

SECTION 1 – CONTEXT

1.1. **Introduction**

The Planning and Economic Development Portfolio is responsible for the council's Forward Planning function, including the operation of the Local Development Framework, conservation issues and the Council's CCTV system; the Development Service's function including the oversight of the planning process and Building Control; the Economic Development and Tourism function including marketing, tourism to the District and promoting a thriving economy.

The role of the portfolio encompasses regulatory services (like development control), direct provision of services and enabling others to contribute to the district wide vision, (like economic development and tourism).

The portfolio seeks to support the vision of the district by promoting sustainable growth whilst protecting and enhancing its distinctive visual environment.

1.2 **Strategic objectives for the portfolio**

- To maintain an up to date Local Development Framework
- To maintain an efficient and up-to-date planning service.
- To maintain the unique and distinctive environment (built and natural) of South Wiltshire.
- To secure development that is safe and sustainable.
- To secure Planning Obligations through Section 106 agreements, relevant and reasonable to development proposals, which benefit the community.
- To implement the council's economic development objectives including the development of a sustainable future for Churchfields Industrial Estate, rural initiatives and the promotion of business incubation.
- To encourage and manage sustainably the economic benefit of visitors to all parts of South Wiltshire.
- To support the economic sustainability of the districts towns and villages.
- To maintain a safe and secure environment through the operation of the CCTV system.
- To discharge the council's duty as a Category 1 provider under the Civil Contingencies Act 2004

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1.3 Service Priorities

The Cabinet has reviewed the prioritisation system. The categories and how they relate to the Planning and Economic Development Portfolio are:

Category 1 Services

- Development Control and Enforcement ***
- Forward Planning***
- Future Development of Salisbury

Category 2 Services

- Economic Development and Tourism
- Building Control **

Category 3 Services

- CCTV

1.4 Partnership Contribution

1.4.1. The priorities for the SWSA and examples of how this portfolio contributes to these priorities are outlined below:

- Affordable housing

Use of planning obligations to secure affordable housing (150 were provided in 2006/07).

- Crime and Anti-social behaviour

CCTV system to reduce crime and the fear of crime recording 1384 incidents last year, leading to 763 arrests

- Access to Services

Review of rural facilities for the Local Development Framework

1.4.2 Community Plan Aspirations

Each of the six community areas renewed its plans in 2005/06. This Portfolio is contributing to meeting the aspirations set out in the Community Plans by:

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Community Plan aspiration	Actions to meet the aspiration
MOD Dean Depot -set up a nature reserve managed by Hants and Isle Of Wight Wildlife Trust.	Ongoing discussions with Defence Estates over disposal of the site.
District, Town and Parish councillors to work with English Heritage to encourage the inclusion of a Tourist Information Centre at the Stonehenge Visitors Centre.	The provision of a TIC within the new visitor center has now been provided for under the heads of terms agreed by members at P and R Panel on the 10 July 2006 as part of the resolution to the planning approval. The Secretary of State call in and appeal will ultimately resolve this issue at a Public Inquiry set for 5 December 2006.
Developer contributions are being sought to enable the building of a new community centre on the new estate south of Boscombe Road in Amesbury. Work is likely to start on the new centre in 2007/08. A room may be set aside for exclusive use by young people.	Planning Permission has been granted in October 2006 for a community centre, providing for two youth rooms.
First local Food Festival held in Salisbury in September 2004 to help and support farmers and local supply chains, due to become an annual event.	The third Salisbury Food and Drink Festival was held in 2007. This was biggest so far in terms of the number of food producers and others that were present. The festivals held in 2005 and 2006 were organised by the Salisbury International Arts Festival and discussions are taking place with a view to the SIAD managing this on an ongoing basis. Funding remains a problem.
Local Plan Policy and Supplementary Planning Guidance aims to achieve up to 40% (min of 25%) affordable housing requirements on housing developments.	Since publication of the Supplementary Planning Guidance (SPG) for Affordable Housing, the Council has been successfully negotiating the provision of 33% for affordable housing. Negotiations on sites now coming forward, as the SPG is well publicised, are seeking a provision of up to 40% affordable housing.

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<p>SDC encourages communities to promote rural exception housing reserved for local people.</p>	<p>Forward Planning and Strategic Housing service units continue to facilitate discussion with local communities to assess opportunities for exception sites. The new Local Development Framework process will enable the Council to be more proactive in identifying sites in partnership with communities.</p> <p>With the Rural Housing Officer, four rural housing needs surveys have been completed and one site has been secured in Dinton (4 Rivers CA) and a planning application submitted to provide twelve rural affordable homes.</p>
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SECTION 2 – PROGRESS AGAINST EXISTING PLAN

This section reports on the council's achievements in 2006/07, with particular emphasis on comparing the delivery of services with commitments made in the 2006/07 plans.

2.1. Integrated Improvement Programme

Actions agreed in 2006/07 Portfolio Plan	Progress Report
Improving Customer Service <ul style="list-style-type: none"> Team knowledge purchase Developing effectiveness and efficiencies with Customer Service Adoption of Statement of Community Involvement (SCI) 	<ul style="list-style-type: none"> Team knowledge installation complete Customer Service staff trained in Planning, Tourism and Parking services Adopted by Full Council Dec. 06
Affordable Housing <ul style="list-style-type: none"> Development of new policy stances through the pre-submission stages of LDF, as defined within the LDS document 	<ul style="list-style-type: none"> Core Strategy Issues and Options report to be published mid 2007
Improving Community Safety <ul style="list-style-type: none"> Implementation of recommendations from current CCTV scrutiny review Ongoing implementation of planning out crime in partnership with Wiltshire Police 	<ul style="list-style-type: none"> Action plan to be considered by Cabinet early 2007 Regular discussions with Police Architectural Liaison Officer

2.2 External Validation

Accreditation or validation relevant to the portfolio is set out below:

Service	Award	Year	Outcome
Development Services	Indication of removal of Standards Authority from ODPM List (now DCLG)	2006/07	Achieved. Removed January 2006
Development Services	Compliance with BVPI 205 on electronic engagement	2005/06	Feb 2006 94%
Salisbury TIC	Charter mark	2007	Consider application in 2007
Salisbury TIC	South West Excellence in England Award. Gold award winner of best TIC in the South West and winner of the best customer service in the South West	2007	Consider application in 2007

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2.3 Best Value and Scrutiny Reviews

The Planning and Economic Development Scrutiny Panel has focused on the following areas:

- Supporting the implementation of the Local Development Framework
- Representation on the Salisbury Vision Steering Group
- Completion of a review of Hotel and Conference Facilities
- Completion of a review of CCTV
- Completion of a review of Sustainable Rural Communities

SECTION 3 – LOOKING FORWARD

3.1 Pressures

3.1.1 Changing Legislation

- Local Government White Paper
- Equalities Act
- Climate Change Bill

3.1.2 National Factors

- Planning Delivery Grant Targets and 25% capital project for service improvement
- Local Development Framework
- Increased number of workers from the European Union
- Regional Spatial Strategy

3.1.3 Local Factors

- Parish Planning
- Salisbury Vision
- Wilton Land Command
- Stonehenge Visitor Centre

3.1.4 Growth or Change to Customer Base

- Continued increases in planning applications
- Increasing in demand for enforcement investigations and action
- Increasing demand for affordable housing

3.1.5 Best Value Review Programme 2007/08

Given the extensive number of reviews taking place in the council, the Audit Commission confirmed that it will not be necessary to undertake a separate Best Value Review in 2007/08

3.1.6 Scrutiny Review Programme 2007/08

- The Scrutiny Panels will be invited to submit their annual scrutiny review programmes in May 2007.

3.1.7 Workforce Planning Issues

None identified

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3.1.8 Major Procurement
None planned in 2007/08

3.2 Summary of key drivers for change

Local Development Framework
Parish and Community Planning
Salisbury Vision outcomes
Affordable Housing need

3.3 Integrated Improvement Programme

Key milestones for each of the priorities are outlined below:

Improving Customer Services

2007/08	2008/09	2009/10
Front office service delivery on PD enquiries		
Developing effectiveness and efficiencies with Customer Service as part of the office project	Annual as 2007/08	Annual as 2007/08
Public Consultation phases in line with the adopted SCI	Annual as 2007/08	

Delivering more Affordable Housing

2007/08	2008/09	2009/10
Further consultation and an Examination In Public of the new policy stances	Adoption of new policies and accompanying SPD to address practicalities	Annual as 2008/09

Improving Community Safety

2007/08	2008/09	2009/10
Ongoing implementation of planning out crime in partnership with Wiltshire Police	Annual as 2007/08	Annual as 2007/08

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Creating Better Places To Live

2007/08	2008/09	2009/10
AONB working group established	Ongoing involvement in working Group. Monitor outputs.	
Creating places adopted as SPG		
Production and appraisal of Village Design statements with PC's	Annual as 2007/08	Annual as 2007/08
Appraisal of Conservation Areas	Rolling programme of review commenced and ongoing. Target of 6 reviews per year	Annual as 2008/09
Salisbury City Implementation Plan	Implementation of city centre projects	
Development of Salisbury Area Action Plan	Adoption of Salisbury Area Action Plan	
Review potential use of CCTV to tackle litter problems in City		

3.4 Partnership Contribution

The portfolio will support South Wiltshire Strategic Alliance and the Wiltshire Strategic Board through:

2007/08	2008/09	2009/10
Develop new Economic Development Strategy	Implement new Economic Development Strategy in conjunction with the South Wiltshire Economic partnership	
Develop a new tourism website in conjunction with the Salisbury and Stonehenge Tourism Partnership		
Develop and implement a new tourism branding strategy in conjunction with the Wiltshire and Swindon Destination Management Partnership		
Launch of a tourism eMarketing campaign in conjunction with the Salisbury and Stonehenge Tourism Partnership		

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3.5 Resources

		Revenue Recurring	Revenue Non Recurring	Capital
		£'000	£'000	£'000
3.5.1	Unavoidable Costs			
3.5.2	Savings/Extra Income			
	Planning Delivery Grant (Net)		(250)	
	Forward Planning Reduction in Admin	(25)		
	Development Control salaries/income	(62)		
	CCTV Colocation	(25)		
	MED&T	(10)		
3.5.3	Growth items			
	None identified			

3.5.4 Efficiencies

The proposed efficiency savings (other than those shown above that directly affect the budget) will be identified and submitted to DCLG with the annual efficiency statement in Apr 2007.

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SECTION 4 – CONTINUOUS IMPROVEMENT

Comparisons against Government target, top 25% and present performance

4.1 Performance Monitoring

Performance Indicator	Current Performance	2006/07 Target	2007/08 Target	2008/09 Target	National District Council top 25% Performance
% Major Planning Applications determined within government development control targets	68.75%	65.00%	65.00%	71.25%	71.25%
% Minor Planning Applications determined within government development control targets	85.92%	75.40%	75.40%	75.40%	75.28%
% Other Planning Applications determined within government development control targets	88.86%	88.00%	88.00%	88.00%	88.01%
Car Parking Income Local PI	£2,359,926	£4,700,000	£4,900,000	£5,000,000	N/A
No.vehicles parked at Park & Ride sites by scheme users Local PI	117,887	250,687	316,328	320,000	N/A

4.2 Marketing of Services

Service Unit	Marketing Activity	Target Date - Qtr
Marketing, Tourism and Economic Development	Promotion of Salisbury and south Wiltshire as a major tourism destination	1,2,3 and 4
	Promotion of the new Wiltshire and Swindon tourism Destination Management Partnership	1

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4.3 Consultation

Service Unit	Consultation	Target Date - Qtr
Development Services and Forward Planning and Transportation	LDF Core Strategy Issues and Options report Conservation area appraisals for Dinton, Durrington, Downton, Hindon, Tisbury and Wyllye	
MEDT	Economic Development Strategy	1
Salisbury Vision	Formal Consultation on proposals	1
City Centre Redevelopment	Proposals for central car park	4 (maybe into 2008/9)
City Centre Redevelopment	Proposals for Guildhall/Market Place	4 (maybe into 2008/9)

4.4 Risk Assessment

An assessment of the strategic risks faced by the Portfolio is attached at Appendix 2.

4.5 Diversity

Initial Equality Impact Assessments have been carried out for service functions. Any resulting actions that can be easily implemented will be. The summary findings from the assessments identified the following issues to be a priority which has an impact for the Portfolio's delivery of services:

- Rural isolation
- Internet access take-up lower with elderly residents
- Need for translation services for residents where English is not their first language

The Council is intending to consult with representative groups and individuals in the New Year. Any amendments to the corporate action plan will be reported back to Cabinet and actioned corporately.

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Planning and Economic Development Risk Register

Date Last Updated: January 2007

Ambition / Theme	Project (No.)	Potential Risk	Impact / Probability	Risk Owner	Action	Residual Risk	Updated
Creating Better Places to Live	Salisbury Vision	Financial, reputation, political. Failure to plan for the future may lead to a deterioration in Salisbury's position as a sub-regional commercial and retail centre	4/4	GG	Thorough review of options for change to co-ordinate land use to protect Salisbury's long term interests	3/3	3.11.06
	Local Development Framework	Financial, reputation, political. Linked to Salisbury Vision but also provides the new template for development in South Wiltshire. Failure to complete on time would lose grant money and make the planning process more difficult	3/3	ET	Adherence to Government timetables and requirements for content	2/2	3.11.06
Affordable Housing	S106 agreements to secure affordable housing on new development sites	Reputation, political people. Failure to enforce council policies would significantly reduce the supply of affordable homes.	3/3	ST	Use of council guidelines in negotiation with potential developers	1/1	3.11.06