

1. Service Definition: Economic Growth and Development Service delivers key regulatory services associated with Planning, Building Standards, Environmental Health and Trading Standards and leads on Economic Development activity: -

Environmental Health and Trading Standards deliver regulatory services for food safety, health and safety, animal health, private water supply, public health, private water supplies, housing, landlord registration, consumer advice, trading standards, alcohol and tobacco sales.

Development Management and Building Standards manage planning and building standards applications and enforcement activity, both services are self financing attracting significant income through the statutory fees associated with applications.

Economic Growth and Regeneration has responsibility for business gateway, external funding including management of European funds, town centre activities, Business improvement districts, skills and employability.

Strategic Planning and Delivery is responsible for the Local Development Plan, supporting delivery of Moray Economic Strategy, Moray Growth Deal and associated projects and programmes.

2. Service Resources 96 FTE
Annual Budget 2019/20:Revenue £3.5 million

3. What have we identified for improvement in {Financial Year}?

What evidence did we use to identify this improvement? Please add benchmark information wherever available and relevant to the improvement.

We will progress the Cultural quarter and other Council-Led projects in Moray Growth Deal

We will monitor and lead progress on the Moray skills investment plan.

We will develop a collaborative approach to employability

We will contribute to activities and policies associated with climate change

Moray Growth Deal with supporting workshops, stakeholder inputs, economic analysis.

Moray Skills Investment Plan and associated gap analysis and evidence of need

Moray Skills Investment Plan and associated analysis of strengths and weaknesses

Scottish Planning Policy, Scotland Climate Change Plan, Corporate Plan, Local Development Plan, annual reporting of carbon.

Review of Developer Obligations

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We Will seek to bring budgets into balance reducing the demand on reserves						
4. Strategic Outcome or Priority	Action	Planned Outcome	Outcome measures	Completion target	Lead	Priority Rating (1 high 3 low and 4 for ongoing, 5 for on hold?)
(L) Growing, diverse & sustainable economy. (CP) Our Future: Create a vibrant economy	We will pursue the Cultural Quarter project and other Moray Growth Deal projects led by the council	Increase the level of 16-29 year olds living and working in Moray Increase economic impact of tourism in Moray	Population statistics show an improvement compared to trend forecast. Economic impact of tourism in Moray (Tourism spend)	10 year programme	Depute Chief Executive Economy, Environment and Finance	1
(L) Growing, diverse & sustainable economy. (CP) Our Future: Create a vibrant economy	We will progress the Moray skills investment plan.	Better employment skills and earnings – increase in higher skilled jobs and wage levels	Reduce the number of people earning less than the Living wage Increase average pay levels	Ongoing, annual monitoring	Economic Growth and Regeneration manager	2

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5. Service Level Outcomes or Priorities	Action	Planned Outcome	Outcome Measures	Completion Target	Lead	Priority rating
Maintaining an efficient process and approach to Planning and Building Standards to support our Corporate objectives of economic growth and protecting our communities.	We will: Maintain and improve performance management frameworks to assist in driving performance across the service.	Continue improved performance customer response in building Standards and maintain levels of performance in Planning	Quantitative and qualitative benchmarking and monitoring reported annually through the relevant Performance Management Frameworks for Building Standards and Planning	Ongoing	Development Management and Building Standards Manager	4
Contribute to the Climate change Strategy and Action Plan creating policy that will enhance biodiversity and reduce carbon	We will support the development of the Climate change Strategy and Action Plan by progressing a Climate Change spatial framework, showing opportunities for food production, renewable energy development and woodland planting to inform future	Carbon reduction, renewable energy generation and safeguarding prime agricultural land.	Renewable energy schemes approved Food growing areas established.	Ongoing	Head of Economic Growth and Development.	1

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	decision making.					
We will contribute to Biodiversity and Public health through policies in the 2020 Local Development Plan	We will progress the 2020 Local Development Plan through to adoption, providing a stronger policy base for the quality and sustainability of development in Moray	Economic growth encouraging biodiversity and providing for a good quality of life addressing public health needs.	Number of Planning approvals compliant with Policies relating to quality, biodiversity and open space relative to acceptable departures	June 2020 Measured annually	Strategic Planning and Development Manager	1
Review and produce a Customer Engagement Strategy for Building Standards	We will review the way we engage with our customers to make it more effective and to drive service improvement.	To improve the customer satisfaction rate following the national survey undertaken annually.	Building Standards Division Performance KPO4 reported to Scottish Government is improved	2019/2020	Principal Building Standards Officer	1
Produce a Building Standards Annual Performance Report to be submitted to SG & to be used to promote the service and drive improvements	We will improve performance and reporting and enhance its submission by producing a comprehensive annual performance	To deliver a higher quality of service and secure re-appointment as a verification team in 2019.	Building Standards Division & KPO's submitted quarterly to Scottish Government	2019 & updated quarterly	Principal Building Standards Officer	1

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	reporting document to obtain ongoing approval as verifiers.					
A sustainable Council that provides valuable services to our Communities	We will complete implementation of the Buckie Developer Obligations funding secured from Tesco.	Completion of community woodland. Completion of town gateway project.	Maximum spend of funding before deadline of end June 2020.	End June 2020.	Strategic Planning and Development Manager.	1
Encourage biodiversity and sustainable food growth.	We will complete and adopt Food Growing Strategy as required by the Community Empowerment Act.	Improved participation and local food growth	Statutory requirement met. Increased number of food growing areas in Moray.	1 st April 2020.	Strategic Planning and Development Manager.	1
Maintaining an efficient process and approach to Environmental Health and Trading Standards to support our Corporate objectives of economic growth and protecting our communities-	Set up new Private Water Supply team, with dedicated areas	Increased sampling and RA completed to meet new legislative targets.	% meeting programmed work	Ongoing	Principal Environmental Health Officer	4
A sustainable Council that provides valuable services to our Communities	Complete outstanding actions from FSS Audit	Audit signed off demonstrating improvements achieved.	FSS agree actions completed	Aug 2019	Environmental Health and Trading	4

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					Standards Manager	
Growing and diversifying a sustainable economy	We will support the development of Business Improvement districts	Self-sustaining business improvement districts operating in Moray to support local business growth and development.	Completion of ballot procedures and if successful set up of Operational agreements for Elgin BID and Tourism BID	If successful 5 year programme	Economic Growth and Regeneration Manager	1
Growing and diversifying a sustainable economy	We will progress the preparation and delivery of Elgin Town Centre Masterplan and complete the carbon free place pilot projects.	A more vibrant and sustainable Town Centre	Reduce the Area of vacant/ derelict land in Elgin Town Centre reported annually. Increase pedestrian footfall in the town centre reported at every second year.	Plan out for consultation mid 2020. 5-10 year delivery programme.	Strategic Planning and Development Manager.	2
Growing and diversifying a sustainable economy	We will support town centre activities through the delivery of the Town Centre Capital Fund	Improved Town Centres and investment within the time constraint of the grant.	Number of successfully completed projects. Percentage of fund successfully invested.	September 2020	Economic Growth and Regeneration Manager	1
A sustainable Council that provides valuable services to our	We will review the Cap on Developer Obligations	A financially sustainable infrastructure first	Greater proportion of Developer Obligations secured	July 2020 Measured annually	Strategic Planning and Development	1

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Communities	considering site viability and potential impacts on the economy	approach	against the need identified.		Manager	
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