

**Key**

Measure from the Improvement Plan

Additional measure

WG Tracking Indicator (There are no tracking indicators for this theme)

<b>Strategic theme:</b> Growth and Sustainable Jobs	<b>Flintshire County Council</b>
<b>Broad Outcome:</b> Supporting the Economy and Business	Outcome 1
<b>Why are we focusing on this outcome?</b> In Flintshire we will: - <ul style="list-style-type: none"><li>• Meet the employment needs of local people.</li><li>• Attract businesses to support local economic growth.</li><li>• Develop the energy and advance manufacturing sectors in line with regional and national priorities.</li><li>• Grow the local economy creating opportunities for all sectors of our community.</li></ul> By developing Social Enterprise we will: - <ul style="list-style-type: none"><li>• Develop alternative economic models to strengthen and expand the local economy.</li><li>• Develop a stronger Social Enterprise community in Flintshire which can provide opportunities including employment.</li><li>• Maximise social benefits in the community e.g. increasing training opportunities for young people; keeping local money in the community.</li></ul>	<b>What will success look like?</b> Creating jobs and growing the local economy  Supporting and creating new forms of local business

	2013-14 Outturn	2014-15 Targets	2015-16 Targets
<b>How much did we do?</b> Input/ throughput indicators taken from any source including the tracking indicators in the <i>Programme for Government</i>			
<ul style="list-style-type: none"> <li>Number of enquiries leading to inward investment in Deeside Enterprise Zone (DEZ), including the Deeside Industrial Park (DIP).</li> </ul>	37	40 - 50	45 - 55
<ul style="list-style-type: none"> <li>Number of people attending Flintshire Business Week (FBW)</li> </ul>	2514	2515 - 2550	2550 - 2575
<ul style="list-style-type: none"> <li>Number of sponsors for FBW maintained</li> </ul>	30	30-32	32-35
<ul style="list-style-type: none"> <li>Establishing a social enterprise from within the Council (targets are not applicable but actual figures will be reported annually)</li> </ul>	0.75% *1	Not Applicable	Not Applicable
<ul style="list-style-type: none"> <li>Hold a Social Enterprise Workshop Event to raise awareness, share good practice and motivate Council staff and local entrepreneurs to start a social enterprise</li> </ul>	N/A	Oct / Nov 2014	N/A
<ul style="list-style-type: none"> <li>Appointment of a new Chief Officer with a specific interest in and experience of promoting social enterprise.</li> </ul>	N/A	August 2014	N/A
<ul style="list-style-type: none"> <li>The number of Social Enterprise developed and supported</li> </ul>	N/A	3-6	4-8
<b>How well did we do it?</b> Qualitative assessment of effectiveness/ evidence from surveys/ output data etc			
<ul style="list-style-type: none"> <li>FBW Evaluation – Percentage of attendees who were happy that the content was relevant.</li> </ul>	91%	85-95%	85-95%
<ul style="list-style-type: none"> <li>FBW Evaluation – Percentage of attendees who would be happy to attend future programmes.</li> </ul>	78%	75%-85%	78%-88%
<ul style="list-style-type: none"> <li>Social Enterprise Event Evaluation - the percentage of attendees whose overall perception of the event was good</li> </ul>	N/A	75%-80%	N/A
<b>Is anyone better off?</b> Quantative evidence of the outcome achieved using tracking indicators from the <i>Programme for Government</i> and your single integrated plans			
<ul style="list-style-type: none"> <li>Percentage of enquiries converted to investment in the DEZ</li> </ul>	54%	55 - 60%	55 - 60%
<ul style="list-style-type: none"> <li>Number of jobs created in the DEZ</li> </ul>	N/A	900-950	950-1000
<ul style="list-style-type: none"> <li>Number of jobs safeguarded in the DEZ</li> </ul>	N/A	600-650	550-600

<ul style="list-style-type: none"> <li>Raise awareness of the Social Enterprise Fund to assist existing or help establish new social enterprises.</li> </ul>	New Measure	<b>3 – 6 social enterprises</b>	4 – 8 social enterprises
<ul style="list-style-type: none"> <li>Relevant contracts that community benefit clauses have been applied to</li> </ul>	100%	<b>100%</b>	100%

### **Notes**

\*1 – Double Click was at the point of becoming an operating social enterprise independent from Flintshire County Council at the end of 2013/14. The 0.75% reflects the fact that it is operating but not yet as its own independent legal entity.

\*2 – Current rural development schemes come to an end during 2014/15 so targets can not be set for 2015/16 until future years grant funding is known.

**Story behind the data?** Brief analysis of the context, updated each year. What are the factors that are at work in determining the outcomes? Which other organisations have a significant role to play in achieving the outcomes?

There is a clear correlation between attracting business investment into an area and increasing the local employment rates, wealth and quality of life. Persuading companies that Flintshire is the right location for them to set up or grow their business is essential to creating jobs, improving people’s wealth and in turn increasing their quality of life.

Flintshire County Council have two key Improvement priorities that will significantly contribute to this Strategic Theme: -

- Business Sector Growth in Deeside
- Social Enterprise

### **Business Sector Growth in Deeside**

Key activities for 2014/15 include: -

- Promote and support the growth of the Flintshire economy including Deeside Enterprise Zone (DEZ) as a recognised centre for energy and advanced manufacturing.
- Implementation of the “masterplan” for the Northern Gateway site to facilitate development of a key part of the Enterprise Zone.
- Explore with Welsh government the opportunities to improve local infrastructure (transport, utilities, environment etc)

Key Risks/Challenges being faced: -

- Ensure the DEZ can be continued with pace as part of the Welsh Government group of Enterprise Zones
- Ensure the DEZ has proportionate financial support from Welsh Government.

- Work with local employers and learning providers to meet the skills based needs of the future.

### **Social Enterprise**

Key activities for 2014/15 include: -

- Raise awareness of the Flintshire Social Enterprise Fund
- Develop effective support for Social Enterprises
- Develop new Social Enterprise projects to meet the Council's priorities.

Key Risks/Challenges being faced: -

- How we maintain the necessary capacity and investment to support the development of Social Enterprises.
- Building the skills in the community to develop a social enterprise.
- Local Social Enterprises need to compete effectively in the market.