



Delivering **Better Outcomes**
Planning & Economic Development
Management Plan
2013/14

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1 Overview

1.1 Introduction

Welcome to the Planning & Economic Development Management Plan 2013/14

West Lothian Council's Planning & Economic Development service grouping covers the functional areas of Climate Change, Economic Development, Environmental Health & Trading Standards and Planning Services. The management plan sets out the service priorities for 2013/14, and provides a review of performance over the previous management plan period.

The teams in the service group are linked in three main ways. Much of the work of the service group is regulatory in nature, covering a range of statutory processes including planning applications, building warrants and various licence applications. In addition, these regulatory functions cover food safety, workplace safety, trading standards, metrology and a range of consumer and environmental protection activities.

Secondly, all service teams in the service group have a role in increasing economic activity in West Lothian. This is focused through the work of the Economic Development Service. However, the teams in Environmental Health, Trading Standards and Planning Services are also focused on creating a supportive environment for increasing economic output whilst maintaining protection for consumers.

Finally the climate change activities of the service overarch the work of not just the service group, but the council as a whole.

The activity budget information set out in the body of the management plan details the full range of activities in the service.

A Review of 2012/13

2012/13 continued to be a difficult year economically. Nevertheless, significant progress was made with a number of key projects. However, there was a major economic set-back with the closure of the Vion / Halls plant in Broxburn with the loss of 1,700 jobs. The council, in partnership with the Scottish Government and other agencies, moved quickly to respond to the issues created by the closure and a £29m West Lothian Economic Growth Plan, which includes designation of part of West Lothian as an Enterprise Area, has been established. Implementation of this plan will be a key focus in the coming year.

The other notable success during the year was further progress with implementing the core development area and strategic housing sites. Progress continues to be made at Armadale with development of the first 180 houses well underway. The Asda supermarket has opened and the second phase of development for just short of 400 houses has been consented. Housebuilding commenced at Winchburgh and consent was granted for the Calderwood CDA. After a lengthy delay, house building also started at Heartlands in Whitburn as did work on the motorway junction which will support development of the housing site and the economic development land at Cowhill.

The Year Ahead – 2013/14

The focus of outcomes for 2013/14 will be broadly similar to that of the previous year. The service will continue to focus on supporting business and creating jobs with an additional commitment of creating 3,000 jobs through the Economic Growth Plan over the next three to five years. In addition, the service will continue to assist developers with progressing key development projects while ensuring that the council's meets its regulatory obligations particularly in Building Standards, Environmental Health, Trading Standards and Planning.

A key project will be the creation of a new partnership centre at County Buildings. While the project is not led by Planning & Economic Development, the service will be a principal user of the centre. Implementation of the centre will cause some disruption and it may be that the service will be decanted while work is taking place. The service will also have a key regulatory role in the work through the assessment of the building warrant and the planning application / listed building consent application.

Specific activities and targets for 2013/14 include:

- progressing a Business Improvement District ballot in Linlithgow;
- continue with the programme of projects to support traditional towns and introduce a programme of village improvements;
- adopting the strategic development plan and publishing the main issues report of the local development plan;
- continuing to seek flexible and creative ways to facilitate implementation of the local plan, including through use of the Local Infrastructure Fund;
- partnership working with the other local authorities within the South East Scotland Building Standards Consortia to drive through consistency in all areas of Building Standards;
- maintaining and improving service throughout the proposed office moves whilst County Buildings is being converted into a partnership centre;

- ensuring small businesses are given priority when applying for building warrants to stimulate growth in the local economy; and
- dealing with the regulatory impact of the economic downturn including an increasing number of hygiene problems in food premises, trade in counterfeit goods and door-step selling.

Planning & Economic Development has a key role in facilitating development. This role is of increasing importance given the on-going economic difficulties faced by the country. During the year service will continue to strive to support economic growth through pro-active engagement with the business sector and supporting and promoting West Lothian as an attractive place to invest and do business.



Craig McCorriston
Head of Service (Acting)
Planning & Economic Development Services

1.2 Context

West Lothian Council is operating in an increasingly challenging financial climate with the overall economic position placing severe public expenditure constraints on UK and Scottish budgets with associated implications for council funding. Under Delivering Better Outcomes, the council has developed a medium term financial strategy that, through nine modernisation work streams, will deliver efficiencies to balance income and expenditure plans. The Planning & Economic Development Service will support delivery of this strategy, through direct delivery of a number of projects and working in partnership to support delivery of projects in other service areas.. Individual units within the service will continue to modernise structures and processes to provide the most efficient model for service delivery.

The principal focus of the work of the service is to promote economic growth while ensuring that development takes place within regulatory frameworks. Economic circumstances present particular challenges in supporting existing businesses and promoting West Lothian as a successful place to invest and do business. Growth in the housing and construction sector remains a key focus for the service and the council will continue to invest in infrastructure to support growth. However in the current economic circumstances, investment has to be balanced against risk and managing risk will continue to be a core consideration. All parts of the service are committed to supporting existing businesses and potential investors to minimise, as far as possible, the negative impacts created by difficulties in the wider economy.

Under Planning for Better Outcomes, individuals living and working in West Lothian were directly able to directly influence strategic council priorities through an extensive public consultation which informed the Corporate Plan for 2013 to 2017. In these demanding times, it is increasingly important that the council makes the most effective use of assets and financial resources in service delivery to continue to provide the greatest positive impact upon the people, families and communities living within West Lothian.

The purpose of the management plan is to outline the specific activities and actions that the service intends to carry out through the year. It sets out activities and related performance measures. All units within Planning & Economic Development play a vital role in supporting economic growth and balancing this with appropriate protection for customers and the environment and contributing to the overall plans and values of the council and the single outcome agreement.

1.3 Outcomes, Priorities and Activities

The council has set eight priorities in the current Corporate Plan (2013/17) in consultation with the local community, partners, stakeholders and our staff. These priorities, along with the three enablers themes, represent all the vital activities that the council will undertake in order to achieve better outcomes for West Lothian.

Figure 1 illustrates where the WLAM units in the service *directly* contribute to the council’s priorities (and/or) enablers.

Council Priorities	Economic Development	Environmental Health & Trading Standards	Planning Services
1. Delivering positive outcomes and early intervention for early years			✓
2. Improving the employment position in West Lothian	✓		
3. Improving attainment and positive destinations for school children	✓		
4. Improving the quality of life for older people		✓	
5. Minimising poverty, the cycle of deprivation and promoting equality	✓		✓
6. Reducing crime and improving community safety		✓	✓
7. Delivering positive outcomes on health		✓	
8. Protecting the built and natural environment		✓	✓
Enablers			
Financial planning			
Corporate governance and risk			
Modernisation and improvement	✓	✓	✓

Figure 1: Council priorities and activities

1.4 Corporate Strategies

The council has corporate strategies that set out what we want to achieve for a particular priority, outcome or targeted group within a corporate planning period (4 years). Including what we will do, with our partner services and agencies, to deliver those outcomes.

The service has responsibility for the development and implementation of the following corporate strategies:

Corporate Strategy	Strategy Outcomes	Start	End	Review Date
Strategic Development Plan (The strategic component of the West Lothian Development Plan)	<ul style="list-style-type: none"> ■ Prepare, adopt and implement, with strategic development plan partners a strategic development plan for the area. ■ Provision of a framework for strategic planning decisions 	2010	2013	June 2013
West Lothian Local Development Plan (The local component of the West Lothian Development Plan)	<ul style="list-style-type: none"> ■ Prepare, adopt and implement, a local development plan for West Lothian ■ Provision of a framework for development management decisions 	2012	2016	June 2016
Climate Change Strategy	<ul style="list-style-type: none"> ■ To provide a framework within which the council's carbon reduction obligations will be managed and progressed. 	2013	2023	June 2018

Figure 2: Corporate Strategies

2 Planning & Economic Development Service Structure

The service is part of the Education Planning and Area Services directorate and the management structure is outlined in figure 3 below:

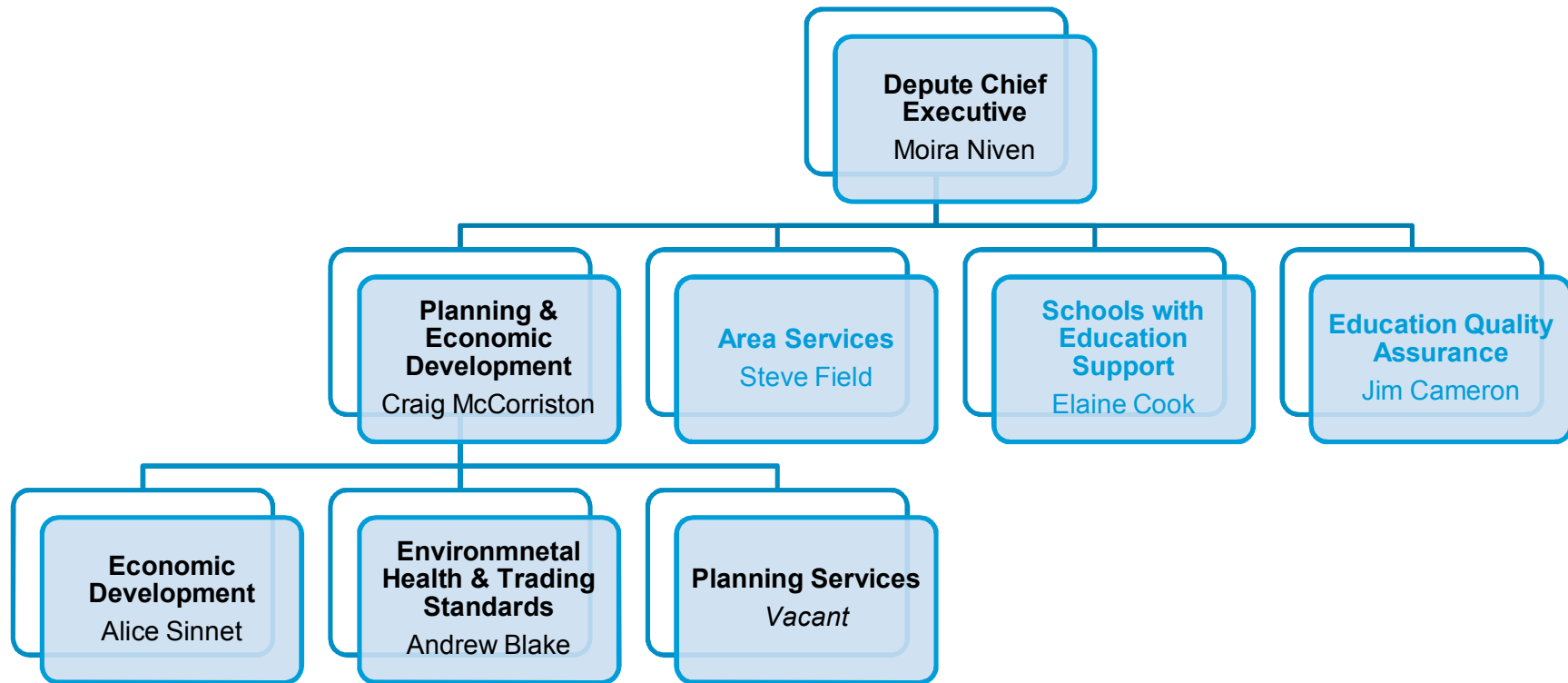


Figure 3: Service Structure

3 Service Activity

3.1 Economic Development

Manager:	Alice Sinnet
Number of Staff (FTE):	26
Location:	Civic Centre

Purpose

The Economic Development service has a key role in monitoring the West Lothian Economy and delivering services to individuals and businesses to help deliver the conditions for economic growth in West Lothian. The Business & Enterprise team deliver support, advice and assistance to individuals starting up businesses in West Lothian; assist existing companies to safeguard jobs, grow and expand locally; and help attract new firms relocate to the area. The Economic Policy & Business Intelligence team inform and develop the local economic strategy, monitor the economy and maximise income from external sources to support service delivery.

Activities

The main activities of the service in 2013/14 will be:

- Implementation of the West Lothian Economic Growth Plan.
- Promoting enterprise and improving the competitiveness of local firms to retain and strengthen businesses that can grow and create new jobs.
- Maximising income from external funding sources to support and enhance local delivery.
- Promoting West Lothian as a tourism /visitor destination and promoting the competitiveness of our town centres.

Customer Participation

Partnership working is a key feature of Economic Development's work. The service leads on or participates in a number of strategic partnerships, the main ones being:

- West Lothian Joint Economic Forum and its sub-groups.
- Business Gateway Local Authority Lothian Consortia.
- Visit West Lothian.
- Princes Trust Youth Business Scheme.
- West Lothian LEADER Local Area Group (for the management and delivery of rural development EU funding).
- West Lothian More Choices, More Chances (MCMC) strategy group.

- West Lothian *Working Together* employability group.
- Four town centre management groups for the traditional towns and Enterprising Bathgate.
- Business Enterprise Scotland.
- West Lothian Chamber of Commerce.

As well as these strategic partnerships, the Economic Development Service has also developed a number of innovative ways of involving the business community in the decision making processes of the council. West Lothian is the first and so far only council to involve our local Chamber of Commerce and Federation of Small Businesses representatives in the PDSP process allowing businesses to feedback directly on business related actions undertaken by the council.

We use a range of methods and formats to consult with our customers, including stakeholder and partner meetings, regular customer feedback forms, user/ reader online surveys, workshops feedback sheets and focus groups.

Customer Consultation Schedule				
Customer Group	Survey Method	Frequency	Responsible Officer	Feedback Method
Business Gateway – Start Up service users	Telephone / Online	On going	Jim Henderson	Website
Business Gateway – growth Service Users	Telephone / Online	On going	Jim Henderson	Website
Business Women	WIB Steering Group	On going	Yvonne Shaw	Minutes
Visitors to West Lothian	Market Research	Annual	Anna Young	Website
Business Information customers	Survey Monkey	On Going	Jill Staniforth	E Mail
E Zine readers	Survey Monkey	Annual	Andrew Cotton	E mail
Traditional Town centre Users	Market Research	Annual	Hazel Hay	Minutes
Workshop Attendees	Feedback Forms	On going	Jim Henderson	Email
Economic conference	Survey monkey	Annual	Andrew Cotton	E Mail

Activity Budget

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14	Revenue Income Budget 2013/14	Net Revenue Budget 2013/14
						£	£	£
Economic Development Strategy and Policy	To develop Councils and Partners economic development strategies and to promote West Lothian as a business location to provide economic intelligence and to support to inform policy	Improving the employment position in West Lothian	EDS034_9b - Economic Development Strategy and Policy - Total number of businesses receiving advice and support provided by European Funding	PUBLIC	4.0	145,556	(88,493)	57,063
			EDS013_6A.7 - Percentage of customers who rated the overall quality of the service provided by Business Gateway as good or excellent	PUBLIC				
Town Centre Management & BIDS	To improve and promote traditional town centres as retail, leisure, employment and visitor locations	Improving the employment position in West Lothian	EDS032_9B - Town Centre Occupancy Levels for Armadale, Bathgate, Broxburn/Uphall, Linlithgow, Whitburn, and Livingston	PUBLIC	2.0	270,100	0	270,100
			EDS013_6A.7 - Percentage of customers who rated the overall quality of the service provided by Business Gateway as good or excellent	PUBLIC				
Tourism - via Visit West Lothian	To maximise the tourism offering for West Lothian through support to Visit West Lothian	Improving the employment position in West Lothian	EDS035_9b - Tourism - Visit West Lothian: Visitor numbers to West Lothian	PUBLIC	1.0	145,000	0	145,000
			EDS013_6A.7 - Percentage of customers who rated the overall quality of the service provided by Business Gateway as good or excellent	PUBLIC				
Leader	to support the development and sustainability of rural business and organisations	Improving the employment position in West Lothian	EDS033_9B - LEADER Project - Total number of Projects supported	PUBLIC	2.0	72,778	(44,247)	28,531
			EDS013_6A.7 - Percentage of customers who rated the overall quality of the service provided by Business Gateway as good or excellent	PUBLIC				

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Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14	Revenue Income Budget 2013/14	Net Revenue Budget 2013/14
						£	£	£
Entrepreneurship	To provide a wide range of support through Business Gateway branded services to start up and small, growing local companies through one to one consultancy, training, business planning advice, specialist support and access to finance	Improving the employment position in West Lothian	EDS001_9B.1A - Number of new businesses started in West Lothian assisted by Economic Development Service – Business Gateway	PUBLIC	6.0	236,529	(143,802)	92,727
			EDS013_6A.7 - Percentage of customers who rated the overall quality of the service provided by Business Gateway as good or excellent	PUBLIC				
Business Information	To provide a quality information and research service to new and existing businesses	Improving the employment position in West Lothian	EDS036_9b - Economic Development - Business Information - Total number of qualitative information and research service provided to new and existing businesses	PUBLIC	1.5	54,583	(33,185)	21,398
			ED013_6A.7 - Percentage of customers who rated the overall quality of the service provided by Business Gateway as good or excellent	PUBLIC				
Business Development	To support the growth of existing business in West Lothian by supporting them to develop new products and process which will lead to higher turnover and employment	Improving the employment position in West Lothian	EDS002_9b.1a - Number of small and medium sized enterprises receiving support by the Economic Development Service's Business Gateway service	PUBLIC	6.0	218,334	(132,740)	85,594
			EDS013_6A.7 - Percentage of customers who rated the overall quality of the service provided by Business Gateway as good or excellent	PUBLIC				
Service Support	Provision of management and administrative support	Enabler Service - Corporate Governance and Risk			0.6	48,501	0	48,501
Total :-					23.1	1,191,381	(442,467)	748,914

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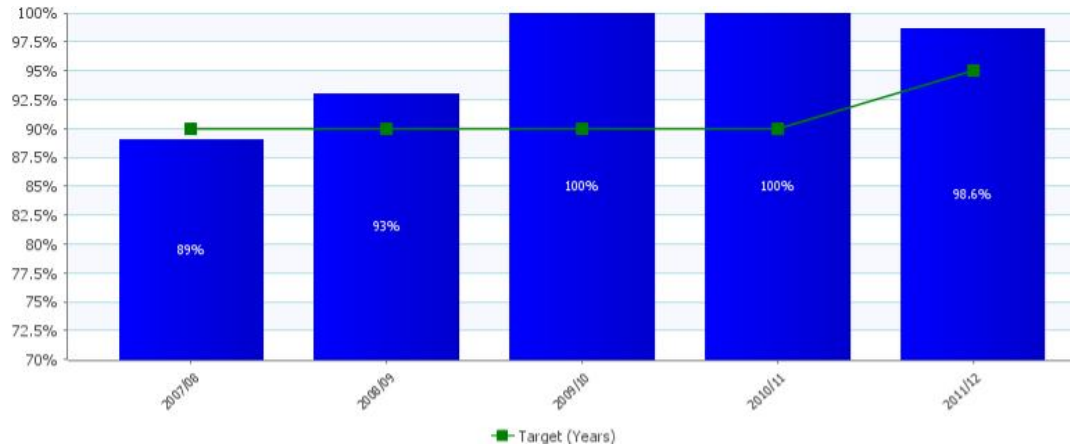
Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14	Revenue Income Budget 2013/14	Net Revenue Budget 2013/14
						£	£	£
Time Limited Employability Measures	Young People's Business Start Up	Improving the employment position in West Lothian	Progress on this activity is reported to both CMT and Council Executive on a quarterly basis		0.5	50,000	0	50,000
Total :-					23.6	1,241,381	(442,467)	798,914

Actions

Actions 2012/13						
Action	Description	Planned Outcome	Owner	Start	End	Status (Planned, Active, Complete)
West Lothian Economic Growth Plan (Set up)	Implementation and monitoring of the Plan	Delivery a series of outputs as agreed by year one of the plan	Alice Sinnet / Jim Henderson	Jan 2013	Mar 2013	Complete
Aftercare & Survivability	Monitor issues which impact on success of early stage business	Benchmark data on survivability statistics	Jim Henderson	October 2012	April 2013	Active
Youth Enterprise Centre	Develop more productive links with West Lothian College and Centre	Increase business start ups by 18-26 year olds	Jim Henderson	June 2012	April 2014	Active
Actions 2013/14						
Action	Description	Planned Outcome	Owner	Start	End	Status (Planned, Active, Complete)
West Lothian Economic Growth Plan (Implementation)	Implementation and monitoring of the Plan	Delivery a series of outputs as agreed by year one of the plan	Alice Sinnet / Jim Henderson	Apr 2013	Jan 2017	Active
Refresh West Lothian Economic Strategy	Update strategy to include developments through Economic Growth Plan	Revised Economic Strategy	Alice Sinnet / David Greaves	Feb 2013	April 2013	Planned
Post 2014 EU Funding Action Plan	Plan for West Lothian to ensure continued external income from EU ERDF /ESF/ Leader	Plan completed by February 2014	David Greaves	March 2013	Feb 2014	Planned

Performance

EDS013_6a.7 - Percentage of customers who rated the overall quality of the service provided by Business Gateway as good or excellent



Commentary: Business Gateway customer satisfaction is collated and monitored on a monthly basis, with dips in performance in both April 2011 and October 2011 due to customers feeding back that the service was satisfactory. In 2012/13, Business Gateway will seek to improve the response rate for surveys, and ask more in-depth and challenging questions to address customers' satisfaction issues fully. In April 2012, there were no responses received.

For 2013/14 the performance target will be retained as 95%.

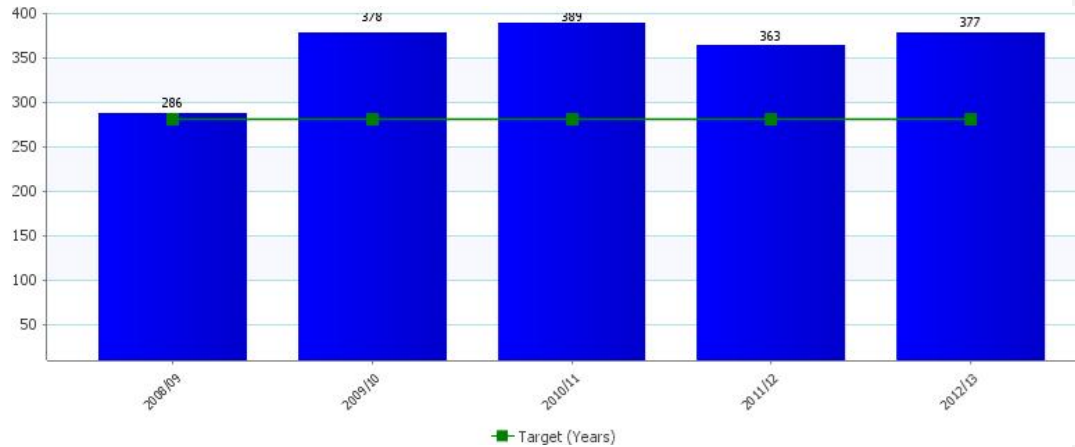
EDS014_9a.1a - Cost per new Business start-up supported by Economic Development service



Commentary: The trend shows that in 2008/09 the service set a maximum target cost of £804 to support each new business set-up by Economic Development's Business Gateway service. The aim is to deliver the service provided in a cost effective way, which increases business start-ups at lower than target cost. In 2009/10 the cost of supporting a new business setting up decreased from £785 to £595. This was as a result of cost reductions within the service. Costs have been kept around £600 per new business since then

For 2013/14 the performance target will be lowered to £650 per start up.

EDS001_9b.1a – Number of new businesses started in West Lothian assisted by Economic Development service – Business Gateway



Commentary: The trend shows the number of new business starts achieved through the Business Gateway contract is approximately 308 per annum

Targets for Business Gateway start ups have been set within the 5 year. These targets were set by Scottish Government who report annually on the number of start-ups across all the Business Gateway.

For 2013/14 the performance target will be set at 350 new start businesses.

EDS032_9b.1a - Town Centre Occupancy Levels for Armadale, Bathgate, Broxburn/Uphall, Linlithgow, Whitburn, and Livingston



Commentary: The trend shows the latest figure (Q4 2012). Occupancy levels in West Lothian have increased to 92.0%. The latest comparable figure for Scotland and the UK, as a whole, showed occupancy levels of 88%, based on associated town management and local data company figures from November 2011.

Occupancy levels for individual towns are:

- Armadale 91.2%
- Bathgate 93.2%
- Broxburn 94.0%
- Linlithgow 96.0%
- Livingston (Almondvale) 91.0
- Whitburn 82.9%

For 2013/14 the performance target will be retained at 90%.

Calendar of Improvement and Efficiency Activity – Economic Development

Action	Frequency	2013/14 (✓)											
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
● Performance management	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Review of Performance Indicators and targets	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Benchmarking	As Required												
● Collation Specified Performance Indicators (SPIs)	N/A												
● Update of PPR information	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● WLAM (assessment)	Annual	✓											
● Review Panel	Annual		✓										
● Performance Committee	As Required												
● Process Review (Lean/RIE activity)	N/A												
● Progress review of improvement actions	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● CSE preparation	Annual										✓	✓	
● Inspection or Audit activity	As Required												
● Budget Management activity	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Equality Impact Assessment(s)	Annual								✓				
● Health and Safety Assessment(s)	Annual								✓				
● Business Continuity Planning	Annual								✓				
● Workforce Planning	Six Monthly	✓							✓				
● PRPDPs	Six Monthly	✓							✓				
● Review of customer groups/segmentation matrix	Annual											✓	
● Customer consultation	Annual											✓	
● Review of Service Standards	Annual											✓	
● Planned Engagement activity	Annual											✓	
● Website content management	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

● Performance activity
 ● Self Assessment activity
 ● Consultation & engagement activity
 ● External assessment activity
 ● Corporate management activity

3.2 WLAM Unit - Environmental Health & Trading Standards

Manager:	Andrew Blake
Number of Staff (FTE):	34.6
Location:	County Buildings

Purpose

The role of Environmental Health and Trading Standards is to protect and enhance, through the application of statute, the health, welfare, environment, safety, and trading market place of the people of West Lothian. Teams within the service deliver protection in relation to food quality; health and safety at work; pollution control, including air quality and noise issues; animal health, welfare and control; pest control; consumer protection and compliance with fair trading legislation.

Activities

The main activities of the service in 2013/14 will be:

- Ensuring compliance with food hygiene and food compositional standards.
- Monitoring workplace health & safety, carrying out accident investigation and processing miscellaneous licence applications.
- Investigating and abatement of nuisance including unfit housing conditions and monitoring of air quality and noise issues.
- Ensuring animal welfare including dog control issues, patrolling for stray dogs, investigate barking complaints, give training advice, and assist in other statutory animal related activities such as boarding, breeding and licensing.
- Enforcing animal health legislation in relation to animal movement.
- Ensuring a fair trading environment within West Lothian including test purchasing in relation to age-restricted products, weights and measures and providing advice and calibration facilities to businesses.
- Fulfilling the council's statutory role in ensure that the district is free from vermin, particularly in peoples' homes.
- Monitoring, promotional and educational activities, related to vehicle emissions.

Customer Participation

The service will actively engage customers and potential customers in the delivery and re-design of services to ensure that are accessible and focused on their needs and preferences.

Customer Consultation Schedule				
Customer Group	Survey Method	Frequency	Responsible Officer	Feedback Method
Business owners	Phone call (under review)	Annually	Andrew Blake	Letter to participants and display on the web
Public using service	Phone call (under review)	Annually	Andrew Blake	Letter to participants and display on the web

Activity Budget

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14	Revenue Income Budget 2013/14	Net Revenue Budget 2013/14
						£	£	£
Food Safety Enforcement; Health & Safety Enforcement.	Protect public health, workplace safety and a fair trading environment by application of food hygiene, food compositional and Safety at work legislation. Assist new businesses comply. Investigate food and water borne diseases and reported accidents. Carry out licensing functions and facilitate food export from WL	Delivering positive outcomes on health	EH044_9a Percentage of commercial premises rated as high risk or food hygiene, food standards, trading standards or health & safety, which were inspected on time as per the annual inspection program (target 90%)	PUBLIC	10.1	509,953	(3,417)	506,536
			EH045_9b Premises rated as broadly compliant with food hygiene legislation as a percentage of all risk rated food premises (target 85%)	PUBLIC				
Pest Control	Protect public health and damage to properties through eradication of vermin and specified pests	Protecting the built and natural environment	EH048_6b - Percentage of requests for service to Environmental Health responded to within the specific service level targets (target 85%)	PUBLIC	4.0	159,493	(7,053)	152,440
			EH016_6a.2 Percentage of customers who rated the service delivered as very good or excellent (target 85%)	WLAM				
Animal Welfare	Protect the safety and welfare of the public and animals by applying animal licensing, breeding, boarding and riding establishment controls. Investigating animal related noise complaints and complaints relating to out of control dogs, dog fouling and dog straying. Promoting good dog ownership through carrying out education activities.	Protecting the built and natural environment	EH048_6b Percentage of requests for service to Environmental Health responded to within the specific service level targets (target 85%)	PUBLIC	2.0	79,606	(114)	79,492
			EH016_6a.2 Percentage of customers who rated the service delivered as very good or excellent (target 85%)	WLAM				

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Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14	Revenue Income Budget 2013/14	Net Revenue Budget 2013/14
						£	£	£
Public Health, Housing & Pollution Control	Protect public health and prevent deterioration of wellbeing through the application of various noise, pollution, public health and housing standards. Prevent increase in detriment to health through assessing the environmental impact of planning activities.	Delivering positive outcomes on health	EH048_6b Percentage of requests for service to Environmental Health responded to within the specific service level targets (target 85%)	PUBLIC	7.0	327,728	(2,588)	325,140
			EH016_6a.2 Percentage of customers who rated the service delivered as very good or excellent. (target 85%)	WLAM				
Fair Trading Enforcement	Protect consumer interests, consumer safety and promote a fair trading environment by the application of fair trading legislation. Issue advice to public and traders. Carry out test purchasing for age restricted products.	Reducing crime and improving community safety	EH044_9a - Percentage of commercial premises rated as high risk or food hygiene, food standards, trading standards or health & safety, which were inspected on time as per the annual inspection program. (target 90%).	PUBLIC	7.1	287,387	(1,387)	286,000
			EH047_9b Percentage of business owners who rated the officer's explanation of how to comply with relevant legislation as Excellent or Good (target 95%) EH007_9b Percentage of Trading Standards consumer complaints completed within 14 days (target 75%)	PUBLIC				
Commercial & Agriculture Enforcement	Protect consumer interests, consumer safety and animal welfare by the application of metrology, petroleum safety and animal welfare legislation	Delivering positive outcomes on health	EH044_9a Percentage of commercial premises rated as high risk or food hygiene, food standards, trading standards or health & safety, which were inspected on time as per the annual inspection program. (target 90%) EH014_9b - Percentage of Trading Standards business advice requests completed within 14 days	PUBLIC	3.5	141,669	(683)	140,986

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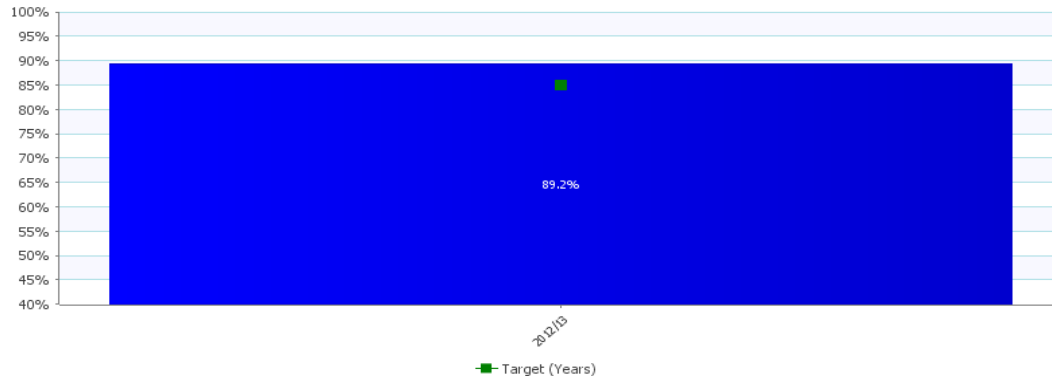
Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14	Revenue Income Budget 2013/14	Net Revenue Budget 2013/14
						£	£	£
			EH047_9b - Percentage of business operators who, following an inspection, considered that they better understood what they needed to do to comply with relevant legislation. EH007_6b - Percentage of Trading Standards consumer complaints completed within 14 days	PUBLIC				
Vehicles Emissions Testing	Reduce negative health effects caused by vehicle emissions; carrying out testing and promoting good vehicle operation. Education and enforcement relating to vehicle idling.	Protecting the built and natural environment	<i>Performance measure to be developed</i>	WLAM	2.0	150,000	(150,000)	0
			<i>Performance measure to be developed</i>	WLAM				
Service Support	Provision of management and administrative support	Enabler Service - Corporate Governance and Risk	<i>Support activities contribute towards the overall performance of the service. Performance is monitored through the indicators for front line activities.</i>		5.7	200,018	0	200,018
	Total :-				41.4	1,855,854	(165,242)	1,690,612

Actions

Actions 2012/13						
Action	Description	Planned Outcome	Owner	Start	End	Status (Planned, Active, Complete)
Trusted Trader	Introduce a Trusted Trader Scheme to West Lothian	Trusted Trader scheme will promote business and assist consumers	Ed Machin	January 2013	Aug 2013	Active
Food Hygiene Information System	Introduce a Food Hygiene Information system to West Lothian	Food hygiene information scheme will allow consumers to view premises ratings	Craig Smith	January 2013	Aug 2013	Active
Improve resilience	Improve resilience to deal with any outbreak by proposing more formal arrangements with neighbouring authorities.	A formal arrangement will be in place to give mutual assistance in the event of a serious public health incident.	Andrew Blake	April 2013	March 2014	Planned
Regulatory Reform	Ensure that the aims of the regulatory reform bill, once enacted, are promoted in service activities where appropriate.	The aims of the regulatory reform bill, once enacted, will be promoted in service activities where appropriate.	Andrew Blake	June 2013	March 2014	Planned

Performance

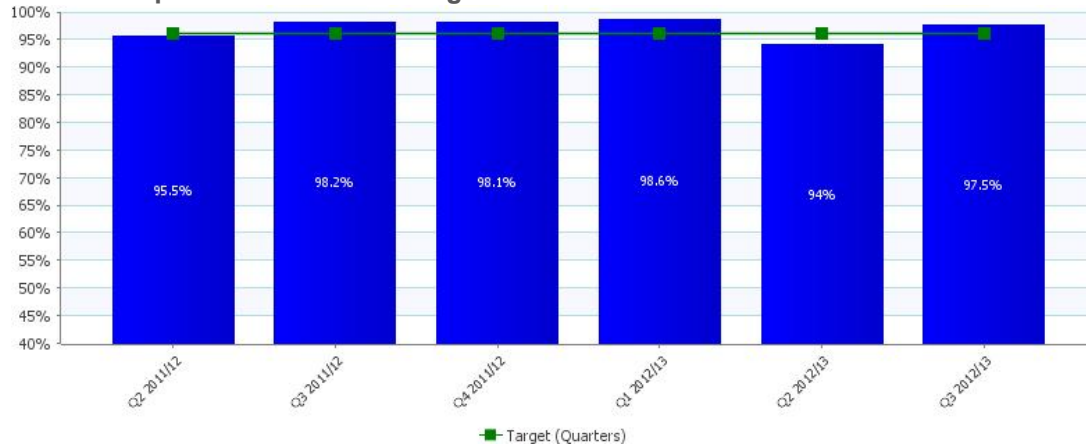
EH050_6a – Percentage of customers (public and business) responding to satisfaction surveys who rate Environmental Health and Trading Standards service as either Good or Excellent



Commentary: This is the first report using the new corporate scoring system therefore no trends are available. Customer perception will depend on many things, including whether the outcome matched their expectations which may on occasions be out with legislative requirements. For this reason, the target of 85% is considered appropriate and the performance result of 89.2% particularly acceptable.

For 2013/14 the performance target will be retained at 85%.

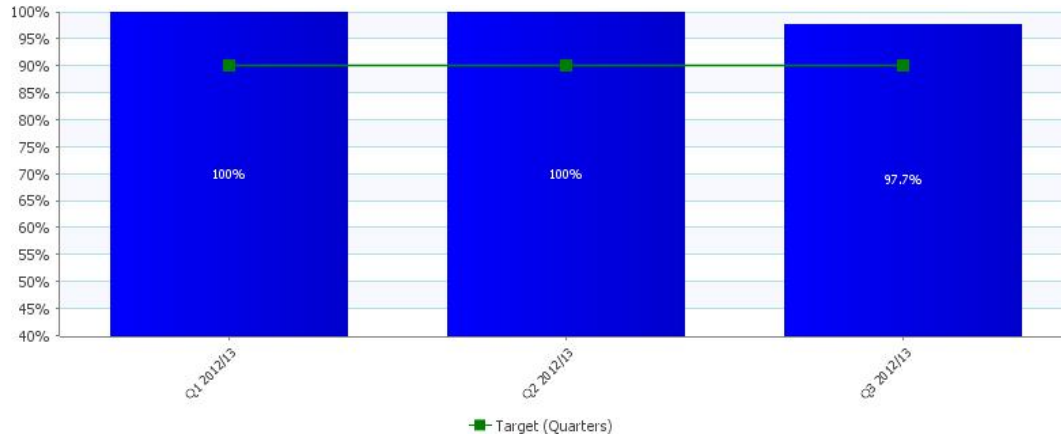
EH049_6b – Percentage of requests for service to Trading Standards responded to within the specific service level targets



Commentary: Performance is influenced by the number of staff available to handle the number of service requests received linked to the timeliness of complaints being allocated to officers by support staff. Service request numbers are outwith the control of management therefore fluctuations within the indicator are to be expected. Within the five quarters shown, levels have remained within acceptable tolerances of the particularly ambitious target of 96%. Officers have been encouraged to make the best possible use of work planning facilities to ensure that performance remains high.

For 2013/14 the performance target will be retained at 96%.

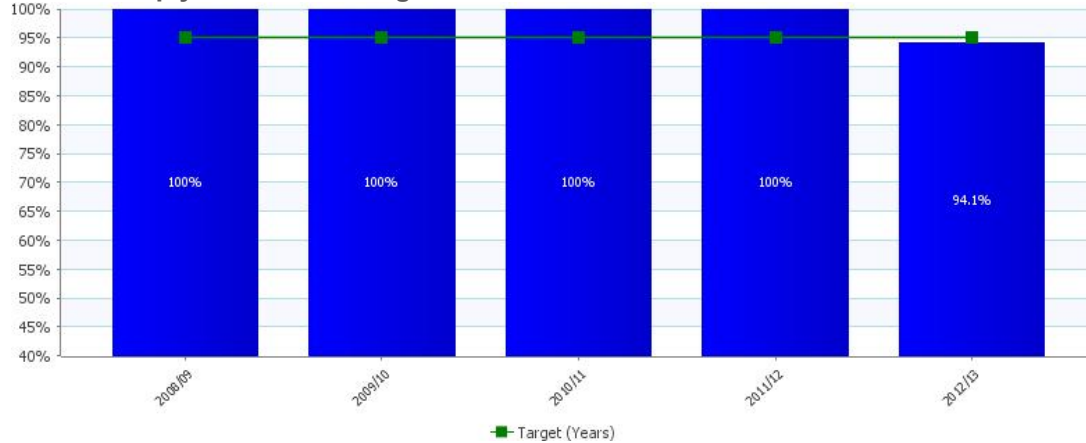
EH044_9a – Percentage of commercial premises rated as highest risk for food hygiene, food standards, trading standards or health & safety, which were inspected on time as per the annual inspection program



Commentary: This is the first year that this grouped inspection indicator has been used therefore no annual trends are available. However, the two quarters showing 100% is encouraging and appropriate for this high risk grouping.

Targets will be reviewed in 2013/14 but for the start of the year will be retained at 90%.

EH047_6a – Percentage of businesses owners who rated the officers explanation of how to comply with relevant legislation as Good or Excellent



Commentary: Over the past five years levels of satisfaction have remained consistently high although a slight dip was recorded in this current year. Analysis of the satisfaction survey was unable to identify any particular reason for this dip however possible reasons could include increased enforcement action and reduced awareness by poorly trained business operators. Uptake of information will be directly related to the training, awareness and language skills of food operators.

For 2013/14 the performance target will be retained at 95%.

Calendar of Improvement and Efficiency Activity – Environmental Health & Trading Standards

Action	Frequency	2013/14 (✓)											
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
● Performance management	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Review of Performance Indicators and targets	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Benchmarking	As Required												
● Collation Specified Performance Indicators (SPIs)	Annual		✓										
● Update of PPR information	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● WLAM (assessment)	Annual	✓											
● Review Panel	Annual		✓										
● Performance Committee	As Required												
● Process Review (Lean/RIE activity)	N/A												
● Progress review of improvement actions	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● CSE preparation	Annual										✓	✓	
● Inspection or Audit activity	As Required												
● Budget Management activity	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Equality Impact Assessment(s)	Annual								✓				
● Health and Safety Assessment(s)	Annual								✓				
● Business Continuity Planning	Annual								✓				
● Workforce Planning	Six-Monthly	✓							✓				
● PRPDs	Six-Monthly	✓							✓				
● Review of customer groups/segmentation matrix	Annual											✓	
● Customer consultation	Annual											✓	
● Review of Service Standards	Annual											✓	
● Planned Engagement activity	Annual											✓	
● Website content management	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

● Performance activity
 ● Self Assessment activity
 ● Consultation & engagement activity
 ● External assessment activity
 ● Corporate management activity

3.3 Planning Services

Manager:	Vacant
Number of Staff (FTE):	40
Location:	County Buildings, Linlithgow

Purpose

The principal purpose of the Planning Services unit is to carry out the statutory planning and building standards functions of the council and ensure that sufficient education capacity exists for predicted levels of demand in nurseries and schools. The service seeks to promote sustainable economic development and ensure protection of the environment. For WLAM purposes, the service includes the council's climate change policy function.

Activities

The main activities of the service in 2013/14 will be:

- Maintaining, monitoring and implementing an up to date development plan.
- Preparing, monitoring and reviewing supplementary planning guidance and prepare planning briefs.
- Verifying applications for building warrants.
- Verifying completion certificate submissions.
- Enforcement of Building (Scotland) Act 2003 in relation to dangerous buildings and unauthorised works.
- Processing applications for letters of comfort.
- Processing planning and related applications.
- Processing appeals against the council's decisions on planning applications.
- Enforcement of planning control.
- Conservation and design of the built heritage.
- Preparing school roll projections.
- Progressing school consultations to support the development plan alongside appropriate school provisioning and capacity increases.
- Working with education colleagues to manage the highest intake of primary pupils for many years particularly when set against limited primary school capacity.
- Supporting the preparation of supplementary planning guidance to secure developer contributions.

Customer Participation

The service will actively engage customers and potential customers in the delivery and re-design of services to ensure that are accessible and focused on their needs and preferences.

Customer Consultation Schedule				
Customer Group	Survey Method	Frequency	Responsible Officer	Feedback Method
Development Planning Customers	Online and Newsletter	Annually, linked to development plan timetable.	Colin Miller	Development Plan
School Consultations	Online, in writing, ad hoc meetings, public meetings, HMI review	As required per consultation	David McKinney	Executive report
Applicants and agents – Development Management	Focus group	Bi-annually	Chris Norman	Follow up meeting
Applicants and agents – Building Standards	Focus group	Bi-annually	Chris Norman	Follow up meeting

Activity Budget

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14 £	Revenue Income Budget 2013/14 £	Net Revenue Budget 2013/14 £
Development Management - Processing Planning Applications and appeals	To determine applications for planning permission, advertisement consent and listed building consent in accordance with the development plan and other material considerations	Protecting the built and natural environment	Performance measure to be developed	WLAM	10.2	453,548	(643,415)	(189,867)
			Applications determined within the statutory time period: DBS004_6b all applications determined within two months: Target 80%	PUBLIC				
Development Management - Enforcement	To regulate unauthorised development in the interests of our communities and the environment	Protecting the built and natural environment	Breach of condition and enforcement notices served: 32 PPF456_9A Enforcement – time since enforcement charter published (full years) – 2 (HI-LEVEL)	WLAM	1.0	44,465	0	44,465
			PPF457_9A Enforcement – number of breaches identified – 450 (HI-LEVEL) PPF458_9A Decision-making timescales – local developments (non-householder): local: less than 2 months (average timescale (weeks)) – 7.1 (HI-LEVEL) PPF472_9A Enforcement – number of breaches resolved – 350 (HI-LEVEL)	WLAM				
			Performance measure to be developed					

PLANNING & ECONOMIC DEVELOPMENT | MANAGEMENT PLAN 2013/14

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14 £	Revenue Income Budget 2013/14 £	Net Revenue Budget 2013/14 £
Planning - Policy & Advice	To integrate new development into our communities and to enhance our urban and rural environment	Protecting the built and natural environment	Performance measure to be developed	WLAM	1.0	44,465	0	44,465
			New PIs and targets to be established. (a) number of enquiries processed (b) number responded to within agreed timescale	WLAM				
Property Enquiry Certificates	To ensure that accurate information is available to assist property transactions	Protecting the built and natural environment	Performance measure to be developed	WLAM	0.3	13,359	(8,280)	5,079
			Percentage of applications responded to within 5 working days: 85%	WLAM				
Building Standards- Processing applications for Building Warrants, Completion Certs, Letters of Comfort	To ensure new development is undertaken in the interests of the health & safety and welfare of the general public and the environment	Protecting the built and natural environment	Performance measure to be developed	WLAM	8.7	387,665	(679,365)	(291,700)
			New PIs to be established to accord with the revised building standards performance framework (Targets to be established): KPO 1 - Year on year reduction in the average time taken to grant a building warrant	WLAM				
Dangerous Building Notices & Other Enforcement Notices	To ensure new development is undertaken in the interests of the health & safety and welfare of the general public and the environment	Protecting the built and natural environment	Action on unauthorised alterations, dangerous buildings and defective buildings: 150 cases New PI to be established based around % cost recovery of costs associated with carrying out direct action	WLAM	0.5	22,280	0	22,280

PLANNING & ECONOMIC DEVELOPMENT | MANAGEMENT PLAN 2013/14

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14 £	Revenue Income Budget 2013/14 £	Net Revenue Budget 2013/14 £
Building Standards Advice	To ensure new development is undertaken in the interests of the health & safety and welfare of the general public and the environment	Protecting the built and natural environment	Performance measure to be developed	WLAM	1.8	80,207	0	80,207
			Number of hours spent providing Building Standards Advice. NewPIs to be established to accord with the revised building standards performance framework (Targets to be established) KPO 1 - Year on year reduction in the average time taken to grant a building warrant	WLAM				
Planning Briefs	To prepare planning briefs	Protecting the built and natural environment	Performance measure to be developed	WLAM	0.5	47,278	0	47,278
			STP001_9B Percentage of population covered by a finalised or adopted Local Plan – 100%	HIGH LEVEL				
Development Planning	Maintain and implement an up to date development plan and provide a statutory framework for development and to implement plan policies and proposals	Protecting the built and natural environment	Performance measure to be developed	WLAM	3.9	368,765	(50,794)	317,971
			STP001_9B Percentage of population covered by a finalised or adopted Local Plan – 100%	HIGH LEVEL				

PLANNING & ECONOMIC DEVELOPMENT | MANAGEMENT PLAN 2013/14

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14 £	Revenue Income Budget 2013/14 £	Net Revenue Budget 2013/14 £
Supplementary Planning Guidance	To prepare, monitor and review supplementary planning guidance (SPG) including promotion of TPOs and progressing tree consents and preparation of development briefs	Protecting the built and natural environment	Performance measure to be developed	WLAM	3.9	368,765	0	368,765
			Review, customise and stylise all SPG. New PIs to be established based around developer contributions secured and additional infrastructure capacity created	HIGH LEVEL				
Environmental Projects	Protect and enhance the environment. To make West Lothian a more sustainable environment for working, living and leisure	Protecting the built and natural environment	Performance measure to be developed	WLAM	0.5	14,017	0	14,017
			Environmental projects and initiatives delivered	WLAM				
Climate Change Projects	To reduce the council's carbon footprint and to work with others to manage carbon reductions across West Lothian.	Protecting the built and natural environment	Performance measure to be developed	WLAM	1.7	47,657	0	47,657
			CMP001_9a Carbon Footprint	WLAM				
Access Projects	To implement and review the core paths plan including project based improvement works and dispute resolution	Protecting the built and natural environment	New PIs to be established based around length of paths improved.	WLAM	1.0	28,032	0	28,032
			Performance measure to be developed	WLAM				

PLANNING & ECONOMIC DEVELOPMENT | MANAGEMENT PLAN 2013/14

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14 £	Revenue Income Budget 2013/14 £	Net Revenue Budget 2013/14 £
Contaminated Land	Protect and enhance the environment through implementation of contaminated land studies	Protecting the built and natural environment	New PIs to be established based around number of investigations carried out and number of owner / developer led remediation schemes implemented.	WLAM	1.0	94,555	0	94,555
			Performance measure to be developed	WLAM				
Service Support	Provision of management and administrative support	Enabler Service - Corporate Governance and Risk	<i>Support activities contribute towards the overall performance of the service. Performance is monitored through the indicators for front line activities.</i>		5.7	200,018	0	200,018
Total :-					41.7	2,215,076	(1,381,854)	833,222

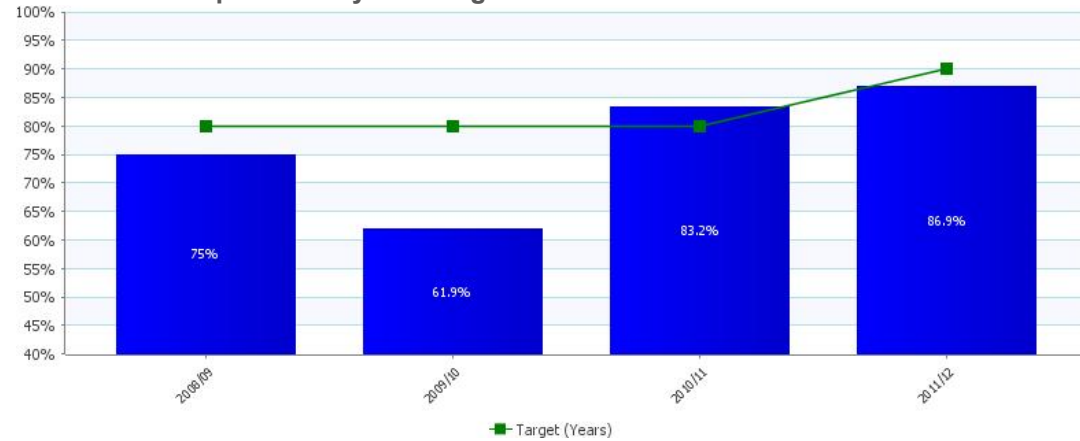
Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2013/14	PI Category	Staff Resource (FTE)	Revenue Expenditure Budget 2013/14 £	Revenue Income Budget 2013/14 £	Net Revenue Budget 2013/14 £
School Provisioning including Section 75 Development	Ensure sufficiency of places to meet statutory requirements and to secure Best Value and education service	Protecting the built and natural environment	New PIs to be created based around % occupancy of available capacity.	WLAM	3.0	122,769	0	122,769
			All pupils placed within statutory legislation and Council Policy 100%.	HIGH LEVEL				
Service Support	Provision of management and administrative support	Enabler Service - Corporate Governance and Risk	Support activities contribute towards the overall performance of the service. Performance is monitored through the indicators for front line activities.		0.5	14,343	0	14,343
Total :-					3.5	137,112	0	137,112

Actions

Actions 2012/13						
Action	Description	Planned Outcome	Owner	Start	End	Status (Planned, Active, Complete)
Planning training for community councils	Quarterly evening presentation on planning practice and procedures	Better informed community councils that are able to engage more fully with the planning process	Chris Norman	January 2013	March 2013	Active
Actions 2013/14						
Action	Description	Planned Outcome	Owner	Start	End	Status (Planned, Active, Complete)
Review building standards customer charter	Review building standards customer charter in line with Scottish Government performance framework	Standardise information in local customer charter and include information with national context	Jimmy McGinley	April 2013	October 2013	Planned
Respond to improvement tasks resulting from the planning performance framework.	A more holistic annual account of the performance of the planning service	Annual submission to Scottish Government showing improvements undertaken.	Chris Norman	April 2013	March 2014	Active
Publish the Main Issues Report (MIR) for the West Lothian Local Development Plan	When adopted the local development plan will replace the west Lothian Local Plan	MIR published and consultation undertaken in accordance with statutory requirements	Colin Miller	October 2013	March 2014	Planned
Review Enforcement Charter	Review and update the charter as necessary	Charter updated to reflect agree enforcement procedures and priorities	Chris Norman	April 2013	October 2013	Planned
Planning training for community councils	Quarterly evening presentation on planning practice and procedures	Better informed community councils that are able to engage more fully with the planning process	Chris Norman	April 2013	October 2013	Active

Performance

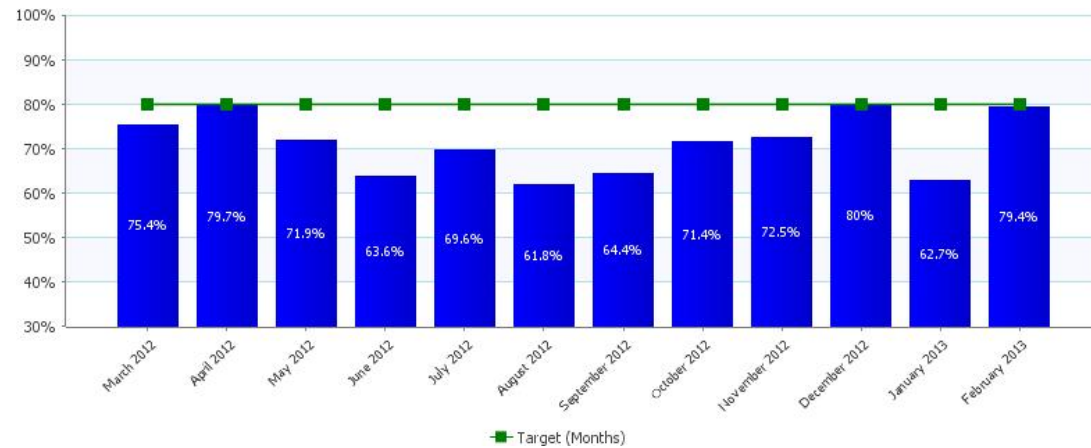
STP005_6a.7 - The percentage of customers completing satisfaction surveys who rate the service provided by Planning Services as Good or Excellent



Commentary: The trend chart shows that Planning Services' customer satisfaction continues to improve and now exceeds the target set in 2009/10. It should be noted however, that the results presented are not directly comparable, as the 2009/10 results are based solely on customer feedback via the ongoing survey link, as annual surveys across the whole service were not introduced until 2010. It is considered therefore that the 2010/11 results provide a better overview of customer satisfaction. Customer Satisfaction surveys are carried out annually, with figures available in June of each year.

A further review of the target will take place for 2012/13, once figures are available, but for the start of the service plan year will be remain set at 90%.

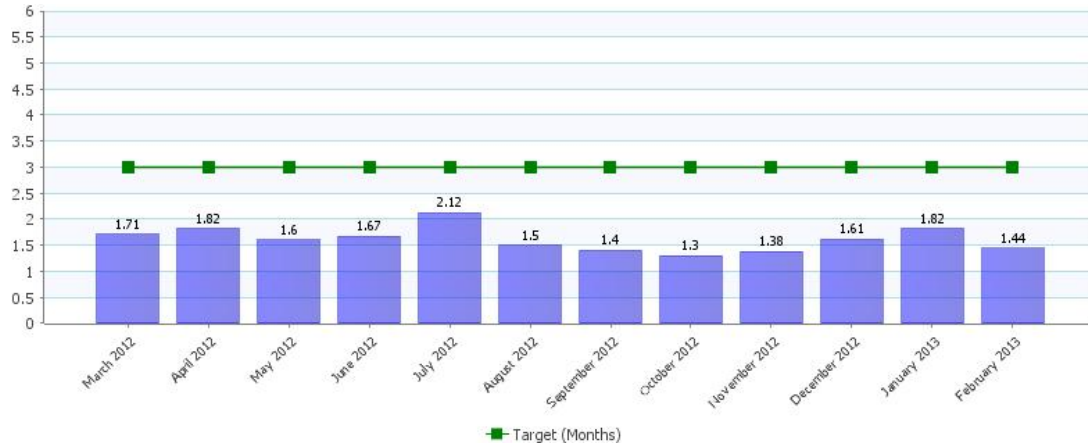
DBS030_6b - Percentage of all planning applications determined (processed) within two months



Commentary: The trend shows that the Service's performance of all planning applications determined within two months has been improving in the recent past. Variability in performance before that date was a result of ongoing changes to the planning application process introduced as a result of legislative changes. It should be noted that these changes increase the timescale for determining major applications from two months to four months, although the specified performance indicator (SPI) has not been updated by the Scottish Government to reflect this change. The target for this indicator is set at a statutory level of 80%.

For 2013/14 the performance target will be retained at the nationally set performance level of 80%.

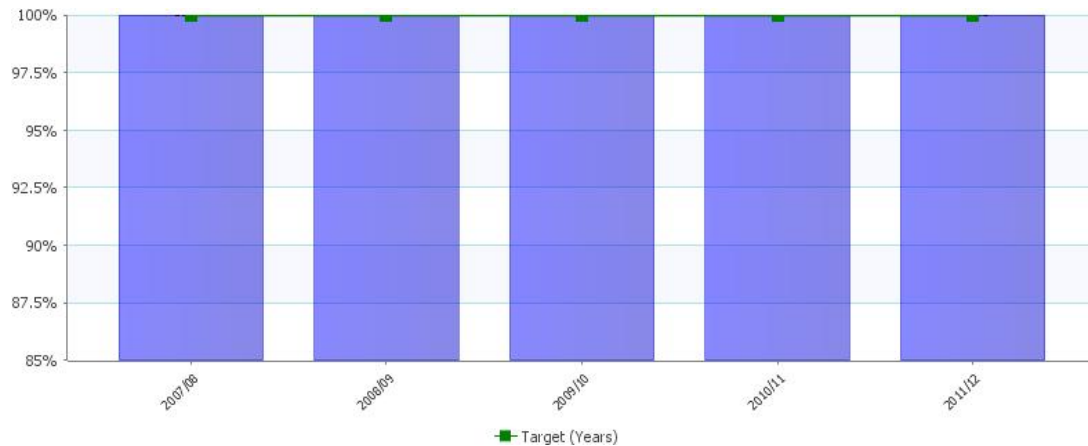
DBS017_9a - Average number of working days to respond to request for completion certificate



Commentary: The trend shows that the service has maintained a high level of responding to requests for completion certificates within the target of three days. Since July 2011, due to reviewing processes of identifying applications of this type quickly, levels have improved from an average of 2.88 working days to 1.44 working days in February 2013.

In 2013/14 the target will remain at three days, but with consideration being given to reducing the target to two days.

STP001_9b – Percentage of population covered by a finalised or adopted Local Plan



Commentary: The trend shows that the service has year on year maintained 100% of percentage of population covered by a finalised or adopted Local Plan. The service met last year's target of 100% and is working towards maintaining the long-term target of 100%.

For 2013/14 the performance target will be retained at the nationally set performance level of 100%.

Calendar of Improvement and Efficiency Activity

Action	Frequency	2013/14 (✓)											
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
● Performance management	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Review of Performance Indicators and targets	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Benchmarking	As Required	✓											
● Collation Specified Performance Indicators (SPIs)	Annual		✓										
● Update of PPR information	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● WLAM (assessment)	3 Yr Cycle	✓											
● Review Panel	3 Yr Cycle		✓										
● Performance Committee	As Required												
● Process Review (Lean/RIE activity)	N/A												
● Progress review of improvement actions	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● CSE preparation	Annual										✓	✓	
● Inspection or Audit activity	As Required												
● Budget Management activity	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
● Equality Impact Assessment(s)	Annual								✓				
● Health and Safety Assessment(s)	Annual								✓				
● Business Continuity Planning	Annual								✓				
● Workforce Planning	Six-Monthly	✓							✓				
● PRPDPs	Six-Monthly	✓							✓				
● Review of customer groups/segmentation matrix	Annual											✓	
● Customer consultation	Annual											✓	
● Review of Service Standards	Annual											✓	
● Planned Engagement activity	Annual											✓	
● Website content management	Monthly	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

● Performance activity
 ● Self Assessment activity
 ● Consultation & engagement activity
 ● External assessment activity
 ● Corporate management activity

Planning & Economic Development

Management Plan 2013/14

Craig McCorrison
Head of Service

April 2013

For more information:

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