



Meeting: Council
Date: Wednesday 20 July 2011
Subject: Corporate plan – 2011 refresh
Report of: Councillor Tutt on behalf of the Cabinet

The Council is asked to consider the minute and resolution of the Cabinet meeting held on 8 June 2011 as set out below.

Following Cabinet, the plan was updated to include key performance indicators, projects and reference to the public consultations held last year. The latest version of the plan can be viewed at:

<http://www.eastbourne.gov.uk/council/cpa/corporate-plans-performance-plans/>

Further copies of the report to Cabinet are available on request – please see end of this report. A copy may be seen on the Council's website at:

<http://www.eastbourne.gov.uk/council/meetings/cabinet/>

The Council is recommended to:-

Approve the updated corporate plan

**Minute Extract
CABINET 8 June 2011**

***3 Corporate plan – 2011 refresh** (Cabinet 9 February 2011, page 287, minute 119).

- 3.1 Cabinet considered the report of the Deputy Chief Executive. The 2010/15 Corporate Plan had been adopted by the Council on 18 May 2010. Progress against the projects in each chapter had been reported quarterly to the Scrutiny Committee and Cabinet, as well as being discussed more regularly by the Corporate Management Team and Cabinet leads at their regular meetings. Cabinet, last February, had agreed to the continuation of the four themes and outlines for the main projects subject to further internal consultation and the refreshed plan being presented to Cabinet after the May elections. A copy of the draft plan had been sent to Cabinet members, the Opposition Shadow Cabinet and the Chairman of the Scrutiny Committee only in the interests of economy. Copies had also been placed in the Members' Room, at the Town Hall Reception and on the Council's website
- 3.2 The projects within the Corporate Plan took into account new and emerging government policy and legislation. Particular attention was paid to the Localism Bill as well as emerging legislation on public health,

welfare reform, education and economic development. The Localism Bill would, in particular, would place greater focus on engaging with and enabling the community and neighbourhoods in a range of areas and this would need to be reflected in emerging projects as appropriate.

- 3.3 The plan had been developed with the aid of information provided from 'Local Futures' derived from national datasets. In addition, consultation on the plan priorities had previously been conducted with the community and stakeholders. The results of this had been reported to Cabinet last December and would also be available alongside the published plan. Development of projects and targets had also been influenced by the recent service and financial planning process, reference to the local development framework and the sustainable community strategy.
- 3.4 A year-end report summarising the 2010/11 actions and related performance indicator outturns would be reported to Cabinet on 22 June 2011. Positive feedback had been received from the Government Office of the South East.
- 3.5 The plan had 4 priority chapters – each owned by a senior member of the Corporate Management Team and their portfolio holder who were responsible for managing the overall delivery of projects in that theme. An overview of the projects for each chapter and new projects for 2011 is given below:
- 3.6 **Prosperous Economy:**
- 1. Tourism (events)** – Develop the events programme as a key part of the tourist and community economy.
 - 2. Tourism (marketing)** – Deliver and evaluate the marketing campaign for Eastbourne.
 - 3. Employment (town centre master plan)** – Continue to progress the Town Centre master-plan.
 - 4. Employment (science park)** – Continue to work to deliver a science park at Sovereign Harbour.
 - 5. Employment (“Activating Eastbourne”)** – Cross sector partnership working to tackle unemployment. **NEW**
 - 6. Local economy (Eastbourne loyalty scheme)** – Establish a loyalty scheme for Eastbourne to help sustain local businesses and understand spending needs. **NEW**
- 3.7 **Quality Environment:**
- 1. Managing waste responsibly** – continue to manage waste responsibly, seeking to minimise waste at source and improve the recycling offer to residents.
 - 2. Improving the cleanliness of our streets and public areas** – Work with the community neighbourhoods to identify and address their 'grot spots' and continue to offer a high quality cleansing service.
 - 3. Allotments provision** – Continue working towards improving the provision of allotments according to local need.
 - 4. Towards a low carbon town** – Progress the Environmental Strategy and Natural Resources Strategy as well as encourage “Sustainable Design” in the town.
 - 5. Transport** – progress Parking Strategy and Cycling Strategy

work.

6. Eastbourne Park – Develop master-plan for Eastbourne Park

7. Pride in our parks – Enhance and preserve the quality of the town's parks

3.8 **Thriving Communities:**

1. Youth activities – Development and delivery of youth activities.

2. Improving neighbourhood delivery/empowering local community – Deliver the neighbourhood management action plans.

3. Cultural development – Support and develop partnerships for promoting participation in culture in the town and surrounds.

4. Maximising our housing assets – Make best use of housing resources including delivery of the Photo-Voltaic project.

5. Support to vulnerable households – Identify and deliver support needed to ensure all residents can enjoy a reasonable quality of life in the town.

3.9 **Sustainable Performance:**

1. Strategic effectiveness – Improve the effectiveness of our performance management.

2. People – Develop a culture of empowerment and innovation that has a focus on outcomes and provides a targeted development framework for staff, aligned with the delivery of our Corporate Plan priorities.

3. Efficiency – Improve the cost effectiveness of Eastbourne Borough Council.

4. Efficiency – Investigate options for alternative forms of service delivery.

5. Assets – Work towards making the Council's asset portfolio sustainable and self-financing.

3.10 It was proposed that the final draft of the refreshed plan would be subject to 'Plain English' checking by community groups. This had proved to be a successful approach last year which had also provided valuable feedback and helped raise awareness of the strategic aims of the Council.

*3.11 **Resolved (budget and policy framework):** (1) That the draft 2011/12 refresh of the Corporate Plan be approved subject to detail on performance indicators being agreed by senior heads of service and portfolio holders.

(2) That full Council be recommended to give final approval to the plan at their meeting on 20 July 2011.

For a copy of the report please contact Local Democracy at the Town Hall,
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