

# Measuring Economic & Community Ambition (Summary)

For further information  
please speak to David  
Morgan or Mike Horrocks



## INTRODUCTION

Measuring progress towards achieving our ambition is a key component of good management. It is essential in helping us understand the extent to which actions we pursue bring about the changes we want to see. To be effective, it must be a live activity that provides information to inform decisions and allow changes to be made as required. In support of this a review of the Economic & Community Ambition Strategy, its implementation and its contribution to desired corporate plan outcomes will be undertaken on an annual basis.

This document sets out a summary of the desired outcomes in the Strategy and their links to a measurable set of indicators. These are monitored and reported to the Economic & Community Ambition Programme Board as part of the governance arrangements for delivery of projects and programmes within the scope of the Strategy.

During the first year of the Strategy a complete baseline for the outcome indicators will be established, some of which will be obtained through additional primary research activity in the form of a business survey.

It should be noted that all projects within the scope of the Strategy will follow the corporate project management methodology which requires clear identification of project outcomes, expected benefits, measurement indicators and timescales for reporting on these. Projects will be linked to programme outcomes via the shared indicators in this document so that progress towards achieving an outcome can be tracked and reported through monitoring progress on a number of projects.

## THEMES

HEADLINES

[Click for Details](#)

THEME1: INFRASTRUCTURE FOR GROWTH

[Click for Details](#)

THEME 2: SUPPORTED AND CONNECTED BUSINESSES

[Click for Details](#)

THEME 3: OPPORTUNITIES FOR GROWTH

[Click for Details](#)

THEME 4: HIGH QUALITY SKILLED WORKFORCE

[Click for Details](#)

THEME 5: VIBRANT TOWNS AND COMMUNITIES

[Click for Details](#)

THEME 6: WELL PROMOTED DENBIGHSHIRE

[Click for Details](#)

## HEADLINES

There are two headline outcomes:

### **1. Denbighshire is a county with high levels of employment and good levels of income in all its towns and communities**

Indicators

- claimant count a % of the working age population.
- median household income.

#### **Comparators**

We will compare claimant count data with Great Britain and Wales aiming to have lower levels of claimants than these comparators and to return to the historically low levels, we achieved before the recession, as the economy recovers.

We will compare household income data with Wales aiming to have higher average household income than Wales with continuous improvement thereafter.

### **2. Businesses Develop and Grow**

Indicators

- The count of births of new enterprises.
- Survival of newly born enterprises (1 year survival rate).
- Survival of newly born enterprises (3 year survival rate).
- Turnover (£m) of Denbighshire based businesses.

#### **Comparators**

We will compare these indicators with our own past performance aiming to retain our high business survival rates whilst also returning to pre-recession levels of Business Births and turnover as the economy recovers.

[Back to Themes](#)

## THEME1: INFRASTRUCTURE FOR GROWTH

There are three outcomes in this theme:

### **1. We have effective transport connections that enable people to access jobs, and businesses to access markets/customers**

#### Indicators

- % of businesses who report travel difficulties as a barrier for employees
- % of businesses who report travel difficulties as a barrier for customers
- % of businesses who report travel difficulties as a barrier for suppliers
- % of businesses who report selling goods and services to a wider area

In order to collect data for these indicators we need to conduct a survey of businesses. This is planned and is due to take place for the first time from May to July 2014 and annually thereafter. Therefore no baseline will be available until summer 2014.

#### Comparators

We will compare performance as a trend against baseline.

### **2. We have modern digital and voice communication networks that meet the needs of businesses, residents and visitors**

#### Indicators

- Ofcom five point ranking for overall broadband performance
- Ofcom rank for premises that receive no reliable signal (3G)
- Ofcom rank for premises that receive no reliable signal (4G)
- % of businesses who report carrying using the internet to sell or source goods and services

Data is not yet available for the 4G signal coverage but this is expected to be published in 2014. The data for the final indicator will be collected as part of the survey of businesses. Therefore no baseline will be available until summer 2014.

#### Comparators

We will rate broadband and 3G performance using the national (UK) scale but will also compare specifically with our close geographical neighbours; the North Wales Local Authorities, Cheshire West and Chester and the Wirral.

For the Business survey question we will compare performance as a trend against baseline.

### **3. We have a good and readily available supply of appropriate business premises and land that supports established businesses to grow and new businesses to start up**

Indicators

- % of new employment land that has been developed
- % of employment land sites that are ready to be developed
- % of all available employment land sites where business premises are in use

These indicators are still being developed and there is currently no baseline available.

#### **Comparators**

We will compare performance against commitments in the Local Development Plan and those arising from the review of commercial property.

[Back to Themes](#)

## **THEME 2: SUPPORTED AND CONNECTED BUSINESSES**

In this theme there are three outcomes:

### **1. We have easy to understand, accessible and high quality business support services available for established and new businesses**

Indicators

- No. of businesses that access business advice & support services in the past 12 months
- % of businesses (who accessed advice & support in the last 12 months) who were satisfied with the quality of advice & support.
- % of businesses reporting that the right advice and support was easy to access

These indicators are new and will need to be collected via the new business survey. Therefore no baseline will be available until summer 2014.

#### **Comparators**

We will compare performance as a trend against baseline.

## **2. We have a strong local business community that benefits from being well connected, both within each other and with opportunities outside the county**

### Indicators

- % of businesses who report that they are part of a business network
  - Local
  - Regional
  - National
- % of businesses who report some benefit from their business network
  - Local
  - Regional
  - National

These indicators are new and will need to be collected via the new business survey. Therefore no baseline will be available until summer 2014.

### **Comparators**

We will compare performance as a trend against baseline.

## **3. Denbighshire County Council's procurement activity benefits local businesses and residents**

### Indicators

- £ value of procurement contracts awarded to local businesses
- £ value of local procurement as a % of total procurement
- % of agreed community and social benefit clauses that are:
  - fully achieved
  - partially achieved
  - not achieved

These indicators are currently being developed by the Corporate Research and Intelligence Team in conjunction with the Procurement Team. Baseline data will be available shortly.

### **Comparators**

We will utilise the Value Wales dataset to compare our performance with that of other local authorities within Wales.

[Back to Themes](#)

## THEME 3: OPPORTUNITIES FOR GROWTH

In this theme there are three outcomes:

### **1. We build on the strengths of our tourism and agricultural sectors and encourage them to make increasingly strong contributions to Denbighshire's economy**

Indicators

- Total revenue derived from tourism.
- No. of people employed in the tourism sector in Denbighshire
- No. of businesses in the accommodation and food services sector
- Total turnover of agricultural businesses

#### **Comparators**

We will compare current performance levels of increase in Wales and Great Britain. We will also utilise econometric projections to forecast national and regional growth and our likely share of this growth.

### **2. We exploit new opportunities for growth, with an initial focus on the Manufacturing, Energy & Environmental Technologies and Creative Industries Sectors**

Indicators

- No. of businesses in the production sector
- No. of businesses in the creative industries sector
- No. of residents employed in the manufacturing sector
- No. of residents employed in the energy & water sector
- No. of residents employed in the agriculture sector
- No. of residents employed in the creative industries sector

#### **Comparators**

We will compare current performance levels of increase in Wales and Great Britain. We will also utilise econometric projections to forecast national and regional growth and our likely share of this growth.

### **3. We encourage growth in the Social Enterprise sector to deliver alternative and complementary opportunities for services and jobs**

Indicators



- The count of births of new social enterprises
- The one year survival rate for new social enterprises
- The three year survival rate for new social enterprises
- The number of jobs created within the social enterprise sector

These are all suggested new indicators and data sources will need to be developed with partners from the third sector.

### **Comparators**

We will compare performance as a trend against baseline.

[Back to Themes](#)

## **THEME 4: HIGH QUALITY SKILLED WORKFORCE**

In this theme there are four outcomes:

### **1. Denbighshire's residents well skilled, and equipped to benefit from jobs and opportunities that arise**

Indicators

- % of the working age population with no qualifications
- % of the working age population with qualifications of level 2 and above
- % of the working age population with qualifications of level 4 and above

### **Comparators**

We will compare against Great Britain and Wales level and also assess our position relative to our near geographical neighbours in the other North Wales Authorities, Cheshire West and Chester and the Wirral.

### **2. Employment rates across Denbighshire improved, with significant reductions in youth unemployment in particular**

Indicators

- % of Year 11 Leavers for Schools in Wales known to be not in education, employment or training by Unitary Authority
- % of the working age population claiming Job Seekers Allowance
- % of the population aged 16 to 24 claiming Job Seekers Allowance

## **Comparators**

We will compare performance against Great Britain and Wales and also assess our position relative to the other Local Authorities in Wales.

### **3. Denbighshire's businesses have easy access to a workforce with the skills needed for businesses to be successful and grow**

Indicators

- % of businesses reporting unfilled vacancies due to unsuitable applicants
- % of businesses reporting difficulty recruiting staff with the right skills

These indicators are new and will need to be collected via the new business survey. Therefore no baseline will be available until summer 2014.

## **Comparators**

We will compare performance as a trend against baseline.

### **4. Denbighshire has a strong culture of enterprise and entrepreneurship**

Indicator

- % of people employed in Denbighshire who are self-employed

## **Comparators**

We will compare the performance of this indicator against the other rural local authorities in Wales.

[\*\*Back to Themes\*\*](#)

## THEME 5: VIBRANT TOWNS AND COMMUNITIES

In this theme there are three outcomes:

### **1. Denbighshire's towns are vibrant and prosperous, and ready to meet the challenges of the future**

Indicators

- % of vacant town centre premises
- % of residents reporting overall satisfaction with their town centre
- % of town residents reporting overall satisfaction with their local area
- % of town centre businesses reporting confidence in future prospects

#### **Comparators**

We will compare performance as a trend against baseline.

### **2. Denbighshire's rural communities are economically sustainable, now and in the future**

Indicators

- % of the rural working age population claiming Job Seekers Allowance
- % of rural residents reporting overall satisfaction with their local area
- % of rural businesses reporting confidence in their future prospects

The final indicator is new and will need to be collected via the new business survey. Therefore no baseline will be available until summer 2014.

#### **Comparators**

We will compare performance as a trend against baseline.

### **3. The number of communities and households in Denbighshire experiencing deprivation are reduced**

Indicators

- % of LSOA that fall into the 10% most deprived in Wales
- No. of LSOA with a claimant count as % of working age population greater than Great Britain
- No. of LSOA with a median household income below Wales

## Comparators

We will use the Wales figures as a benchmark and compare relative performance as a trend against baseline.

[Back to Themes](#)

## THEME 6: WELL PROMOTED DENBIGHSHIRE

In this theme there are three outcomes:

### **1. Denbighshire is recognised as a great place to live and is successful in attracting people to move to or remain living in its towns and communities**

Indicators

- % of residents satisfied with their area as a place to live
- % of residents reporting that they are likely to move out of Denbighshire within the next 5 years
- Number of house sales
- Number of housing new build completions

## Comparators

We will compare performance in the residents' survey questions as a trend against baseline. The housing market data will be compared with the Great Britain and Wales data.

### **2. Denbighshire is recognised as a great place to visit and plays a key role in making North Wales a top 5 UK visitor destination**

Indicators

- Visitor Numbers

## Comparators

We will compare current performance levels of increase in Wales and Great Britain. We will also utilise econometric projections to forecast national and regional growth and our likely share of this growth.

### **3. Denbighshire is recognised as an attractive place for businesses to be located and is successful in attracting new and retaining existing growing businesses**

#### Indicators

- Total number of active enterprises
- Number of enquiries from business wishing to locate in Denbighshire

The second indicator is new and will need to be collected by the council's business support teams.

#### **Comparators**

We will compare the active enterprises indicator with our own past performance aiming to return to pre-recession levels as the economy recovers. We will compare the number of enquires as a trend against baseline.

[Back to Themes](#)