

BROMSGROVE DISTRICT COUNCIL**CORPORATE PERFORMANCE REPORT: 'HELP ME RUN A SUCCESSFUL BUSINESS' – 30th MAY 2018****1. INTRODUCTION**

- 1.1 This bi-monthly report highlights the key areas for the strategic purpose 'help me run a successful business'.
- 1.2 This report also contains key organisational measures and performance towards the outcomes identified in the Council Plan. It will complement the use of the Corporate Measures Dashboard, the tool used for understanding and reporting our measures.

2. CONTEXT

- 2.1 The high level statistics show that Bromsgrove is home to a highly successful labour force where employment levels are amongst the highest in the West Midlands region. Skills levels are also higher than the regional and national averages and in 2015 average gross weekly earnings for residents were the highest of the 30 local authorities in the West Midlands. The local economy has also registered the 4th highest growth in productivity of the 66 city region local authorities over the period 1997-2014 (ONS 2016b). More recently, Bromsgrove has been identified as having the 9th most Business Start-ups in the country, with a total of 4,703 start-ups occurring in 2017. This is above much larger areas such as Bristol, and only slightly behind Liverpool who experienced 4,707 business start-ups in 2017.
- 2.2 The high level data does, however, disguise some emerging underlying weaknesses in the local economy which illustrate the need to avoid complacency, for example it is evident that when looking at wages of those who work within Bromsgrove that there is a distinction to be made between the performance of the local labour force and the local economy, which is explored below.
- 2.3 The Council has recently taken action to address the issues that exist within the economy, with a new set of Economic Priorities adopted in March 2017, which focus on ensuring that the district can capitalise upon its economic assets such as its highly skilled workforce, excellent location and connectivity, thriving small business community and its high quality of life and attract in new investment whilst developing existing businesses that have the potential to grow.

3. STRATEGIC MEASURES

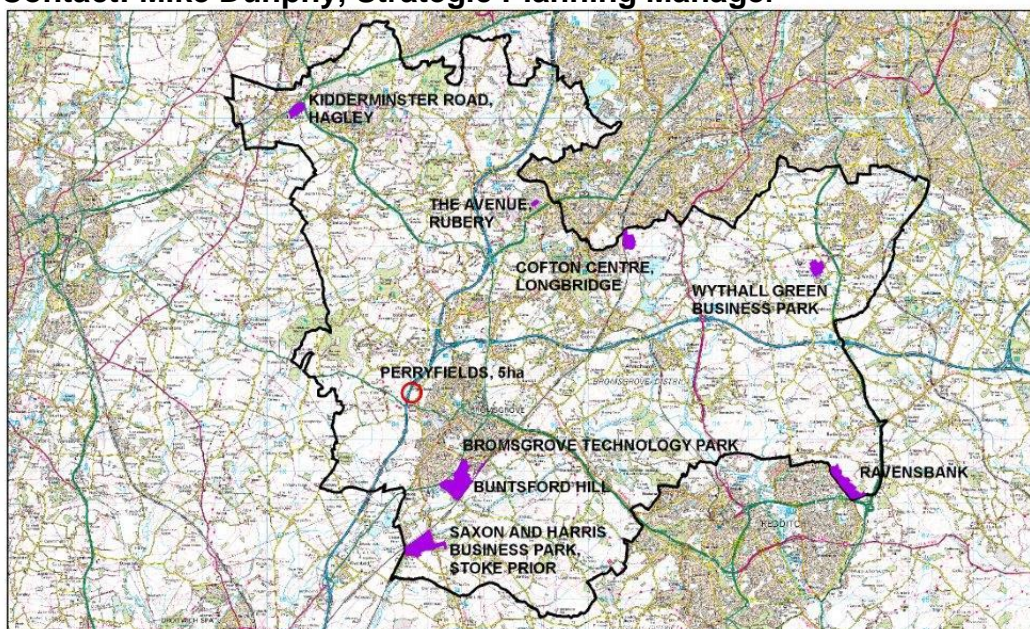
- 3.1 The following strategic measures are currently used to understand the purpose 'help me run a successful business':
- Progression of strategic sites (commercial)
 - Average weekly earnings for full time employees by residence
 - Average weekly earnings for full time employees by workplace

- 3.2 Due to the refresh of the economic priorities, officers are currently developing an updated set of economic measures which will enable members to take a wider view of what is happening with the local economy and to understand how the policies that the Council are taking forward are impacting upon the measures. Likely measures will include:
- numbers of enquiries received by the Council and the NWEDR team from prospective inward investors
 - numbers of existing businesses supported to grow and develop
 - numbers of new business start-ups
 - skills attainment rates and
 - town centre measures such as progression of key development sites

The revised set of measures should be available for the next reporting period.

3.3 Strategic Measures Charts

Progression of strategic sites (commercial) **Contact: Mike Dunphy, Strategic Planning Manager**



Progression of Strategic Employment Sites

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3.3.1 This measure is displayed in map format and has an annual update.

3.3.2 In June 2017 the commentary for each of the sites shows:

Kidderminster Road, Hagley – Outline planning approval 12/0593 granted for 700sqm of B1 office floor space approved 26/04/13. No reserved matters application has been progressed for this element of the wider scheme, although the residential has been built out.

The Avenue, Rubery – No progress. The site is in the SCLAA as a potential housing site in the longer term.

Cofton Centre, Longbridge – Development at Longbridge is for the employment needs of Birmingham. There is a total of 5.3ha of employment land capacity at the Cofton Centre.

Wythall Green Business Park – The Council and NWEDR are working with Phoenix Life and their agents to more actively promote the site for new employment uses.

Perryfields, Bromsgrove – Outline application 16/0335 currently pending consideration for mixed use development at Perryfields including up to 5ha of B1 employment.

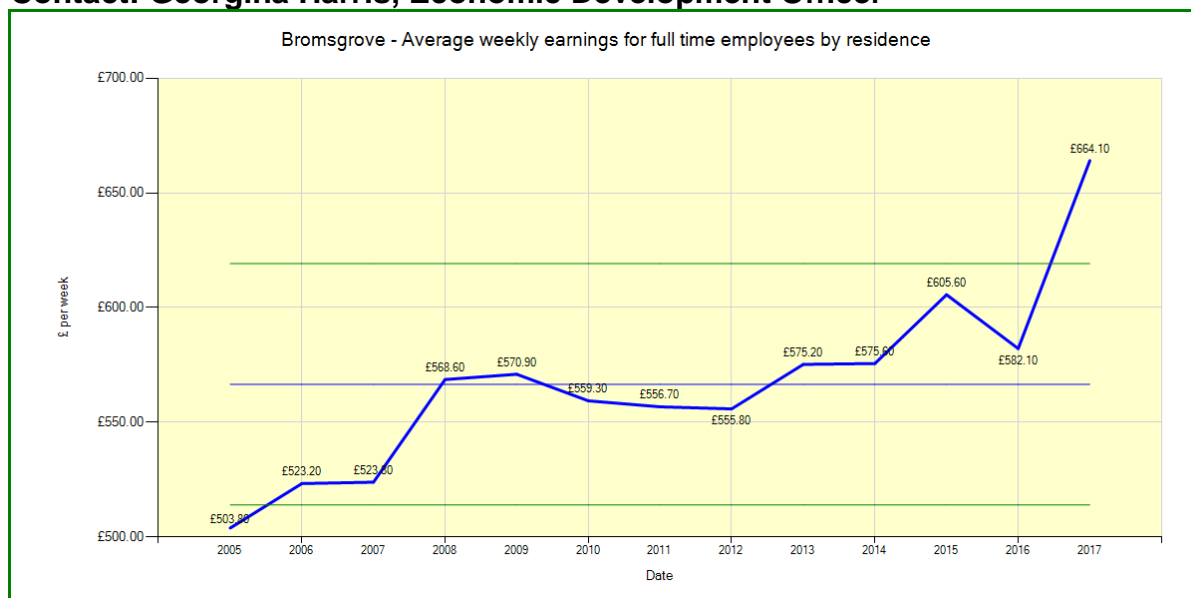
Bromsgrove Technology Park – 300 sqm of B1 office floorspace completed at Plot 20, Basepoint Business Park (15/0211). 12,600sqm of B1, B2, B8 approved on 08/12/15 at 23 Aston Road, Sherwood Road Employment Area (15/0878).

Buntsford Hill – 4,400sqm of B2 floor space completed at land adjacent to Sugar Brook Mill, Buntsford Business Park (07/0704).

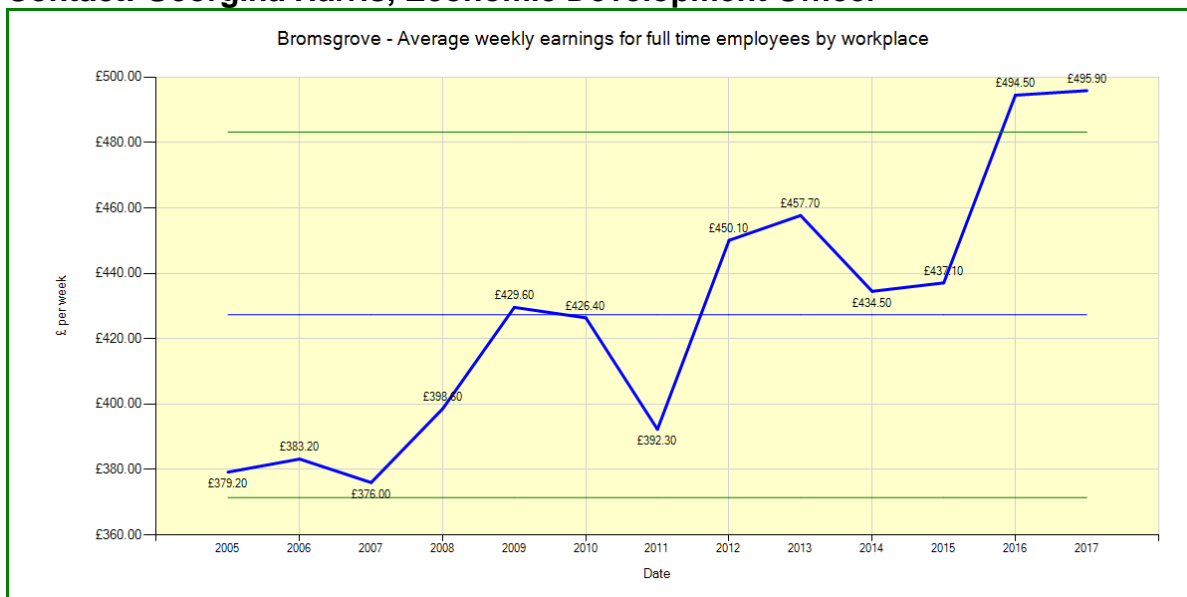
Saxon and Harris Business Parks, Stoke Prior – 429.6sqm of B1c light industrial and B8 storage and distribution floor space approved on 17/03/15 at Plot 2b, Snape Way, Saxon Business Park (15/0107).

Ravensbank – Development at Ravensbank is for the employment needs of Redditch. There is a total of 11.48ha of employment land capacity through a combination of local plan allocations and valid planning permissions, namely 15/0829 at Plot 10, Acanthus Road.

Average weekly earnings for full time employees by residence **Contact: Georgina Harris, Economic Development Officer**



Average weekly earnings for full time employees by workplace Contact: Georgina Harris, Economic Development Officer



- 3.3.3 The data used for these measures is provided by NOMIS (National Manpower Information System (Office for National Statistics)); from the annual survey of hours and earnings – resident analysis. It shows the median weekly pay (gross) for full time workers who live or work in Bromsgrove.
- 3.3.4 It is to be expected that the Average Weekly Earnings by Residence will be higher than the Average Weekly Earnings by Workplace as residents will always be willing to travel outside of an area to access higher paid jobs.
- 3.3.5 The Average Weekly Earnings by Residence figures is significantly higher than for Worcestershire (£538.70), the West Midlands (£517.40) and Great Britain (£552.70) indicating that residents are successfully accessing higher paid jobs outside the area. This is reflected in the proportion of residents in employment in SOC 1-3 roles which includes managers, professionals and senior officials (53%).
- 3.3.6 However, the relative good performance does mask some inequality. Male residents earn significantly more than female residents (£678.20 to £592.30), a difference of 14.5%. The difference in terms of Earnings by Workplace is even greater – 16.5% or £536.30 to £460.40.
- 3.3.7 The Council's revised economic priorities places a key focus on addressing the imbalances in the local labour market and over time reducing the gap between average local resident wages and local worker wages. The Council's strategy is focused on working to ensure that the district is attractive for high value inward investors and to ensure that there is sufficient land for existing businesses to move to within the district. The Council has commissioned an Economic Futures Study which will identify opportunities for the Council to attract and develop high value sectors and to retain high skilled workers within the district. The Study should be completed by the end of May.

4. ENGAGEMENT/RESEARCH

4.1 A survey of the Bromsgrove Community Panel was undertaken in October 2017. The survey was sent to 634 panel members either electronically or through a postal survey. The response rate for the survey was 45.8%. This survey included questions relating to 'help me run a successful business'. Further analysis of the survey data is due to be undertaken and will be issued to relevant officers and Members in due course.

4.1.1 I am confident when I buy goods or services in my area that businesses will treat me fairly:

I agree strongly	11.9%
I agree	57.1%
I neither agree nor disagree	24.2%
I disagree	4.4%
I disagree strongly	1.2%
Not relevant to me	1.2%

4.1.2 I am confident when I buy products in my area that they will be safe:

I agree strongly	10.6%
I agree	60.8%
I neither agree nor disagree	25.5%
I disagree	0.8%
I disagree strongly	0.8%
Not relevant to me	1.6%

4.1.3 To what extent do you get involved in the following?

- Shop locally and support local businesses	
I already do this but can't do more	54.9%
I already do this and could do more	32.8%
I would like to do this but I can't now	3.7%
I would like to do this but don't know how	0.8%
Not applicable	7.8%

4.1.4 To what extent do you agree or disagree that the following should be given priority by Bromsgrove District Council?

Top 3 areas for priority:	
Waste and recycling	89.8%
Education and skills	88.7%
Local economic development and employment	86.9%

5. KEY CORPORATE MEASURES SUITE

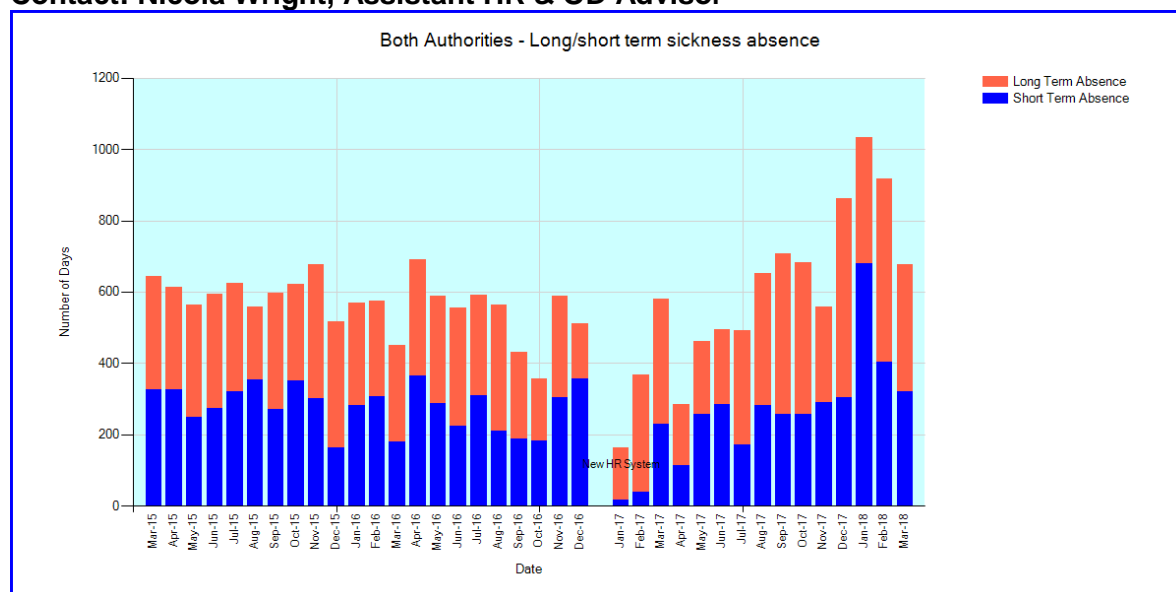
- 5.1 The following key measures are currently used by the organisation to better understand the corporate picture.

Sickness Data

- 5.1.1 In order to support the organisation to capture as comprehensive a set of sickness data as possible, a new online self-serve module has been implemented as part of the HR21 system. The module allows managers to input sickness data directly into the system rather than completing paper records. This reduces checking of data by the Payroll Service and enables associated records, e.g. doctors notes, to be stored in one place.
- 5.1.2 The recording, monitoring and reporting of sickness will continue to be developed and improved upon. As part of the HR & OD Strategy, work is being undertaken to review the Sickness Absence Policy and Procedures. This work is being carried out in conjunction with managers and Heads of Service and Trade Unions. The 2016/17 figure was 8.01 days per FTE (full time equivalent); the figure for 2017/18 is 10.15 per FTE. In comparison the 2017/18 national figures, according to 'Xpert HR' are 9.1 days per FTE in the public sector and 5.1 days per FTE in the private sector. We recognise that the local figures have risen and we are continuing to monitor the situation.
- 5.1.3 As can be seen from the tables below, the new system was implemented during December 2016 and January 2017. Since the introduction of the new system, sickness data has increased overall as can be seen by the year end figure. This might be partly due to better recording and monitoring directly by managers; however it is also noted that the flu season this year has had a particular impact of sickness levels. This data will continue to be closely monitored.

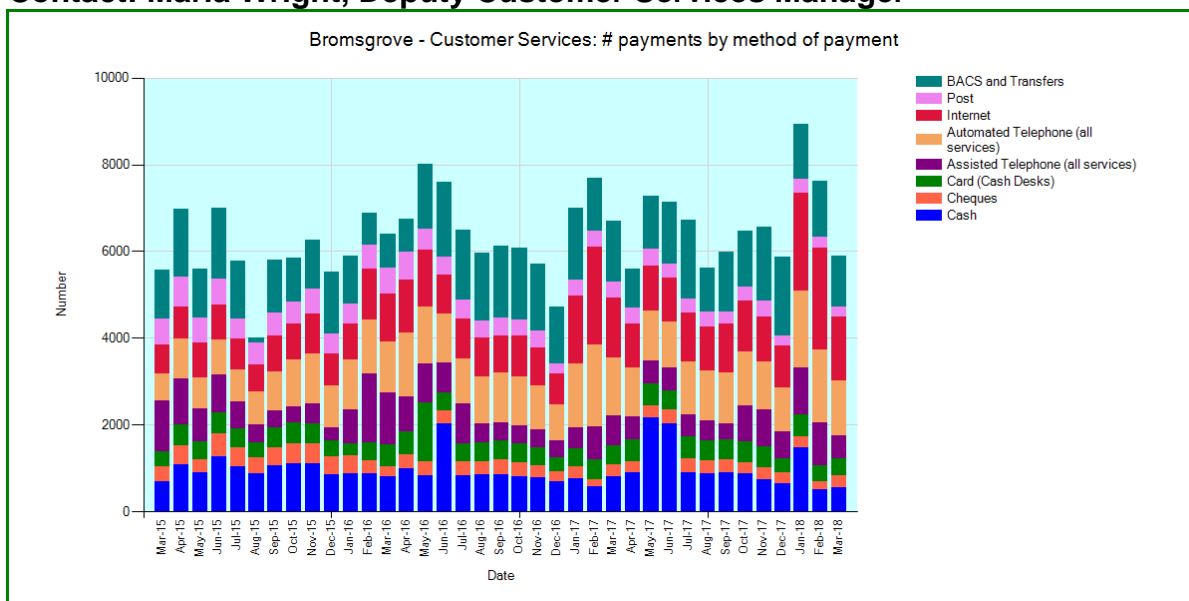
Long/Short Term Sickness Absence

Contact: Nicola Wright, Assistant HR & OD Advisor



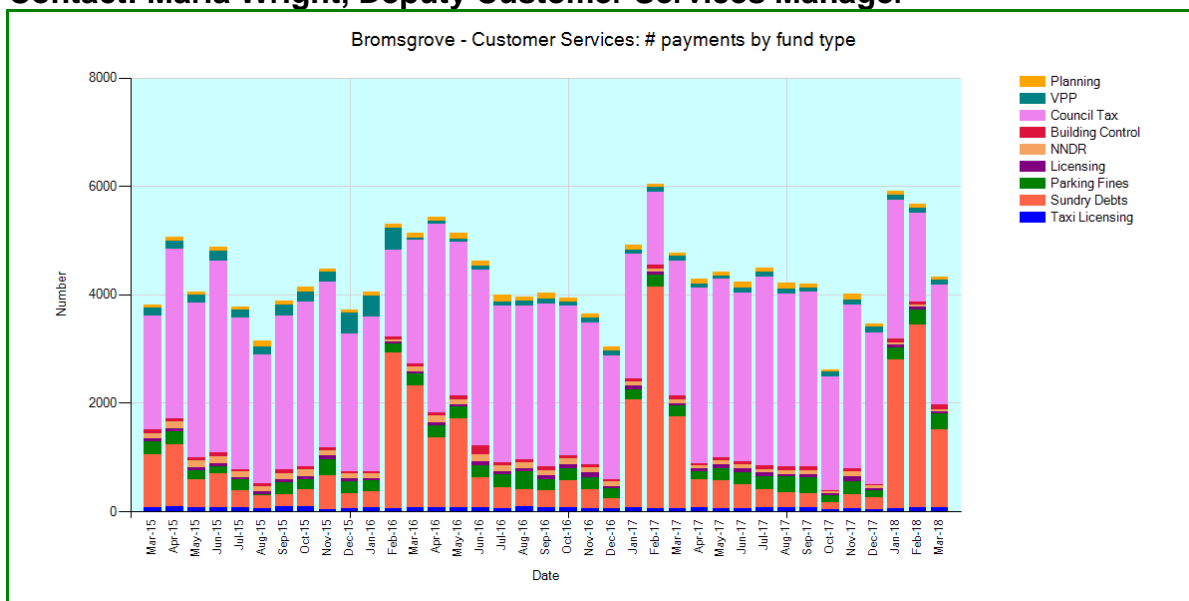
Payments and Collection Data

Customer Services: # payments by method of payment
Contact: Maria Wright, Deputy Customer Services Manager



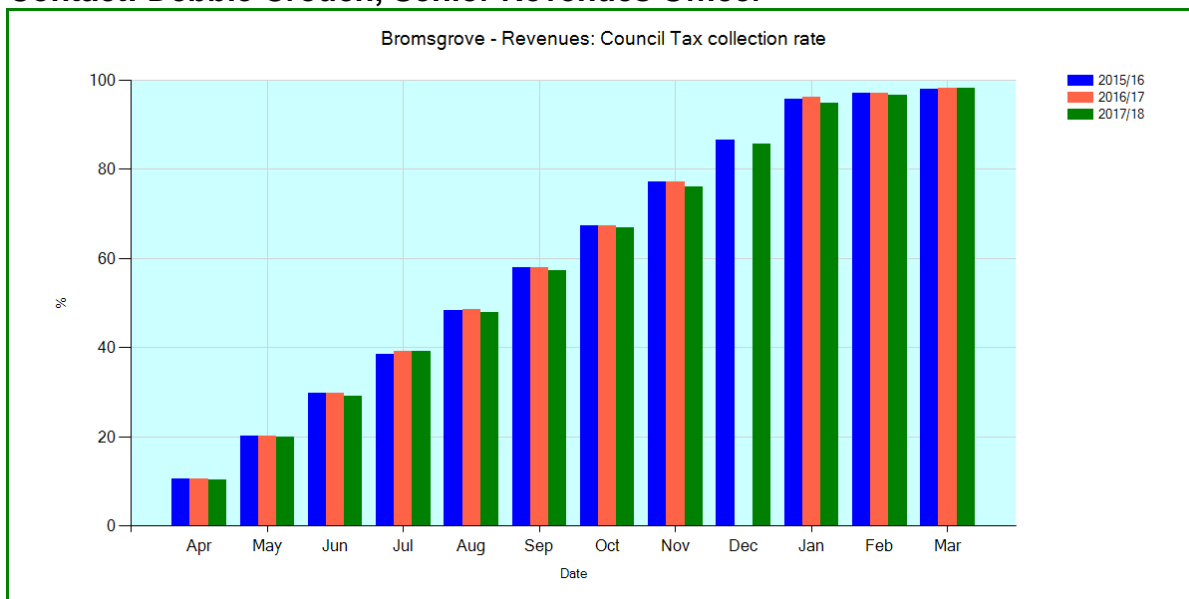
5.1.4 The significant spike in payments during January and February relate to garden waste invoices.

Customer Services: # payments by fund type
Contact: Maria Wright, Deputy Customer Services Manager



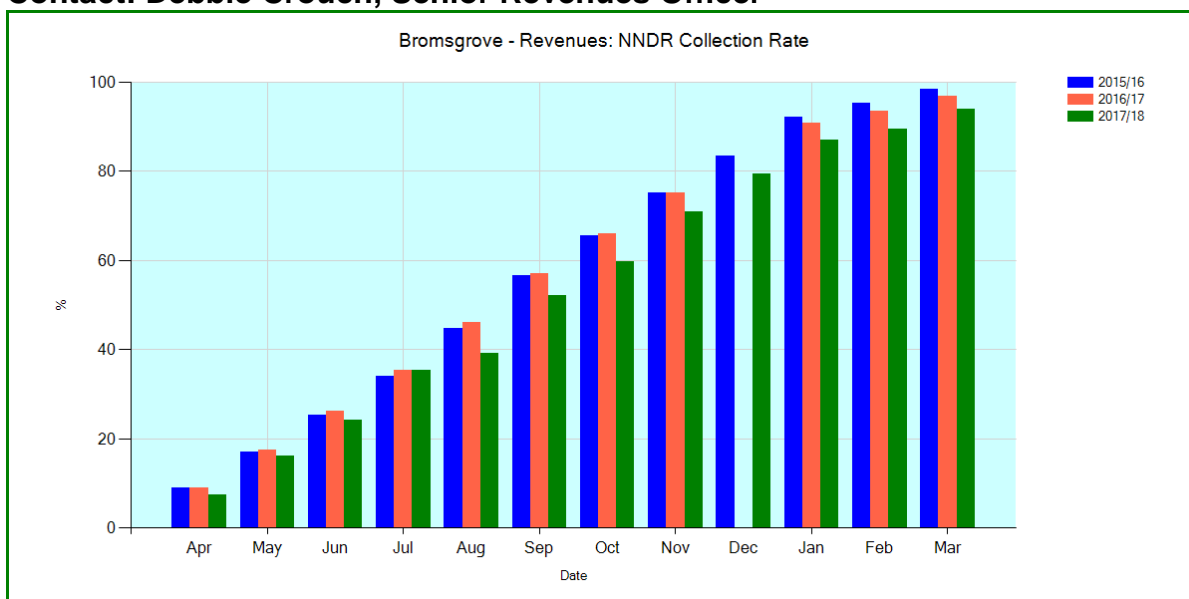
5.1.5 This chart shows the impact that garden waste has on the sundry debt payments. We see a reducing number of Council Tax payments during the last quarter which helps to balance out the work load.

Revenues: Council tax collection rate
Contact: Debbie Crouch, Senior Revenues Officer



5.1.6 Work since December to increase the collection rate has resulted in the Council tax collection in 2017/18 slightly exceeding that in the previous 2 years.

Revenues: NNDR collection rate
Contact: Debbie Crouch, Senior Revenues Officer



5.1.7 Recovery action was affected by the IT system conversion earlier in the year, but efforts to pull the position back have been largely successful. However, the addition of a number of large liabilities to the rating list, at the very end of the financial year, has impacted on the outturn.