

## Appendix C

### SLA between Cheltenham Borough Council and Parklife (Gloucestershire Development Agency Ltd)

#### Service Specification and Final Performance Review – Phase 2

From meeting between Graham Philpot (CBC Economic Development/monitoring Officer) and Keith Rog (Parklife Business Park Advocate)

Date: 15<sup>th</sup> September 2009

#### Service Level Agreement - Parklife Business Parks Project, Final Report covering 1<sup>st</sup> July 2006 to 30<sup>th</sup> June 2009

Key Service Requirement	Service Element	Delivery	Performance Indicators	Achieved? Y/N	Comments	Actioned? Y/N / Date
<b>Organisational Development</b>	To ensure that the organisation and its business is developing		<ul style="list-style-type: none"> <li>▪ Progress against Business Plan objectives</li> <li>▪ Audited accounts</li> </ul>	Yes N/A	Will be incorporated in GDA audited accounts	
	Continuing to provide value for money		<ul style="list-style-type: none"> <li>▪ Key achievements against yearly action plan</li> </ul>	Yes	Only shortfall is lack of a Careers Fair due to economic downturn and lack of opportunities	
	Working towards financial independence		<ul style="list-style-type: none"> <li>▪ New business attracted to the Organisation</li> </ul>	Yes	Many more businesses engaged	
	Compliance with the 'code of practice' for governance.		<ul style="list-style-type: none"> <li>▪ Additional business achieved by the Organisation</li> </ul>	Yes	Lansdown Business Forum, and Lansdown Business Directory facilitating B2B; Kingsditch Business Group; Knowledge Networking on site; Shared cost raining.	
<b>Joint working initiatives, efficiencies and economies</b>	To explore possibilities of, and evidence of, joint working with similar		<ul style="list-style-type: none"> <li>• No of joint working initiatives</li> <li>• No and type of partnership</li> </ul>	Yes Yes	SWEA; PCSOs; First Aid training; buying consortium; Green Buying (Matt Roper); marketing training; CBC; fire training; H&S tips	

<b>of scale</b>	Organisations within the borough/county to achieve both efficiency and cashable savings.	<p>initiatives</p> <ul style="list-style-type: none"> <li>• The Annual Report will also include a summary of events funded through this strand (the target is three for the period), including statistical information on attendees and narrative feedback.</li> <li>• At least one such event will be held at one of the Business Centres.</li> </ul>	Yes	<p>B2B 'Meet the Buyer' event – February 2008</p> <p>Assistance with Cheltenham Business Pride.</p> <p>Two energy cost saving events –SWEA</p> <p>Buying Consortium &amp; Energy Surveys.</p> <p>All delivered at on site business centres</p>	
<b>Community Engagement, capacity building and neighbourhood regeneration</b>	<p>To coordinate and actively promote business engagement, involvement and capacity building within the Organisation's area of operation.</p> <p>Demonstrate that the services are available to all, and compliant with relevant Equal Opportunities Legislation.</p>	<ul style="list-style-type: none"> <li>• Provide direct support through the Parklife Business Parks project to a minimum of 20 small businesses (principally 0-10 employees) from within the Cheltenham borough.</li> <li>• To adjust the business plan accordingly. (N/A)</li> </ul>	<p>Yes</p> <p>Yes</p>	<p>38 businesses with less than 10 employees received direct support.</p> <p>Data available from the Smart Customer Tracker - Parklife CRM system</p> <p>Via 1:1 with businesses. A policy of equal opportunities has been applied for all.</p>	
<b>Public profile</b>	To pro-actively promote the Organisation's programme, encouraging the businesses of Cheltenham, to benefit from them – in particular increasing awareness of Parklife services to the	<ul style="list-style-type: none"> <li>▪ Details of national and regional press / media coverage</li> <li>▪ Details of local press / media coverage</li> <li>▪ Acknowledgement of financial assistance from the Council in all publicity material, programmes and</li> </ul>	<p>Yes</p> <p>Yes</p> <p>Yes</p>	<p>No stories printed nationally.</p> <p>Not all opportunities realised but the press exposure gained has been positive recognising value of work.</p> <p>Cheltenham Borough Council is mentioned in all</p>	

	town's local commercial enterprises.	<p>other printed material</p> <ul style="list-style-type: none"> <li>▪ A record of publicity activity undertaken and achieved for any major events and projects. This includes online publicity, and traditional press.</li> <li>▪ As a minimum, Parklife will work to achieve a feature in the local press and coverage in two trade titles or online trade news sources, per quarter.</li> </ul>	<p>Yes</p> <p>Yes</p> <p>No</p>	<p>press releases.</p> <p>A record is held at Chargrove House.</p> <p>Online press has been achieved by the Organisation, via West Business.co.uk. and Parklife web-site</p> <p>Coverage has been irregular and not per quarter.</p> <p>On occasion there has been more than one story in a quarter.</p>	
<b>Fund Raising</b>	To fully explore the possibilities for relevant additional funding from other external sources, through grants, sponsorship and cost funding.	<ul style="list-style-type: none"> <li>▪ Resources secured: <ul style="list-style-type: none"> <li>- Cash</li> <li>- Other (In-kind)</li> </ul> </li> </ul>	<p>Yes</p>	<ul style="list-style-type: none"> <li>• ESF funding for the Environmental Project</li> <li>• Business Development Programme – funded by Train to Gain, under the Leadership Management Programme</li> <li>• Businesses have contributed via their CSR agendas</li> <li>• Use of company facilities</li> <li>• Speakers from marketing</li> <li>• H&amp;S legislation</li> <li>• HR legislation training</li> <li>• Fire Safety training</li> <li>• First Aid training</li> <li>• SWEA</li> </ul> <p>£118,100 private sector finance and capital investment has been attracted to the project</p>	

## **ADDITIONAL TARGETS:**

	<b>Target</b>	<b>Achieved Target</b>	<b>Pass/Fail / Comments</b>
Business Centres opened	1	3	Pass – 1 at Lansdown & two at Kingsditch
Businesses supported to positive outcomes (25% new)	100	168	Pass – data available via SCT (Parklife CRM system)
Business park network meetings	12	14	Pass
Business Park events	20	25	Pass
Recruitment fairs	2	0	Waiver agreed due to economic climate
No learners – (including 20% at L2E/SfL); Train to Gain	300	205	Plus additional training undertaken at Stonehouse facility
People assisted to get employment	100	N/A	Not a measurable outcome
Business Improvement District ballot held	TBC	N/A	N/A
Amount of private sector finance/capital investment attracted as a result of SWRDA interventions	£100K	£118,100	Pass
Business supported to establish new collaborations with the knowledge base	20	22	Pass Business insurance; Buying Support Agency; SWEA; HR; PR; H&S; Environmental
Business to Business event (seminars & master classes)	1	1	Pass February 2008

## **POST PROJECT REFLECTIONS**

The transfer of Parklife project from LSC to Gloucestershire First has been a positive development recognising the value of the project in the wider context of economic development.

This, combined with current economic climate of recession has allowed Parklife to become established as a relevant and worthwhile service to businesses, CBC and other project partners alike.

Regular contact by the advocate and attending meeting and events has meant a significant increase in B2B – shortening supply chains and encouraging money to circulate in Cheltenham when it once would often leave the borough and the county.

Use of the Parklife Business Centres has increased as more businesses make use of the facilities for meetings and training. The value of ongoing training and development of staff is becoming far more widely accepted and can only contribute positively and constructively to the future growth of businesses and the wider Cheltenham economy.

The results positively reflect the value of Phase 2 of the project. The number of businesses engaged has grown demonstrably compared to Phase 1. The positive changes have enhanced the reputation of the project and the advocate resulting in businesses now having the confidence to ask for help and advice – with a growing number doing so before its too late. The positive impact on job protection, while not readily measurable, is manifest in a recession such as this.

Phase 3 of the project will see continued growth in levels of business engagement through a variety of activities including the regular meetings and events held on each of the sites.

**Keith Rog**

**Parklife Project Manager**

**June 2009**