

OFFICE OF THE CHIEF EXECUTIVE BUSINESS PLAN 2010-2011

[1] – Local Economic Development Business Plan

SECTION 1 – INTRODUCTION

1.1 Links to Corporate Plan

The Council's mission and values and principles have been developed to guide the Office of the Chief Executive in the services it provides.

The Council's mission statement is:

"to improve the quality of life for the citizens of Ballymoney Borough."

Core Values

The Council has developed the following core values to underpin its mission and guide the Council in its business:

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| Equality | All stakeholders treated fairly, while respecting their different needs |
| Partnership | Willing to collaborate internally and externally to achieve its goals |
| Innovation | We will embrace innovative and enterprising ways of meeting the needs of our citizens |
| Accountability | We will operate in a transparent way, reporting openly to our stakeholders on performance against targets on an annual basis. |
| Value for Money | We will promote quality services that meet the expectations of our customers at an affordable cost. |

Section 2 – Services provided:

LOCAL ECONOMIC DEVELOPMENT BUSINESS PLAN 2009/2011

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| STRATEGIC AIM | Encourage social and economic development in the borough (including in association with RPA Cluster Councils and regional consortia). |
| ENTERPRISE DEVELOPMENT | <p>Create new businesses and jobs</p> <ul style="list-style-type: none"> • Deliver business development programmes • Stimulate new competitive businesses on farms and in the rural area • Provide information and signpost existing and potential businesses to business support agencies • Participate in creative industries study of the RPA Cluster area • Develop economic linkages with twin towns • Promote business success through North Antrim Business Awards • Maintain business guide and economic profile • Promote local businesses through the business directory |
| TOURISM DEVELOPMENT | <p>Create and Market New Tourism Product</p> <ul style="list-style-type: none"> • Develop and market new tourism activity products / activity holidays • Develop events and festivals • Increase community activity in tourism • Development of Ulster Scots Connection – North Antrim/Scotland • Development of River Bann Corridor • Promote opportunities for hotel development capable of servicing local and imported function trade • Encourage high quality restaurants as a major source of tourist revenue and new jobs |
| TOWN CENTRE DEVELOPMENT | <p>Strengthen Town Competitiveness</p> <ul style="list-style-type: none"> • Develop and Deliver Town Action Plan in partnership with Ballymoney Town Centre Management and Ballymoney Regeneration Company in areas of environmental/streetscape improvement, marketing (residents, tourism & investment sectors), trade communications, quality of life, access, signage, training & development in retail and hospitality sectors. • Facilitate development of specialist shops • Enable increase in town centre living in high quality new or refurbished accommodation and promotion of Town Centre Living Initiative (living over the shop) in association with NIHE • Support property regeneration proposals and rehabilitation of derelict property • Development of food and craft sectors through market opportunities and other initiatives • Market and promote town businesses through website directory and collaborative marketing initiative |

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| COMMUNITY PLANNING | <p>Enable community based groups to develop the necessary skills to tackle key economic regeneration, job creation and relationship issues in their communities, improving the quality of life (economically, socially and environmentally) for local residents.</p> <ul style="list-style-type: none"> • Provide support for community regeneration projects in borough villages and hamlets • Encourage establishment of community businesses to create employment at community level that will promote opportunities for sustainability. • Maintain information on community economic funding opportunities, EU initiatives and programmes |
| ICT DEVELOPMENT | Raise general level of e-commerce and stimulate new e-commerce based businesses |
| BUSINESS CONTINUITY MANAGEMENT | To review all business areas and prepare and implement a Business Continuity Management Plan in accordance with the principles of BS 25999. |
| PARTNERSHIP WORKING | <ul style="list-style-type: none"> • Ballymoney Community Resource Centre • Welfare to Work Consortium • A26 Lobby Group • Acorn Business Centre • Group 22 Natural Gas • Northern Corridor Railways Group • Just Say No Campaign (Lignite) • Ballymoney Town Centre Group • Ballymoney Regeneration Company • Business Education Partnership • Ballymoney Chamber of Commerce • North East Interreg Partnership • North East Rural Development Partnership • North East Peace III Partnership |
| RESOURCE INPUT | <p>Employees x 1 full time, 1 p/time, 2 placements Attend courses/seminars, as appropriate, to keep up-to-date with current legislation</p> |
| PROGRAMME MANAGEMENT | <p>Implement Strategy and Action Plan within overall cost limits and agreed timescale Statutory Returns/Funding Bids/Funding claims/Monitoring/Evaluation & Progress Reports Input into working groups supporting consortia</p> |
| EXTERNAL LIAISON | <p>Local businesses, enterprise agency, local development agencies, local partnership bodies, FE college, DETI family, DOE, DARD, DSD, Invest NI, tourism bodies, community groups.</p> |
| EXTERNAL STANDARDS | <p>Everything done in line with quality standards, legislative requirements and established good practice.</p> |

