

2009/10 NATIONAL INDICATOR DELIVERY PLAN CONTRIBUTING TO THE LOCAL AREA AGREEMENT

Section 1: Performance Indicator Details

(i) Indicator number:	LAA 32 (NI 171)		
(ii) Indicator description:	New Business Registration Rate		
(iii) This Delivery Plan directly supports the following:			
LAA Priority:	Local Economy		
SCS Theme:			
APB Action Plan: (if applicable)	N/A		
(iv) NIS Indicator:	Baseline:	109.80%	Target 2009/10: 110.60%
			Target 2010/11: 111.00%
(v) APB Action Plans: (if applicable)	Baseline	Target 2009/10	Target 2010/11
Chester			
Ellesmere Port			
Northwich & Rural North			
Winsford & Rural East			
Rural West			

Section 2: Responsible Officers and Organisations

(i) Lead Partner Officer & Organisation:	Charlie Seward/Cliff Mallows, Cheshire West and Chester Council
(ii) Designated Performance Manager:	Gill Rogerson, Performance Manager, Cheshire West and Chester Council
(iii) Data Systems Officer:	Gill Williams, Cheshire West and Chester Council
(iv) Other Key Partners:	Cheshire Fire and Rescue Service and the North West Development Agency

Section 3: Key Delivery Plan Risks

Description of risk:	Mitigating actions:	Net score	Risk owner (name, organisation)
Data continuity	Results for 2008 to be published November/December 2009	Low	Iain Paton/David Erskine, Cheshire West and Chester
Downturn in the economy	New initiatives being announced by Central Government, NWDA, Business Link and the local authority	High	Business, Innovation and Skills, NWDA (regional approach/response), Business Link, CWAC
Restructures within the local authority and NWDA	Develop a service/team plan focusing on delivery of this indicator.	Low	Iain Paton/David Erskine, Cheshire West and Chester

	The emerging economic assessments will be a new duty for local authorities.		
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Section 4: Equality Impact Assessment

Should a full Equality Impact Assessment (EIA) be carried out? (Mark with an X in the appropriate box)	Yes:	X	No:	
If 'No' please state why:				

Section 5: In-year Targets



	Indicate figure to be achieved per quarter		
IN-YEAR TARGET DESCRIPTION	Q2	Q3	Q4
LAA Level (Add more rows below if needed)			
New businesses created and registered for VAT	Data published annually		
Existing businesses expanded and registered for VAT	110.4	110.5	110.6
Safeguard existing businesses	1	1	1
Safeguard existing businesses against fire risk and its effect in protection	87	87	87
Marketing and promotional campaigns and events increased	2	2	2
APB Level (Add more rows below if needed)			

Section 6: Measurable Milestones and Actions

	Please mark X in relevant quarter in which this will be achieved		
MEASURABLE MILESTONE/ACTION	Q2	Q3	Q4
LAA Level (Add more rows below if needed)			
New business start-up contract in place and focusing on supporting this indicator. Share data provided by Contractor (awaiting decision) in an appropriate format.	X Contract in place	X Implement	X On-going
Develop on-going relationship with the provider of the High Growth business contract (Winning Pitch). Also share data collected from	X	X	X

Winning Pitch on businesses supported, coached, workshops held and events.			
On-going aftercare support to key businesses in CWAC through the Key Account Manager and Business Engagement Team	X	X	X
Fire Health Check Audits conducted across businesses in the CWAC area.	X	X	X
Continue to improve the marketing and promotion of business support. This can be through campaigns and events throughout the year organised by business support partners. Establish a communications plan.	X	X	X
APB Level (Add more rows below if needed)			

Section 7: Sign Off

I certify that I have examined this delivery plan and that to the best of my knowledge and belief:	
<ul style="list-style-type: none"> • The procedures for monitoring and managing performance against targets are robust, supported by adequate systems of internal control and are reliable to support information submitted • The data has been produced in accordance with the current definition and guidance 	
Lead Partner Officer:	Print name here: Charlie Seward Sign and date:  30th June 2009
Thematic Board Chair:	Print name here: Sara Mogel Sign and date:  30th June 2009

Please return this form to the person named below. If you require any assistance with the completion of this form please contact Gill Rogerson on telephone 01244 977283 or email Gill.Rogerson@cheshirewestandchester.gov.uk

The deadline for returning the form is 30 June 2009