

BRIDGEND COUNTY BOROUGH:

A SMART FUTURE

SUSTAINABLE ECONOMIC REGENERATION STRATEGY AND ACTION PLAN FOR BRIDGEND COUNTY BOROUGH

ANNUAL REVIEW 2005-2006

BRIDGEND COUNTY BOROUGH
ECONOMIC PARTNERSHIP

JULY 2006



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SECTION 1: ANNUAL REVIEW 2005/06 - INTRODUCTION

This strategy and action plan is supported by the Bridgend County Borough Economic Partnership, including representatives from the public, private/social partners, and voluntary sectors.

As part of the Community strategy process, the Economic Partnership is now working as one of a “family” of partnerships to promote and implement progressive economic, social and environmental change in Bridgend county borough. The ultimate goal is to develop a coherent set of plans, which together address the key strategic issues affecting the area.

The Bridgend County Borough Economic Partnership is responsible for championing the sustainable economic and physical regeneration of the county borough. The Partnership’s strategy is described in terms of the following structure:

- the **Vision and Strategic Objectives** for the economic transformation of the county borough.
- the **Key Measures of Success** which need to change significantly and progressively to show that the Vision is being achieved in the required timescale.
- the **Critical Initiatives** which need to be put in place to transform the context and culture in which practical projects are developed and delivered.
- the **Action Programmes** which incorporate the specific projects which will bring about change on the ground.

The following pages provides a review of progress in 2005/06, highlighting what has been achieved in relation to the activities and targets in the action plan.

*Bridgend County Borough Economic Partnership
May 2006*

FURTHER INFORMATION: This document draws heavily on earlier work carried out by economic consultants on behalf of the Economic Partnership. For further information, interested parties should refer to:

1. “Bridgend County Borough: A Smart Future – Sustainable Economic Regeneration Strategy and Action Plan”, Volumes 1-3, Shared Intelligence, June 2003.
2. “Sustainable Economic Regeneration Strategy and Action Plan for Bridgend County Borough: A First Year Review,” Newidiem, August 2004.
3. Bridgend County Borough: A Smart Future – Sustainable Economic Regeneration Strategy and Action Plan 2005/06-2007/08, Bridgend County Borough Economic Partnership, April 2005.

Copies of the above documents can be obtained from the Regeneration Funding Team, Bridgend County Borough Council, Tel: 01656 672921

SECTION 2: ECONOMIC REGENERATION STRATEGY FOR BRIDGEND COUNTY BOROUGH - OVERVIEW

VISION 2004-2016	STRATEGIC OBJECTIVES	ACTION PROGRAMMES
<p>Bridgend County Borough will develop competitive advantages, for itself and its people, communities businesses and other enterprises, based on becoming a 'smart' community, well maintained, well connected, well informed and innovative, playing a significantly enhanced role in the economy of South Wales by developing its locational and human resource advantages.</p> <p>Its mixed economy will provide a wide range of job opportunities in successful and growing companies in both manufacturing and services that operate across the South Wales economy and further afield.</p> <p>Its communities will be prosperous enough to have become vibrant and pleasant places to live, work and relax. Its poorer people will be catching up and have opportunities for further improvement. Above all, its people will have the income and the opportunities to enjoy the fruits of their labours.</p>	<ul style="list-style-type: none"> SO1: to increase the contribution of Bridgend County Borough to the wider South Wales economy. 	<ul style="list-style-type: none"> AP1: Strategic Positioning And Marketing
	<ul style="list-style-type: none"> SO2: to foster the modernisation of the economy of the County Borough. 	<ul style="list-style-type: none"> AP2: Modernising The Economy
	<ul style="list-style-type: none"> SO3: to encourage positive attitudes to acquiring knowledge and skills. 	<ul style="list-style-type: none"> AP3: Fostering Lifelong Learning And Skills Development
	<ul style="list-style-type: none"> SO4: to strengthen the economies of the poorer communities within the County Borough. 	<ul style="list-style-type: none"> AP4: Strengthening Communities
	<ul style="list-style-type: none"> SO5: increase penetration, take up and effective use of new information technologies. 	<ul style="list-style-type: none"> AP5: Promoting Take Up of Information and Communications Technologies (ICT)

KEY MEASURES OF SUCCESS	BASELINE	TARGET	CURRENT POSITION
Gross Value Added Per Head	£10,023 (2000)	Exceed all-Wales growth by 1% per year	Bridgend/NPT rose 11% to £11,094 in 2003. WW& Valleys & Wales increased by 15% and 16%, respectively. In 2003, UK = 100, Bridgend/NPT = 69
Gross weekly pay of full-time employees - Resident	£370 (2003)	Exceed all-Wales growth by 1% per year	Bridgend figure rose 15% to £436 in 2005. Wales' earnings rose 7% over same period.
Economic activity rate	73.7% (4 th quarter 2004)	Increase to 78% by 2010	77.4% (Apr 04-Mar 05). – 17,500 people inactive
Economic activity rate - women	67.2% (4 th quarter 2004)	Increase to 73% by 2010	73.3% (Apr 04 – Mar 05)
Employment – Proportion of people in work	70.1% (4 th quarter 2004)	Increase to 75% by 2010	74.8% (Apr 04 – Mar 05)
Unemployment (Claimant Count)	2.2% (April 2004)	Reduce to 1% below all-Wales average	2.9% (March 2006) in Bridgend compared to 2.7% in Wales.

SUMMARY ACTION PROGRAMMES 2005/06

Programme	Projected Spend £000	Actual Spend £000	Variation 2005/06 £000	Notes
1.1 Town Centre Renewal Programmes	3,675	2,425	-1,250	Some slippage on Bridgend & Maesteg but programmes generally making good progress.
1.2 Strategic Infrastructure & Transport	2,073	1,715	-358	Generally progressing on target but some slippage on rail schemes.
1.3 Replenishing the Shopping, Tourism & Leisure Offer	511	260	-251	Slippage on tourism signposting and reduced cycle routes programme.
2. Modernising the Economy	6,604	6,321	-283	Business support and site developments generally delivered on target.
3. Lifelong Learning & Skills Development	435	639	+204	Actions to extend learning networks and learning opportunities, including Construction Skills Training Centre, completed.
4. Strengthening Communities	1,938	277	-1,661	Slow start to community key funds – Garw & REAP – but projects in pipeline.
5. Promoting Take-up of ICT	240	23	-217	Development work unable to progress because of funding constraints.
TOTALS	15,476	11,660	-3,816	

SECTION 3: STRATEGIC OBJECTIVES, CRITICAL INITIATIVES AND ACTION PROGRAMMES 2005/06-2007/08

STRATEGIC OBJECTIVE 1	CRITICAL INITIATIVES		
SO1: TO INCREASE THE CONTRIBUTION OF BRIDGEND COUNTY BOROUGH TO THE WIDER SOUTH WALES ECONOMY.	<ul style="list-style-type: none"> • developing the County Borough's key town centres – Bridgend, Maesteg, Porthcawl - as excellent locations for business and attractive places for business services, shopping and leisure facilities. • creating and managing a high-quality public realm • improving accessibility to the key town centres • improving key transport connections • improving the County Borough's tourism offer to stay competitive in traditional markets and to develop new ones, especially in industrial heritage, activity holidays and short breaks. • creating the image of a desirable and investor-friendly county borough 		
KEY MEASURES OF SUCCESS	BASELINE	TARGETS	CURRENT POSITION
Public perceptions of key town centres – Bridgend, Maesteg, Porthcawl	To be determined for key criteria by data from annual health checks	Increase public satisfaction levels across key criteria for each town centre.	No public surveys undertaken. Town centre health checks for 2005 provide positive outlook for all 3 main town centres.
Town centre accessibility	To be determined for key criteria by data from annual health checks	Increase public satisfaction levels across key criteria for each town centre.	No public surveys undertaken. Town centre health checks for 2005 indicate high accessibility to all 3 main town centres.
Tourism expenditure:	£212.0 million (2003)	Increase by 6.0% per year	232.1 million in 2005. Increase of 4.7% per year.

ACTION PROGRAMME 1.1: TOWN CENTRE RENEWAL 2005/06

Programme	Total Spend 2005/06 £000	Key Achievements/Measures of Success 2005/06	Update/Comments
Bridgend Town Centre Renewal	1,358	<ul style="list-style-type: none"> • Phase 4 Area 3 Queen Street (443k) – works commenced in Oct 2005 with positive feedback. 1,500 sq.m of public realm to be enhanced • Town centre gateways (£147k) – 1,500 sq.m. of public realm enhancements completed in Jan 2006 • Town centre street scene (£211k) – new furniture, lighting and security measures • Car parks (£151k) – improvement works to Cheapside & Rhiw car parks began in Jan 2006 • Old Bridge (£80k) – restoration completed in Sept. 2005 • River ogwr walkway (£94k) – detailed design and feasibility undertaken 	Actual expenditure achieved 68% of projected (£1,995k) in April 2005 but programme proceeding well. Programme of £10.881 million planned for next 3 years with around 80% of funding already identified.
Maesteg Town Centre Renewal	1,007	<ul style="list-style-type: none"> • Phase 1 (£334) – Commercial Street works completed in Sept 2005 • Phase 2 (£410k): improvements to link Llynfi Rd. car park & Talbot St. began in Feb 2006 • Building grants (£257k) – major refurbishment of key buildings (Town Hall and Tabor Church). 	Actual expenditure achieved 62% of projected expenditure (£1,620k) in April 2005. major change was carry forward of Phase 2 works into 2006/07.
Porthcawl Town Centre Renewal & Tourism Development	60	<ul style="list-style-type: none"> • Marina development (£60k) – consultants' report on economic viability of marina completed. • Revenue funding for appointment of Porthcawl Regeneration Officer from 2006/07 onwards approved by Council – Feb 2006. 	Some initial feasibility work undertaken but regeneration strategy for Porthcawl and masterplan for key development sites to be progressed in 2006/07.

ACTION PROGRAMME 1.2: STRATEGIC INFRASTRUCTURE & TRANSPORT 2005/06

Programme	Total Spend 2005/06 £000	Achievements/Measures of Success 2005/06	Update/Comments
<ul style="list-style-type: none"> • Improvements to Junction 36 of M4 Motorway 	500	<ul style="list-style-type: none"> • Junction 36 (M4) gateway enhancement completed including direction signing to industrial estates. 	Monitoring currently underway.
<ul style="list-style-type: none"> • Brackla Railway Station 	0	<ul style="list-style-type: none"> • See below 	Proposed works will be taken forward as part of Maesteg rail enhancement below.
<ul style="list-style-type: none"> • Maesteg Rail Enhancement 	20	<ul style="list-style-type: none"> • Initial feasibility study completed 	Improvement works planned for 2007-2009.
<ul style="list-style-type: none"> • Bus Station Extension 	240	<ul style="list-style-type: none"> • Completion of bus station redevelopment including: <ul style="list-style-type: none"> - the construction of 11 bus bays and a new station building - housing office and restroom facilities for operators - information services - community safety features • Enhancement of road link between bus station and railway station • Introduction of bus crossing facility on the Cross Valley Link providing direct access for buses to bus station 	Programme completed on schedule.
<ul style="list-style-type: none"> • Bridgend Transport Interchange 	365	<ul style="list-style-type: none"> • Acquisition of land/building to facilitate access 	Discussions with Network Rail & train operator underway on rebuilding of ticket office to accommodate new road.
<ul style="list-style-type: none"> • Bridgend Town Centre – Access (Cycling & Walking) 	590	<ul style="list-style-type: none"> • Completion of Broadlands Route cycle route • Near completion of Cefn Glas; and Brackla Spine Route • Feasibility studies for the Penyfai Link and Laleston. 	Bridgend Town Centre Access programme forms part of the SEWTA regional cycling initiative & aims to create a network of urban cycle/pedestrian routes to link residential areas of Bridgend to the town centre
<ul style="list-style-type: none"> • Transport Corridor Environmental Improvements 	0	N/a	Programme slipped but projects in pipeline for 2006/07 onwards.

AP1.3: REPLENISHING THE SHOPPING, TOURISM & LEISURE OFFER 2005/06

Programme	Total Spend 2005/06 £000	Achievements/Measures of Success 2005/06	Update/Comments
<ul style="list-style-type: none"> • Develop and Market Stronger Events Programme 	40	<ul style="list-style-type: none"> • Events strategy completed • Strategic events fund established • 14 events supported 	Events fund to be increased in 2006/07
<ul style="list-style-type: none"> • Tourism Signage - Upgrading 	0	<ul style="list-style-type: none"> • Bridgend town gateway and Nottage signage designed 	Programme carried forward into 2006/07 because of links to Objective 1 project for Bridgend town centre.
<ul style="list-style-type: none"> • Cycle Routes – Celtic Trail, Porthcawl, Llynfi Valley, Pencoed 	196	<ul style="list-style-type: none"> • Route improvements at Blackmill (£116k), Bedford park & Kenfig Hill (£27k), and Llwyn-Heli, Glynogwr (£14k). 	
<ul style="list-style-type: none"> • Development & Feasibility - The Bridge Arts & Performance Centre - Marketing for 3-4 Star Hotel with Conference Facilities - Watersports/Outdoor Activity Development 	24 0 0	<ul style="list-style-type: none"> • Feasibility studies on suitability of Bridgend town centre sites completed. • No further progress • Support for Porthcawl activity business to secure grant aid. 	<ul style="list-style-type: none"> • Council decision in Dec. 2005 to cease further work on The Bridge project and to seek site for new library facilities. • linked to study commissioned by WTB and local authorities in South East Wales – final report in April 2006 • Progress limited because of lack of funding.

STRATEGIC OBJECTIVE 2	CRITICAL INITIATIVES		
SO2: TO FOSTER THE MODERNISATION OF THE ECONOMY OF THE COUNTY BOROUGH.	<ul style="list-style-type: none"> • Deliver integrated business support services • Support closer links between local companies and universities/Bridgend College • Maintain the aftercare service to external manufacturing investors • Develop networked centre of excellence in manufacturing training and support. • Create a programme of inward and outward trade missions • Develop local procurement and supplier chain initiatives to capture economic benefits of Council's housing stock transfer • Create a high-quality portfolio of commercial sites and premises 		
KEY MEASURES OF SUCCESS	BASELINE	TARGETS	CURRENT POSITION
Business density: VAT registered businesses per 1,000 population	20.4 (2003)	Increase to 22.3% or total of 2,870 by 2010 (net increase of 35 businesses per year)	Net increase of 45 to 2,715 in 2004. Business density risen to 20.8.
High-tech manufacturing employment (% of all employment)	12.9% (2002)	Maintain at 13% by 2010 (Under review)	Data not available.
Knowledge intensive services employment (% of all employment)	35.4% (2002)	Increase to 40% by 2010 (Under review)	Data not available.
Green Dragon companies per 10,000 population	2.56 (2004)	Increase to 10.4 by 2010 (or increase from 33 to 133 Green dragon companies)	Number of Green Dragon companies risen to 59 (or 4.5 companies per 10,000 population) by May 2006.
Area of land prepared for immediate development (hectares)	75.1 (October 2004)	Increase by 60 hectares by March 2008	7.23 ha ready for immediate development at Pencoed Technology Park, and 52 ha at Brocastle now partly prepared.

ACTION PROGRAMME 2: MODERNISING THE ECONOMY 2005/06

Programme	Total Spend 2005/06 £000	Achievements/Measures of Success 2005/06	Update/Comments
Enterprise Development			
<ul style="list-style-type: none"> Bridgend Business Support Framework – Phase 2/Extension 	802	<ul style="list-style-type: none"> 202 fte jobs created 423 fte jobs safeguarded £560k private sector financial leverage 	Trend towards more investment to increase competitiveness and safeguard jobs rather than job creation.
Strategic Sites			
<ul style="list-style-type: none"> Waterton Technology Centre 	131	<ul style="list-style-type: none"> New tenants – MAS, Aerospace Wales Forum, EEF, Auto Skills Ltd. 3 workshops released to Centre by Ford Conference facilities upgraded (£110k) University collaboration developed with Glamorgan and Newport. Establishment of Manufacturing Alliance 	Further developments planned from 2006 to promote knowledge-economy collaborations and networks.
<ul style="list-style-type: none"> Brocastle 	1,063	Phase 1 works near completion - drainage, foul pumping chamber, access road, landscaping.	Further works required.
<ul style="list-style-type: none"> Pencoed Technology Park 	520	Planning approval for 82 acre site by RCT	Works commenced in May 2006.
<ul style="list-style-type: none"> Waterton Park 	23	Masterplan nearing completion.	Masterplan will promote a high-quality design and gateway site into Bridgend town.
Sites and Premises for SMEs			
<ul style="list-style-type: none"> Bocam Park 	n/a	Provision of 6,000 sq. m. of high-quality office units.	Further development of site is being progressed.
<ul style="list-style-type: none"> York Park(Site Green 3), Bridgend Industrial Estate 	3,300	Provision of 6,000 sq. m. of industrial units – completed in early 2006.	Around 16% of floorspace under offer.
<ul style="list-style-type: none"> Industrial Estate Improvement Programme <ul style="list-style-type: none"> - Section 15 Improvement Grants - Litchard Industrial Estate – Road Adoption - Forge Industrial Estate - General improvements 	482	<ul style="list-style-type: none"> Litchard/Brackla – completion of 2 landscape schemes (25k), estate road improvements (£418k) & entrance scheme (£9k). Forge – new entrance scheme completed (£29k) and 2 landscape improvement schemes designed. 	

STRATEGIC OBJECTIVE 3	CRITICAL INITIATIVES		
SO3: TO ENCOURAGE POSITIVE ATTITUDES TO ACQUIRING KNOWLEDGE AND SKILLS.	<ul style="list-style-type: none"> • Improve and extend the range of learning pathways available to all learners. • Raise participation levels in learning amongst the economically inactive. • Increase the quality and take-up of basic skills training. • Develop higher-level and management skills. • Secure adequate supply of skills to meet the needs of the construction industry and other recognised sectors experiencing skills shortages. 		
KEY MEASURES OF SUCCESS	BASELINE	TARGETS	CURRENT POSITION
People of working age with high-level qualifications: % of NVQ4+ qualified	22.5% (2003/04)	To be confirmed	Data after 2003/04 not available. In 2000/01, Bridgend % was 20.2% compared to 21.7% for Wales. In 2003/04, Bridgend & Wales percentages were the same.
People of working age with no qualifications	20.4% (2003/04)	To be confirmed	Data after 2003/04 not available. Bridgend % has fallen from 24.3% in 2000/01. But by 2003/04, local figures still well above Wales(17.8%).
16 year olds not in education, training or employment (%)	7.6% (2002/03)	Reduce to 5% by 2007/08	Statistics for 2005/06 show an increase to 9.6% of those young people failing to make a successful transition into education, training or employment.
16 year olds leaving school without a recognised qualification	2% (2002/03)	Reduce to 1% by 2007/08	Data not available.
Participation in learning: adult education enrolments per 1,000 people	5.28 (2002/03)	To be confirmed	Data not available.
Work- based training: % receiving	11.7% (2002/03)	To be confirmed	Data not available.

ACTION PROGRAMME 3: LIFELONG LEARNING & SKILLS DEVELOPMENT 2005-2006

Programme	Total Spend 2005/06 £000	Key Achievements & Measures of Success 2005/06	Update/Comments
<ul style="list-style-type: none"> Establish 14-19 Network and annual network development plan 	65	<ul style="list-style-type: none"> Establishment of Sub-Group to assist with the management of 14-19 bids / plans etc. (£3k) Option Menu and related work (KS4 only; post 16 elements to be addressed via the CIF Feasibility Study) (£3k) Expansion of learning pathways via 7 pilot projects. (£29k) Training provider seminars. (£1k) Careers Convention KS4 2005 (£3k) Select and recruit a Learning Coach for the School-College Partnership. (£10k) Administration and co-ordination of 14-19 Network. (£15k) 	All priorities addressed as shown
<ul style="list-style-type: none"> Expand learning opportunities through Common Investment Fund 	244	<ul style="list-style-type: none"> Feasibility Study 16-19. (£50k) E-Learning Strategy for Post 16 Learners in Bridgend. (£81k) School-College A Level Partnership. (£30k) Ynysawdre / Ogmre Post 16 Partnership (£20k) Ynysawdre / Bridgend College (Construction) Centre. (£20k) Ysgol Gyfun Llanhari / Bridgend College – new Welsh medium Learning Pathway (£10k) Bryntirion / Brynteg / Heronsbridge Link re: NVQ courses. (£6k) A programme of enrichment activities designed to support the delivery of the Learning Core in the post 16 phase. (£17k) Work with the voluntary sector regarding NEETS (£7k) Fforwm – Quality Assurance/Self Evaluation in FE Sector. (£3k) 	All priorities addressed as shown. Small underspend on 2 projects.
<ul style="list-style-type: none"> Construction Skills Training Unit, Caerau 	330	<ul style="list-style-type: none"> Purchase, refurbishment and opening of the construction skills centre was completed. 	First tranches of students have started.
<ul style="list-style-type: none"> Community Learning Brokers 	0	N/a	Objective 1 bid submission delayed to March 2006. Bid approved subject to validation.

STRATEGIC OBJECTIVE 4	CRITICAL INITIATIVES		
SO4: TO STRENGTHEN THE ECONOMIES OF THE POORER COMMUNITIES WITHIN THE COUNTY BOROUGH.	<ul style="list-style-type: none"> • Support economic regeneration in designated target communities under the Communities First and Objective 1 programmes - Caerau, Blackmill, part of Cornelly, and all Garw Valley wards. • Increase capacity for participation and partnership working. • Provide grant funding support for community economic development activities. • Support the development of community enterprise. 		
KEY MEASURES OF SUCCESS	BASELINE	TARGETS	CURRENT POSITION
Low Literacy rates in Communities First wards	36.8-41.5% (Bridgend CB: 28.6%) 2004	Reduce variations in literacy rates	No further data available.
Low numeracy rates in Communities First wards	42.6-46.8% (Bridgend CB: 31.7%) 2004	Reduce variations in numeracy rates	No further data available.
Gross weekly pay in Communities First wards (Residence-based)	£308 (2003) (Bridgend CB: £422)	Reduce variations in pay rates.	
Long-term claimants rates in Communities First wards	15% (2004) (Wales: 14%)	Reduce to below all-Wales average by 2010.	March 2006: claimants for over 12 months were Betws(5.3%), Blackmill (3.6%), Caerau (3.9%), Llangeinor (6.9%). – all below figure for Wales(12.0%). Bridgend (7.1%)

ACTION PROGRAMME 4: STRENGTHENING COMMUNITIES 2005/06

Programme	Total Spend 2005/06 £000	Achievements/Measures of Success 2005/06	Update/Comments
Capacity Building			
<ul style="list-style-type: none"> Community Capacity Building – Blackmill 	11	<ul style="list-style-type: none"> 15 local people involved in community activities 16 community groups assisted 3 community development initiatives supported 	Spend and output data extrapolated from WEFO management reports.
<ul style="list-style-type: none"> Community Capacity Building – Caerau 	16	<ul style="list-style-type: none"> 73 local people involved in community activities 28 community groups assisted 5 community development initiatives supported 	Spend and output data extrapolated from WEFO management reports.
<ul style="list-style-type: none"> Caerau Regeneration Officer 	14	<ul style="list-style-type: none"> Regeneration officer in post Initial development activity with community groups and partnerships in Caerau. 	
Grants			
<ul style="list-style-type: none"> Community Grants Scheme 	150	<ul style="list-style-type: none"> 66 community groups assisted 40 community-led projects supported 10 new jobs in community-led projects/enterprises 	Spend and output data extrapolated from WEFO management reports.
<ul style="list-style-type: none"> Garw Valley Regeneration Fund 	0	5 expressions of interest for community-led projects received – total value of £513k.	Significant slippage and project re-profiled to reflect development time to bring projects to funding application.
<ul style="list-style-type: none"> Rural Economy Action Programme Grants 	83	<ul style="list-style-type: none"> Total grants awarded - £83k Community facilities created/improved: 3 Community events supported: 1 Community groups/SMEs supported/advised: 15 	Significant slippage because of lead-in time for project development.
Community Enterprise			
<ul style="list-style-type: none"> Social Economy Team (previously Local Economy Action Programme) 	3	<ul style="list-style-type: none"> Project staff in post – Feb. 2006 Launch of Bridgend social economy network Groups supported/advised: 10 	Project implementation plan (with annual outputs and targets) scheduled for completion in June 2006
<ul style="list-style-type: none"> Social Firms Development Fund 	0	N/a	Not progressed because of rejection of Objective 1 bid.

STRATEGIC OBJECTIVE 5	CRITICAL INITIATIVES		
SO5: TO INCREASE THE PENETRATION, TAKE-UP AND EFFECTIVE USE OF NEW INFORMATION TECHNOLOGIES IN THE COUNTY BOROUGH.	<ul style="list-style-type: none"> • Develop and implement the economic strands of the Bridgend Information Society Plan. • Secure improvements in broadband infrastructure for local businesses (making use of public sector dedicated networks where possible). • Support the development of a strong knowledge and innovation economy in Bridgend county borough. • Audit ICT infrastructure and ICT usage among businesses and households. • Support innovative use of ICT to promote economic and social well-being. • Support ICT training initiatives. • Support the establishment of public and private sector e-procurement capabilities. 		
KEY MEASURES OF SUCCESS	BASELINE	TARGETS	CURRENT POSITION
ICT Access and Use by Residents	To be determined for key criteria through survey work	Increase ICT access and use by local residents	No data available.
ICT in the Workplace	To be determined for key criteria through survey work	Increase ICT access and use by local businesses and their employees	No data available.

ACTION PROGRAMME 5: PROMOTING THE TAKE-UP OF ICT 2005/06

Programme	Total Spend 2005/06 £000	Achievements/Measures of Success 2005/06	Update/Comments
<ul style="list-style-type: none"> Business ICT Audit and e-Procurement Development Programme – BISP Better, Stronger Economy Project 	0		Objective 1 bid withdrawn because of lack of match funding. But critical action to guide future plans.
<ul style="list-style-type: none"> ICT Household Usage Survey 	0		No further activity because no budget provision. Citizen' Panel to be used to obtain user feedback.
<ul style="list-style-type: none"> Home Computer Initiatives – Scheme for Local Businesses 	10	<ul style="list-style-type: none"> Local scheme prepared for implementation. 	Local initiative prepared for implementation but terminated following removal of tax exemptions in Chancellor's Budget in April 2006.
<ul style="list-style-type: none"> Village Farm Industrial Estate Wireless Security Network – Pilot Project 	0		Business sector on Village Farm unable to raise funds.
<ul style="list-style-type: none"> Industrial Estate Networks – Development programme 	0	<ul style="list-style-type: none"> Preparations for business-to-business internet service 	
<ul style="list-style-type: none"> Digital Content Business Incubator - Feasibility 	13	<ul style="list-style-type: none"> Feasibility study completed 	No further action because of lack of funding opportunities and review of WDA's technium programme.

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