

Service Plan 2020-2023

Head of Service:	Zac Ellwood
Strategic Director:	Graeme Clark
Portfolio Holders:	Cllr Andy MacLeod, Cllr Nick Palmer, Cllr John Neale

Service: **Planning and Economic Development**

Service Profile

The Planning Service includes three Sections:

- **Development Management** provides general planning and pre application advice to customers; The Team also validates and processes planning and analogous applications and makes recommendations on these to the Council, for them to be decided by Members at Committee meetings or by the Head of Planning under Delegated Powers. Subsequent appeals against refusals are defended on behalf of the Council. The performance of the Section is monitored by Government indicators for speed and quality (major appeal success).The consequence of underperformance is designation under special measures.

The Planning Enforcement Team investigates alleged breaches of planning control and takes formal action to remedy breaches when necessary.

- **Planning Policy** covers the preparation of Local Plans, and the monitoring of policies. It monitors the receipt and spending of S106 agreements and will support the implementation of CIL, once implemented. The Projects Team provides specialist advice on design, heritage and trees/landscaping.

- **Economic Development** - charged with delivering the recently adopted strategy making Waverley a business friendly borough.

Service Team: Economic Development

Team Leader: Gill Dally, Catherine Knight, Debbie Smith

Business As Usual - Annual

Outcome 20.	Sustainable business and employment growth is encouraged in our urban and rural areas.					
Corporate Priority: A thriving local economy, supporting local businesses and employment						
Ref. No.	Actions / Outputs	Reference any additional resources needed	Start Date	End Date	Lead Officer	Impact of not completing the action
SP20/21P20.1	Support Waverley's businesses through council procurement processes to create opportunities to bid for council contracts.	None	01/04/20	31/03/21	Economic Development Project Officer (GD/CK)	Reduces opportunities for Waverley business to bid for contracts

Outcome 21. Existing and new businesses in Waverley are supported

Corporate Priority: A thriving local economy, supporting local businesses and employment

Ref. No.	Actions / Outputs	Reference any additional resources needed	Start Date	End Date	Lead Officer	Impact of not completing the action
SP20/21P21.1	Support and promote rural businesses working closely with key partners such as parish councils, the National Trust, Surrey Hills Area of Outstanding Natural Beauty and the National Farmers' Union.	Officer time	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)	Risk of not delivering the actions and outcomes of the new Economic Development Strategy
SP20/21P21.2	Respond and support local businesses to changes in national and local priorities such as Brexit.	Officer time	01/04/20	31/03/21	Economic Development Project Officer (GD)/ Economic Development Partnerships Officer (CK)	Risk of businesses feeling isolated and unsupported

Outcome 22. Suitable communication channels to reach businesses, investors and homeworkers are developed

Corporate Priority: A thriving local economy, supporting local businesses and employment

Ref. No.	Actions / Outputs	Reference any additional resources needed	Start Date	End Date	Lead Officer	Impact of not completing the action
SP20/21P22.1	Development of external website hub and regular e-newsletter to increase awareness of Council's support of business partners, investment opportunities and promotion of council properties.	Budget £10k / Communications / external provider	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)/Estates	Risk of not delivering the actions and outcomes of the new Economic Development Strategy

Outcome 23. High quality business and employment support is provided with key partners (EM3, Growth Hub and Business South)

Corporate Priority: A thriving local economy, supporting local businesses and employment

Ref. No.	Actions / Outputs	Reference any additional resources needed	Start Date	End Date	Lead Officer	Impact of not completing the action
SP20/21P23.1	Maximise the value of support to new and existing businesses through management of our business support contracts. Retendering of Enterprise First and Business South contracts in 2020	ED Budget	01/04/20	31/03/21	Economic Development Project Officer (GD) /Economic Development Partnerships Officer (CK)	Risk of organisations not delivering the outcomes of their SLAs

SP20/21P23.2	Work with the Surrey Futures working group to create a "Place ambition for Surrey"	Officer time	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)	Potential gap in partnership working if not involved
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Outcome 24.	Support healthy town centres by working closely with the local chambers and town clerks					
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Corporate Priority: A thriving local economy, supporting local businesses and employment						
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Ref. No.	Actions / Outputs	Reference any additional resources needed	Start Date	End Date	Lead Officer	Impact of not completing the action
SP20/21P24.1	Support the development of four Business Improvement Districts (BID) for the four town centres. Establish baseline agreements and possibly support with private investment fund software for the Business Rates levy.	£15k for software	01/04/20	31/03/21	Economic Development Partnerships Officer (CK) with Legal, Environment and Electoral Services.	Risk of not delivering the actions and outcomes of the new ED Strategy. Poor PR for WBC
SP20/21P24.2	Sponsor and support the cross Waverley chambers events	£10k officer time per year	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)	Risk of not delivering the actions and outcomes of the new ED Strategy

Outcome 25.	The actions of the Economic Development Strategy Action Plan (2018 - 2023) are delivered and monitored					
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Corporate Priority: A thriving local economy, supporting local businesses and employment						
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Ref. No.	Actions / Outputs	Reference any additional resources needed	Start Date	End Date	Lead Officer	Impact of not completing the action
SP20/21P25.1	Present performance indicators of action plan to Overview and Scrutiny annually.	Democratic Services	01/14/2020	30/03/23	Economic Development Partnerships Officer (CK)	Failure to update councillors on progress

Outcome 26.	Business skills and employment opportunities are created across the borough					
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Corporate Priority: A thriving local economy, supporting local businesses and employment						
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Ref. No.	Actions / Outputs	Reference any additional resources needed	Start Date	End Date	Lead Officer	Impact of not completing the action
SP20/21P26.1	Create business skills and employment opportunities with Waverley Training Services	Officer time	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)/ Centre Manager WTS (AOS)/RP	Risk of not delivering the actions and outcomes of the new ED Strategy
SP20/21P26.2	Work with the local job and opportunities clubs to help address unemployment in deprived wards	ED Budget	01/04/20	31/03/21	Economic Development Project Officer (GD)	Job clubs closing / no specialised service in these communities
SP20/21P26.3	Support UCA graduates staying and working in the borough	Officer time	01/04/20	31/03/21	Economic Development Partnerships Officer (CK/GD), + Estates	Loss of potential skills to local economy
SP20/21P26.4	Support education establishments to maximise opportunities to work with local communities	Officer time	01/04/20	31/03/21	Economic Development Partnerships Officer (CK/GD)	As above

Outcome 27. Visitor economy initiatives are supported						
Corporate Priority: A thriving local economy, supporting local businesses and employment						
Ref. No.	Actions / Outputs	Reference any additional resources needed	Start Date	End Date	Lead Officer	Impact of not completing the action
SP20/21P27.1	Evaluate the value of the local visitor economy on annual or biennial basis.	£1.5k	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)	Not understanding or increasing local visitor economy for local businesses
SP20/21P27.2	Work with Visit Surrey to find a long term solution for supporting the tourism sector	Officer time	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)	Reduction in visitors negative impact on local businesses

SP20/21P27.3	Produce marketing materials to promote tourism and the visitor economy in the Borough	ED Budget	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)/Community Development Officer - Arts (CH)	Tourism businesses not promoted.
SP20/21P27.4	Hold quarterly tourism and performing arts venue events.	ED Budget / Officer time	01/04/20	31/03/21	Economic Development Partnerships Officer (CK)	No network opportunities