current Value	0%	Sponsor	Simeon Manley
		Current Target	10%		

No major appeals were allowed in this quarter..

All business grants awarded - starter and growth grants

Description: Total number of business grants awarded: start-ups and growth grants

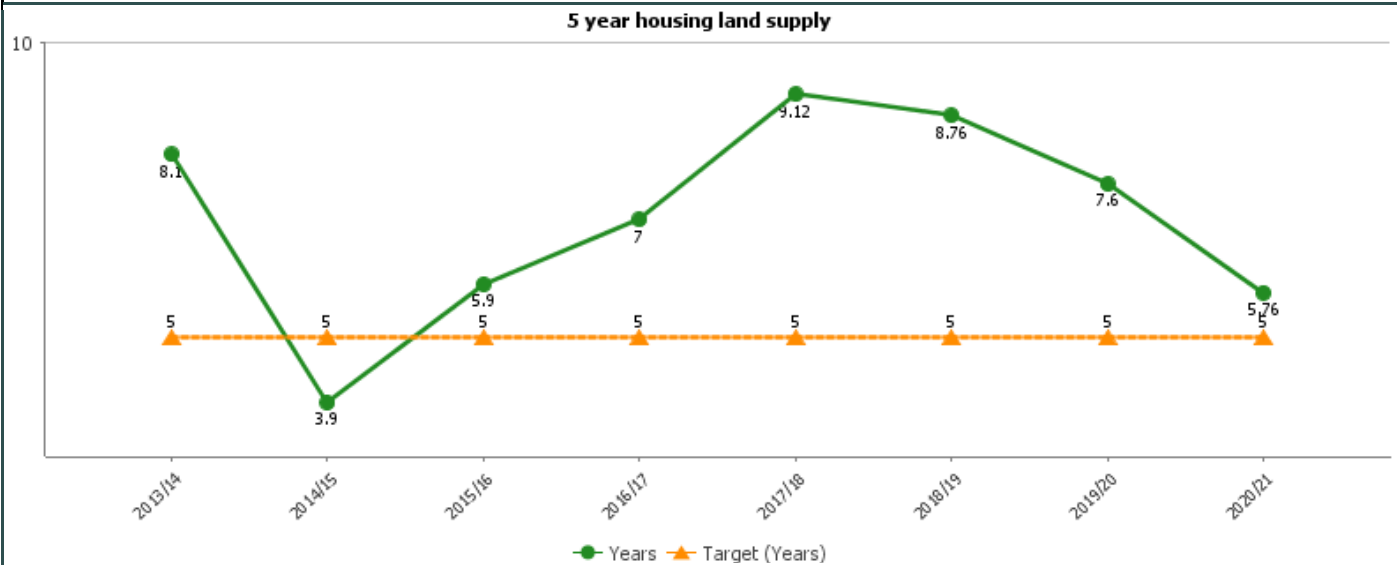


RAG	✔	Current Value	11	Sponsor	David Blake; Nick Kay
		Current Target	8		

Above target. Awaiting claims for 3 grants and also 2 pending appraisal. Ongoing interest in both schemes.

5 year housing land supply

Description: 5 year housing land supply

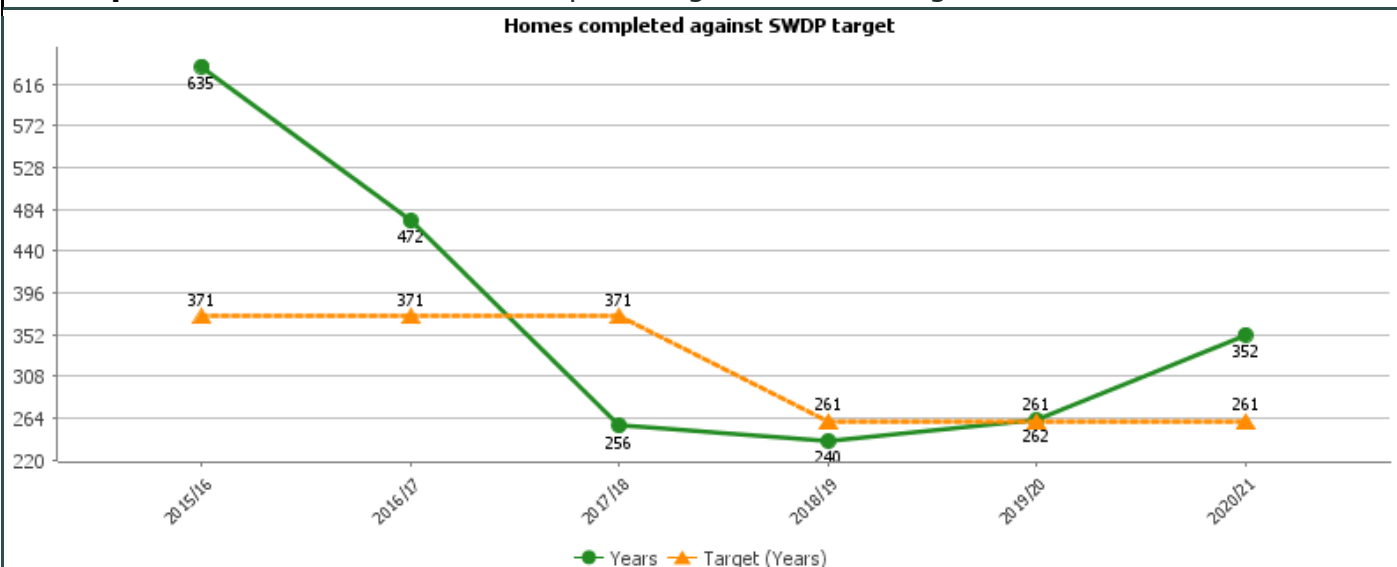


RAG		Current Value	5.76	Sponsor	Simeon Manley
	Aim to Maximise	Current Target	5		

The Five Year Housing Land supply (FYHLS) is now calculated on a South Worcestershire basis (i.e. a combined FYHLS for Worcester City, Malvern Hills and Wychavon). The SWDP (2016) is now more than five years old and so the FYHLS now uses the government's 'Standard Method' to calculate the supply.

Homes completed against SWDP target

Description: Number of homes completed against SWDP target



RAG		Current Value	352	Sponsor	Simeon Manley
	Aim to Maximise	Current Target	261		

01-Jul-2021 Net completions for Worcester City in 2020/21 have surpassed the current SWDP target of 261 dwellings per annum.

The SWDP is now more than five years old. As part of the SWDP Review, the South Worcestershire Councils are proposing to measure housing delivery on a south Worcestershire-wide basis. This would mean individual local authority targets and the five year housing land supply would be calculated for south Worcestershire and not for each individual authority. The Housing Delivery test is already carried out in this format. If implemented, this will change the format the delivery of dwellings will be measured against.

Employment land completions (hectares)

Description: Hectares of employment land (B1/B2/B8) completed



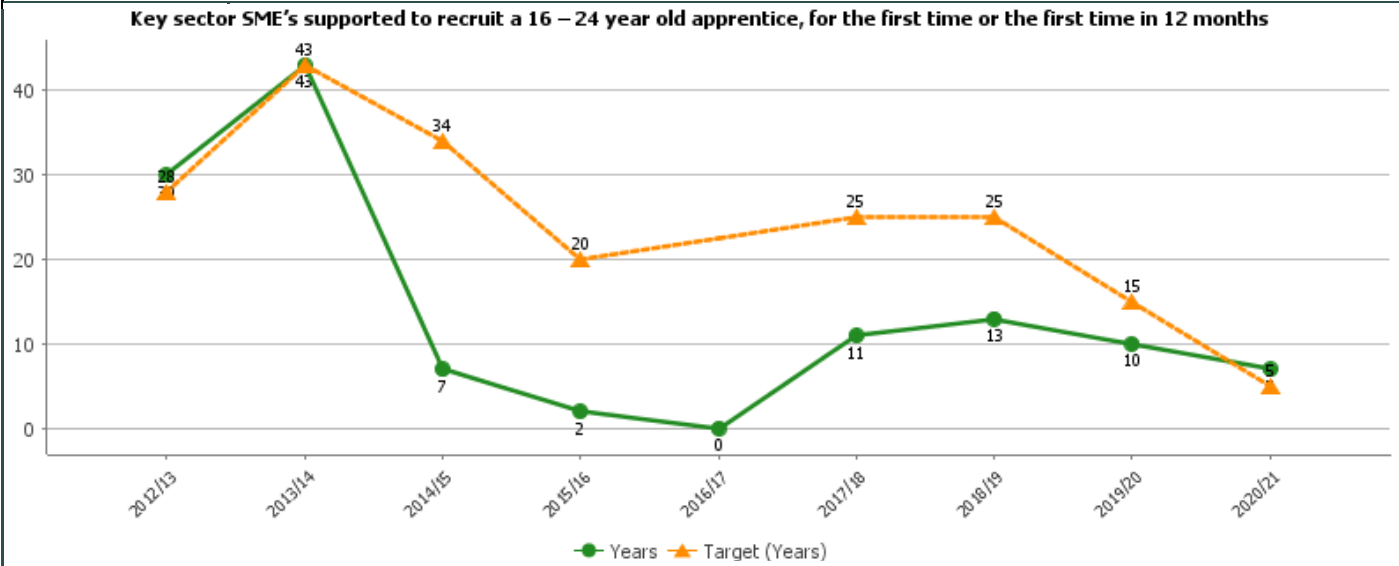
RAG		Current Value	6.47	Sponsor	Simeon Manley
	Aim to Maximise	Current Target	3.34		

Figures in the Employment Land Monitor indicate that 6.47 hectares of employment land was completed in 2020/21.

This unusually high number includes 1 hectare at Central Park, Great Western Avenue, 5 hectares on Land East of Parsonage Way, and 0.47 hectares on Land adjacent to unit M3 and M4, Blackpole East.

Key sector SME's supported to recruit a 16 – 24 year old apprentice, for the first time or the first time in 12 months

Description: Worcester City SME's in receipt of a Worcester City Apprenticeship Grant as a contribution towards cost of recruiting a 16-24 year old apprentice

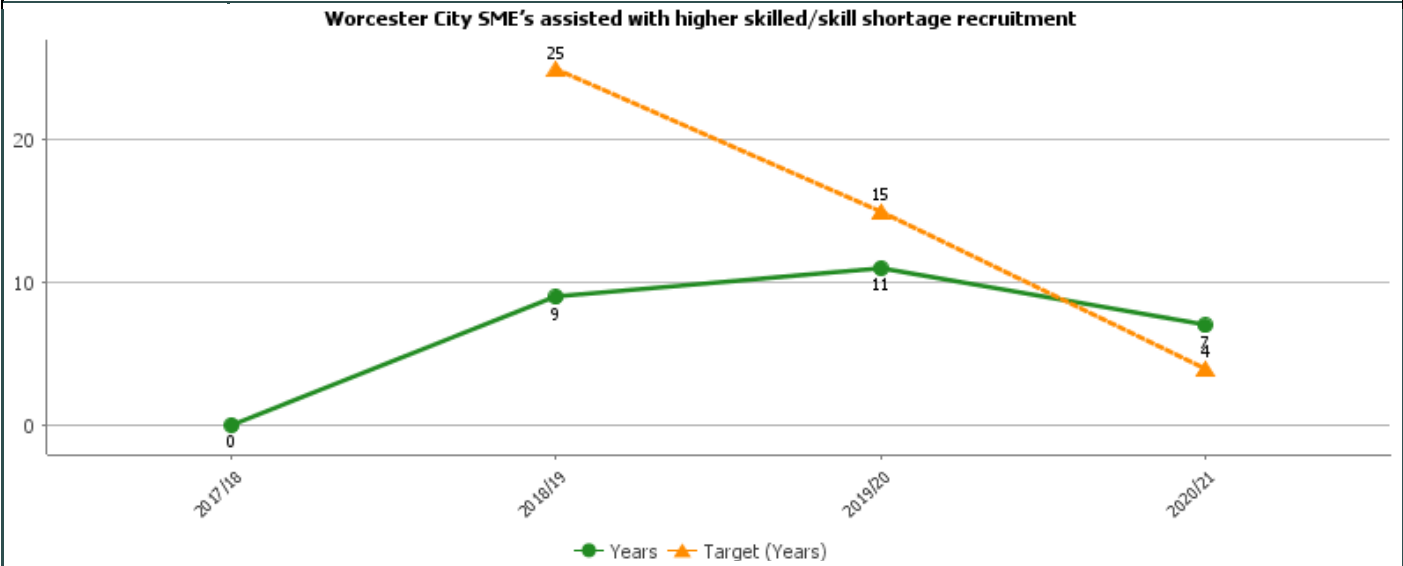


RAG		Current Value	7	Sponsor	David Blake; Nick Kay
	Aim to Maximise	Current Target	5		

Apprenticeship recruitment has been around a third of normal levels this year which was anticipated in setting targets following lockdown in March 2020. Recruitment has performed relatively well in the City and this has been partly due to the promotion of the Plan for Jobs incentives combined with the City Council's Employer Grant of up to £2,000 - giving a total of £5K max to SME's employing an apprentice during the pandemic. The popularity of the Kickstart youth placement scheme giving SME's 6 months wages free subsidy will also have impacted on apprenticeship recruitment levels, but we hope to see Kickstart placements converting into sustainable employment via apprenticeship routes this year. 7 SME's were supported with a City Council Employers grant in 2020/2021 - 3 x Digital Creative; 1 x IT; 1 x Manufacturing; 1 x Automotive; 1 x Professional Services. All apprenticeships were at Level 3 showing employers are increasingly seeing apprenticeships as a route to developing intermediate/higher level skills in their workforce although Kickstart placement candidates would predominantly have taken up Level 2 equivalent roles.

Worcester City SME's assisted with higher skilled/skill shortage recruitment

Description: Worcester City SME's in receipt of a Worcester City Graduate Grant as a contribution towards costs of recruiting and/or training a student/intern/graduate

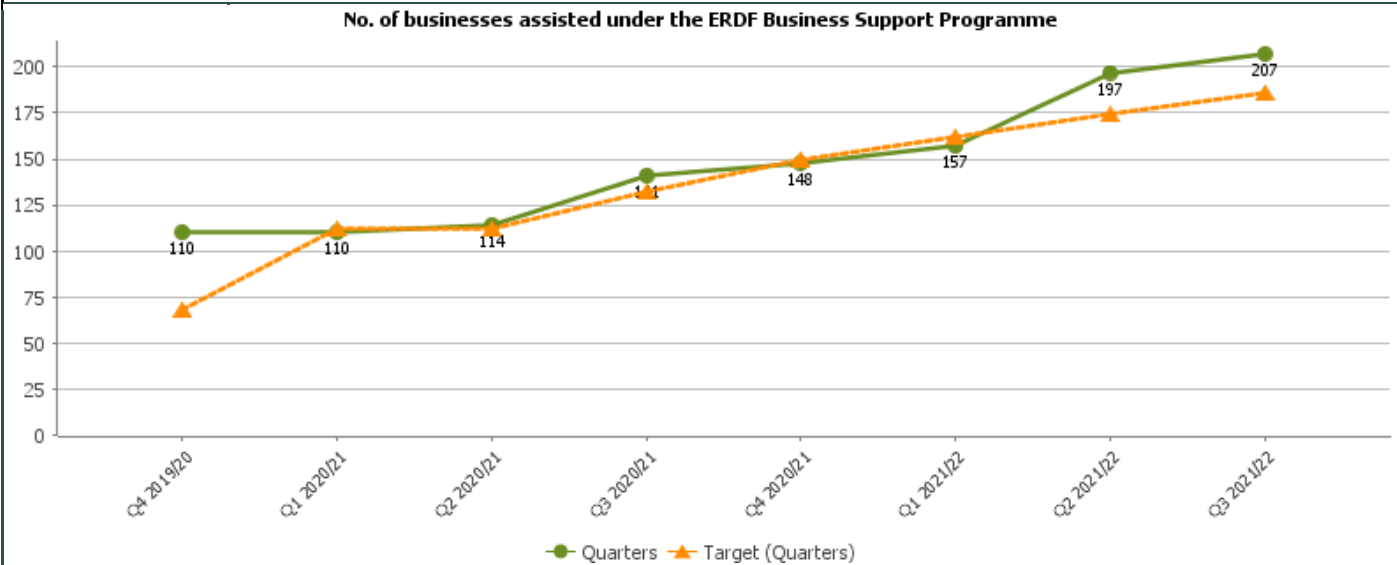


RAG		Current Value	7	Sponsor David Blake; Nick Kay
Aim to Maximise		Current Target	4	

A number of new and more flexible approaches were piloted this year in partnership with the University of Worcester including an 'Student Enterprise Bursary' to match the 'Year in Industry' placement grant. A total of 7 grants were given out including - 3 x 6 month student placements in the travel sector; 1 x 1 year in industry placement in the Manufacturing sector; 1 x 6 month remote work placement in the IT sector; and 2 x Student Enterprise Bursaries supporting a student start up in the online retail sector. A total of 4 SME's were supported - one an entirely remote operation & one a start up. One business was pivoting from international to UK travel in response to the pandemic's travel restrictions. 7 University of Worcester students aged 18 - 24 were supported with employability & enterprise skills development.

No. of businesses assisted under the ERDF Business Support Programme

Description: No. of businesses assisted under the European Regional Development Fund Business Support Programme.

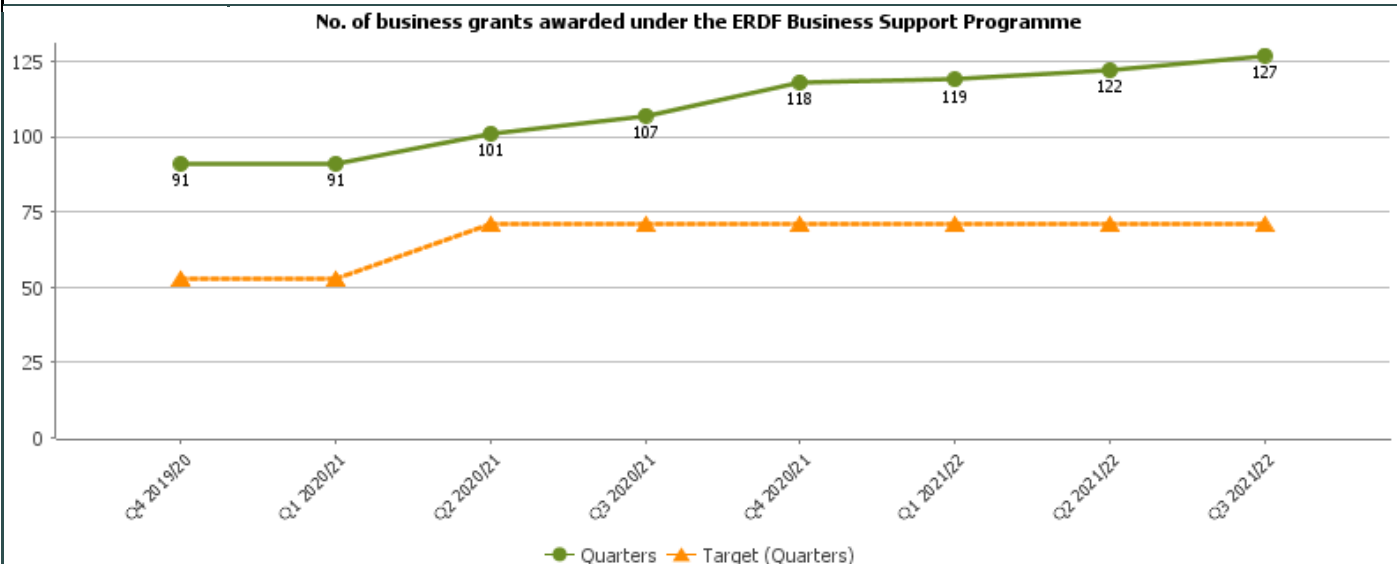


RAG	✔	Current Value	207	Sponsor	David Blake; Nick Kay
	Aim to Maximise	Current Target	186		

Above target. Increase mainly due to the Proof of Concept and Businesses Energy Efficiency programmes.

No. of business grants awarded under the ERDF Business Support Programme

Description: No. of business grants awarded under the European Regional Development Fund Business Support Programme

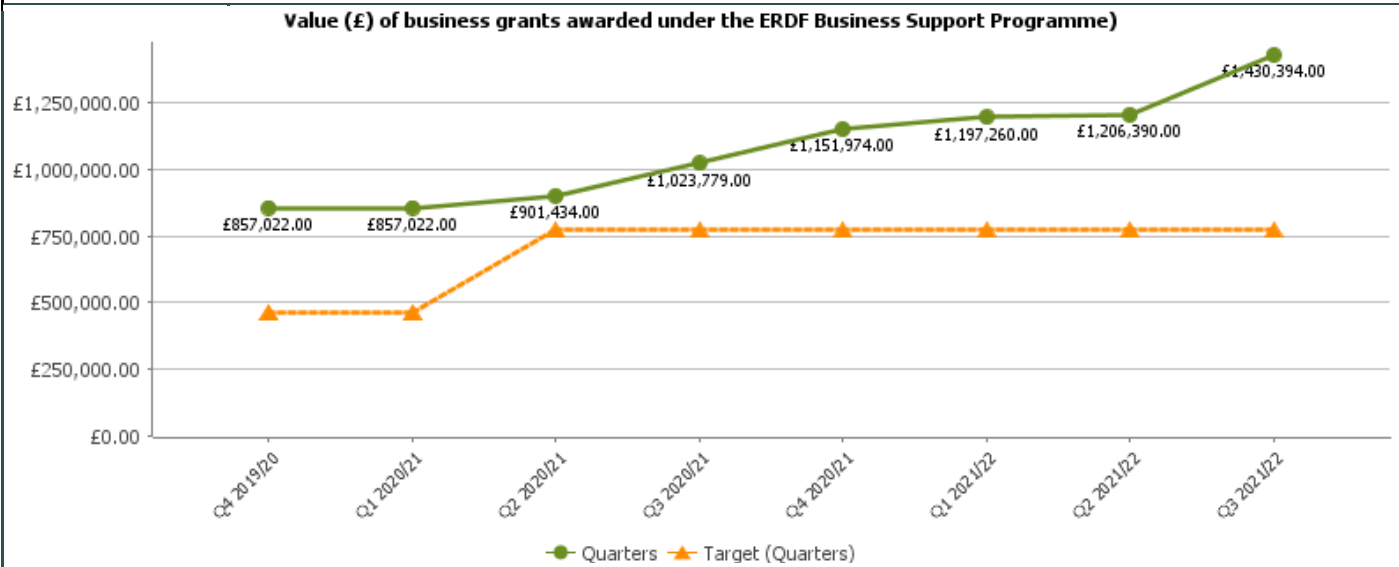


RAG	✔	Current Value	127	Sponsor	David Blake
	Aim to Maximise	Current Target	71		

Small increase in previous quarter. Enterprising Worcestershire will reopen for new applications in January.

Value (£) of business grants awarded under the ERDF Business Support Programme)

Description: Value (£) of business grants awarded under the European Regional Development Fund Business Support Programme

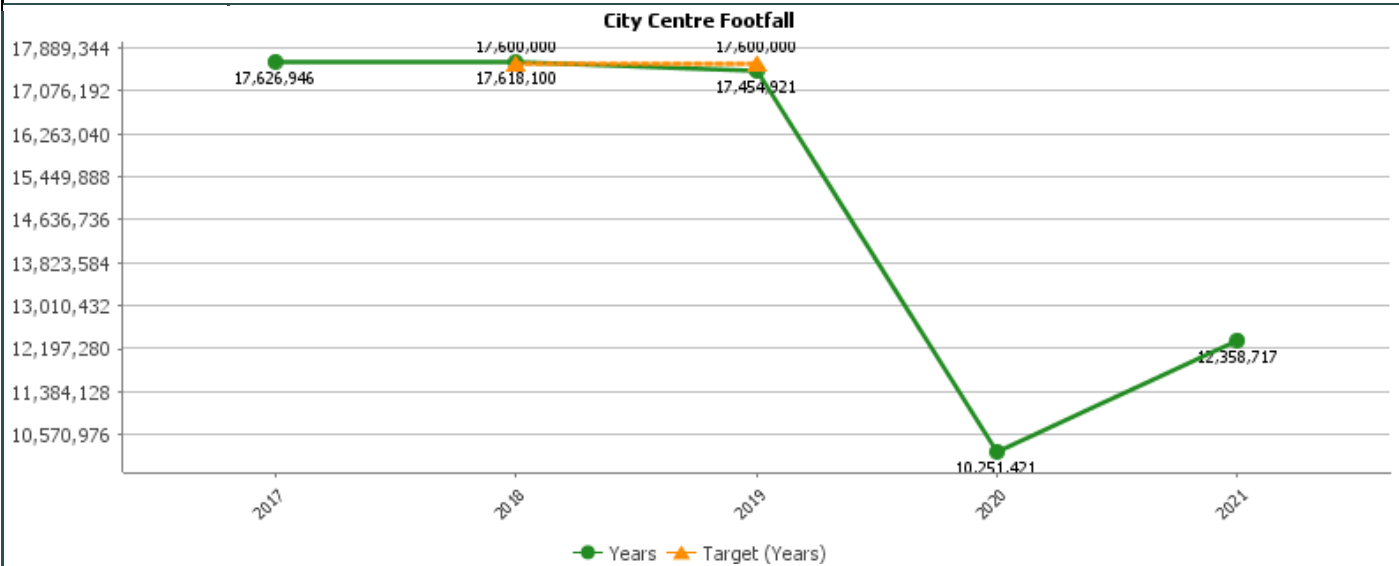


RAG	Current Value £1,430,394.00	Sponsor David Blake
Aim to Maximise	Current Target £771,506.00	

Above target. Increase mainly due to award of proof of concept grants which are of a high value.

City Centre Footfall

Description: To monitor the footfall within the City Centre to enable action to be taken should the footfall drop significantly below the target level



RAG	Current Value 12,358,717	Sponsor David Blake
Aim to Maximise	Current Target	

Overall, footfall in 2021 was c.20% higher than in 2020 but 30% lower than in 2019. This appears to be in line with other places, but this report will be updated once national data has

been released.

The first quarter of 2021 was subject to strict lockdowns nationally (non-essential shops reopened on 12 April) and January 2021 saw only 24% of the footfall achieved in January 2020. Numbers increased by April 2021 with 5 times as many people in the city as April 2020, but this was still only 70% of the 2019 figures.

Footfall exceeded the levels of 2019 in both July and August 2021 (109% and 100.2% respectively) but between September and December, this settled to between 74% and 78% of the same months in 2019.

Visitors to City Museums

Description: A combined PI of all visitors to the city museum sites The Commandery and the City Art Gallery & Museum. This includes both paid and free admissions.



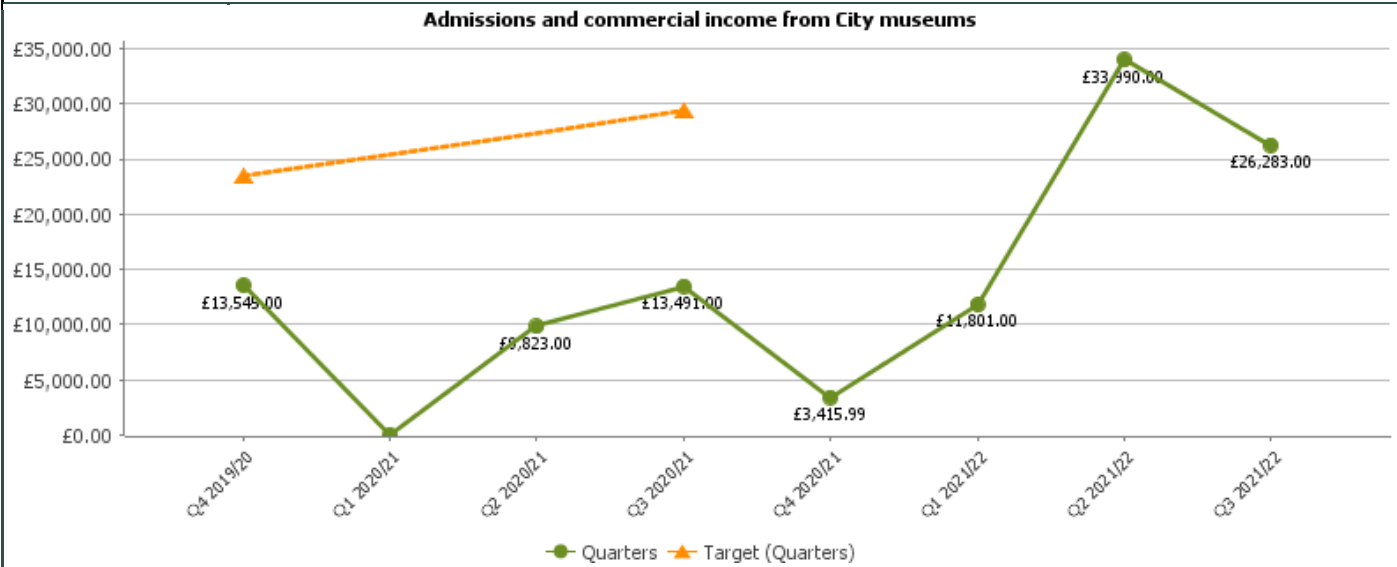
RAG		Current Value	11,840	Sponsor	Philippa Tinsley
	Aim to Maximise	Current Target	14,282		

Visitor numbers to the Art Gallery & Museum fell in November and December, reflecting visitor uncertainty against a background of rising Covid infections. The Museums Management Team will be reviewing seasonality and the changes in attitude from Covid over the next year and considering if changes to the exhibition and events programme would be sensible going forward.

Although destination 'regular' visitors to The Commandery fell in November and December (in common with the Art Gallery & Museum), this was more than compensated by the significant increase in visitors enjoying the history and atmosphere of the building over Halloween. Event hire and family activities have also supported the positive visitor numbers this quarter.

Admissions and commercial income from City museums

Description: Income earned at The Commandery and the City Art Gallery & Museum from all activities including paid admissions, retail, activities and rental.



RAG		Current Value £26,283.00	Sponsor Philippa Tinsley
Aim to Maximise		Current Target	

Income not as good a performance for Q3 as pre-pandemic years owing to drop in visitors because of Covid resurgence. However we are still on track following good performance over the summer.