

# **Corporate Plan 2010-15**

## **Priority Actions for 2012/13**

### **Public Consultation Outcomes**

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## Section 1 – Executive Summary

- This consultation was to test community opinion on the relative importance on the Council's current and future priority activity as contained within the corporate plan.
- The consultation took place over a 12-week period and comprised face-to-face presentation sessions for invited groups and the general public plus online participation through the Council's website and social media pages. The consultation process and sessions were heavily advertised in the local media and on the Council's website.
- A total of 142 people participated in the consultation process comprising representatives from the business and voluntary sectors, communities of interest groups, a student group, and members of the general public.
- The entire consultation was undertaken in-house with a total cost of around £600 for printing, advertising and refreshments.
- Across all consulted groups, the highest ranked current priority projects from within each area of the corporate plan were:

### **Prosperous Economy Theme:**

1. Town centre re-development
2. Development of events programme
3. Activating Eastbourne

### **Quality Environment Theme:**

1. Street and public area cleaning
2. Waste management
3. Parks enhancement and preservation

### **Thriving Communities Theme:**

1. Youth facilities/provision
2. Cultural provision
3. Housing – decent homes, solar panels, Extra Care Scheme

- Across all consulted groups and corporate priority themes, the highest priority subject areas for the future were:

1. Town centre re-development
2. Youth provision
- 3.= Waste management, Street and public area cleaning, and Parks enhancement and preservation

## **Section 2 – Introduction**

### **Background:**

Up to 2009, it was normal practice for the Council to annually consult with the community on its corporate plan and/or budget via our website. This drew some criticism on the grounds that such consultation exercises lacked sufficient accessibility and background information, and also failed to sufficiently engage people. As a result, response was very poor.

In 2010, consultation was undertaken face-to-face with specifically targeted groups and at general invitation sessions. Whilst this was labour intensive, this form of consultation enabled improved engagement and quality of information to be imparted.

This year, we have built on the approach taken in 2010 with the main emphasis being on face-to-face group sessions but have also reintroduced the opportunity to participate online via the website, and also through Twitter and Facebook. As a consequence, we are now giving an opportunity to everyone in our community to participate in formulating our priority corporate plan actions.

### **Purpose of the Consultation:**

- To raise/maintain awareness of current EBC headline priority themes, long term visions and financial challenge
- To summarise outcomes of 2011/12 consultation and current key priority projects
- To involve the community in discussing/testing current and ongoing priority activities and projects under the main themes and engaging on future priority direction
- To feed responses and analysis into the corporate/service planning process

### **Methodology:**

Three separate but complimentary methodologies were used:

- Electronic consultation for general public via Council website
- Face-to-Face consultation with targeted specific groups but also including general public sessions

- Opportunity to make generic comments and suggestions via Twitter and Facebook

**Content of Consultation:**

- Power-point Presentation (for face-to-face group sessions) and/or Information Document (for electronic responses)

**NOTES:**

1. In response to last year's feedback, presentation was briefer, more illustrative and more interactive this year
  2. It was decided not to repeat the Place Survey perceptions this year on the basis that annual repeating was too frequent. These will be re-visited at longer intervals
- Feedback – Discuss/consider context of priority themes, five year visions, and financial challenge, and comment on validity of priority activities/projects, with a view to selecting the top three priority activities/projects and explaining why. This was done in small groups at face-to-face sessions with officers and members participating. Electronically, this could be done individually or by a collective

**Delivery:**

- In person to groups at scheduled 'presentation road-show' sessions primarily led by the Head of Strategy and Democracy but also involving members of CMT, Cabinet and/or Scrutiny Committee (as available), with support from Communications and Participation staff
- Electronically - Adapted as appropriate for use on the web site

**Audience:**

- 'Council run'/partner groups, eg. communities of special interest (DIG, Faiths Forum, Bourne Out, Youth Forum, Seniors Forum, Neighbourhood Panels, ESP)
- Other Stakeholder Groups – written invitation with link to respond to website consultation and/or presentation groups offered (business sector, voluntary sector, youth groups)
- General public sessions promoted via web site, Customer Contact Centre and local media with opportunity to comment online – Covers all individuals in the community

### **Time-Line:**

- All consultation activity took place over a 12-week month period from August to November
- Feedback of results into phase two high level service and financial planning and corporate plan drafting

### **Participants:**

The following group sessions have occurred:

<b>Group</b>	<b>Venue</b>	<b>Date and Time</b>
General Public Session 1	Town Hall	27/10/11 at 11am
General Public Session 2	Town Hall	27/10/11 at 6pm
Communities of Special Interest Groups 1	Town Hall	07/09/11 at 2pm
Communities of Special Interest Groups 2	Town Hall	05/10/11 at 6pm
Teenage Youth Group – Student Executive	Sussex Downs College	01/11/11 at 12.15pm
Neighbourhood Panels and Resident Groups	Town Hall	13/10/11 at 6pm
Local Business Groups	Town Hall	24/10/11 at 6pm

Last year's consultation highlighted that, despite considerable advertising and promotion, sessions arranged in other parts of the town were very poorly attended so it was a deliberate strategy to focus on sessions at the Town Hall. The youth consultation in 2010/11 was primarily with age range 11-14 hence the decision this year to focus on older teenage youth at Sussex Downs College.

### **Participation Responses:**

At the group sessions, following an informative presentation and the opportunity to ask questions, participants were asked to complete a response form in 3 parts. Exactly the same approach was used with online participants with the exception that the presentation was replaced with a word document. The 3-part response was as follows:

1. To rank in order of importance all the current corporate plan priority actions and projects within the 3 themes of Prosperous Economy, Quality Environment and Thriving Communities.
2. Participants were then asked to list their top 3 suggested priority actions regardless of theme. These could be existing activities or wholly new ones.

3. Participants were then able to comment on any feedback in relation to the effect of current or previously completed priority projects.

Finally, all participants at the group sessions were asked for feedback as to the usefulness and quality of their experience in these consultation sessions.

**Participation Numbers:**

In 2010, 157 people attended and participated across all the consultation sessions. This compared to a total of 58 respondents to the 2009/10 online consultation exercise. This year, the total number of participants was 142 comprising 37 at group sessions and 105 online.

**Section 3 – Background Information Provided**

The following summary is the background information provided to participants (online word document and as a power-point presentation at group sessions):

### **What is a Corporate Plan?**

Essentially, the Corporate Plan is the Council's overall strategic policy document of key activity. It is designed to be:

- A statement of local knowledge (evidence)
- A document that sets strategic direction (long term goals)
- A document that commits to priority activity (projects and services)
- A measure of progress (milestones and targets)

### **What must a Corporate Plan Achieve?**

Whilst this is at a strategic level, it is also intended to be a constantly evolving and working document. As such, it needs to reflect:

- A clear long term direction for the Council based on evidence both from the community and from official statistics that help us understand what the priority needs are.
- Specific projects that, when achieved, help in taking us towards that long term direction
- Affordability and continuity but flexible in order to respond to change. This reflects the reality that our resources are finite and we cannot do everything.

### **What can we Afford?**

Having regard to the overall national economic climate, Eastbourne Borough Council is in good shape. However, this has only come about as a result of tackling issues pro-actively. Here are some headlines:

2010/11 – In response to anticipated Government cuts in the public sector, the Council set itself an efficiency saving target of £3m in 3 yrs. This was based on prioritising all its services according to their value to the community and setting different levels of savings to be achieved according to that prioritisation.

As a consequence, £1.3m savings are now earmarked in the current year (yr 1) with more savings scheduled to come on line for yrs 2 and 3 to meet overall 3-year target. Thanks to the initial prioritisation exercise, this is being achieved without having to apply any front-line community service reductions.

The Council has also managed to build its financial reserves to the current level of £5.3m. The officially required minimum of reserves for a Council

of this size is £2m. Reserves are primarily there for unforeseen emergency spend. However, with an available surplus, reserves can also be used for one-off investment such as to deliver a priority project or to undertake a transformation process that may yield significant savings or income for the Council in the future.

### **Future Sustainability:**

Whilst the Council is confident of its position, it is important not to be complacent and understand that there will be ongoing financial pressures in the public sector. If we continue to attempt to carry on doing all the things we currently do in the ways in which we have always done them, a constant reduction in resources available will reduce our resilience and capacity to maintain service quality or invest in new projects in the future. Because of this, the Council is looking at a variety of ways to maximise its future efficiency. These include:

- Agile Working for Council staff – This is designed to reduce the amount of office space and, therefore, accommodation costs, whilst employing modern technology to enable more efficient ways of working and a better quality of services for the community
- Shared Services and Partnership Working – There are potentially many opportunities for joined up working with the public, private and voluntary sectors with the benefits of pooling expertise, economy of scale resource savings, and enabling others to deliver the services to the community
- Income generating initiatives – The Council has already started several projects that, whilst bringing considerable benefit to the community, will also yield significant future income for the Council making us progressively less reliant on Government funding.

### **Corporate Priority Themes:**

Within the corporate plan, you will notice that it is divided into 4 main chapters. Each chapter relates to a priority theme and each theme has a long term set of vision statements followed by a list of current priority projects designed to help deliver those themes and visions. Our overarching long term priority themes are:

- Prosperous Economy
- Quality Environment
- Thriving Communities
- Sustainable Performance

### **What You Told Us:**

During the 2010/11 public consultation, we focused on analysing current projects within the priority themes and asked you for your views on what



the most important projects were. We asked you to consider existing projects but also to suggest any new projects. Valuable feedback was obtained across a wide spectrum of community groups and, taken as a whole, the top 3 project priorities highlighted were:

- Prosperous Economy Theme - Town Centre Re-development
- Quality Environment Theme – Increased Recycling and Reduced Landfill
- Thriving Communities Theme – Improved Youth Activities

Of course there were many and varied suggestions and feedback from different groups. If you would like to see a full copy of the consultation results from last year, please click on

[www.eastbourne.gov.uk/council/consultations/2010](http://www.eastbourne.gov.uk/council/consultations/2010)

Again, this year, we are asking you to give us your views both on the current projects in the corporate plan and any new projects you think we should be considering. Set out below is a summary list of the current projects. For greater detail in respect of the content and goals of each project, please refer to the 2011 edition of the corporate plan at:

[www.eastbourne.gov.uk/council/strategies](http://www.eastbourne.gov.uk/council/strategies)

### **Prosperous Economy Theme – Current Priority Projects:**

In the 2011 edition of the Corporate Plan, the following projects are currently listed and in progress under this theme:

- Develop the events programme inc new events and improved support for community led events
- Marketing strategy with focus on short-stay and business visitors
- Town Centre Re-development
- Science Park in Sovereign Harbour
- Activating Eastbourne – partnership project to tackle unemployment
- Loyalty Card Scheme

### **Quality Environment Theme – Current Priority Projects:**

In the 2011 edition of the Corporate Plan, the following projects are currently listed and in progress under this theme:

- Waste Management – new joint waste contract, continued reductions re landfill, and increased recycling to most flats (minimum of 4 materials collected)
- Street and public area cleaning – includes tackling ‘grot spots’
- Improved provision of allotments



[www.eastbourne.gov.uk](http://www.eastbourne.gov.uk)

- Environmental/Natural Resources Strategies – includes solar panels on Council buildings and mercury abatement equipment at crematorium
- Cycling and Parking strategies
- Parks – Programme of enhancement and preservation
- Strategy for the development of Eastbourne Park

### **Thriving Communities Theme – Current Priority Projects:**

In the 2011 edition of the Corporate Plan, the following projects are currently listed and in progress under this theme:

- Youth Activities – YMCA programme delivery plan, youth strategy, cycle trail and activity area
- Development of neighbourhood management areas
- Cultural provision – includes plan to become a tennis hotspot, and arts council funding status for Towner
- Housing – decent homes, installation of solar panels, and new Extra Care Scheme
- Support to Vulnerable Families and Benefits Improvement Plan

### **Sustainable Performance Theme:**

As the projects listed under this theme are internally focused rather than direct services to the community, they do not form any further part of this consultation but full details of the projects are listed in the Corporate Plan.

### **Making Choices:**

What we would like you to do is to consider all the information contained above and, on the response form at WEBLINK, complete the following:

- Part 1 - Please rank the current priority projects within each theme in order of importance to you (1 being the highest ranked project)
- Part 2 - Please state what you think the top 3 projects should be (these can be from the list of projects already in progress or completely new ones that you feel we should be considering)
- Part 3 - Please state any specific/general feedback you have on any of the current projects in progress or other projects recently completed. You may have some direct involvement or experience of major projects and any feedback you can give us would be helpful.

Please return all completed forms to:

Peter Finnis  
Head of Strategy and Democracy



Eastbourne Borough Council  
Town Hall  
Grove Road  
Eastbourne BN21 4UG

Tel: 01323 415003

Or electronically to [peter.finnis@eastbourne.gov.uk](mailto:peter.finnis@eastbourne.gov.uk)

### **What Happens Next?**

- All your responses will be collated into a single report that will be fed directly into the Council's decision making process
- The full report on the consultation outcomes will be also be placed on the Council's website
- The 2012 edition of the Corporate Plan will be published on the Council website after 1 April 2012

### **Why We Really Need Your Views:**

Council's primary reason for existence is to understand the needs of its community and to serve those needs in the most effective ways possible. This can only be achieved with input from the community to help us understand those needs and deliver the right services and projects.

So if you can, please take the time to participate in this consultation. We will continue this process of direct consultation with the community with further consultation on our priorities next year.

## **Section 4 – Corporate Priority Suggestions – Responses by Categories**

### **(A) General Public Group Sessions and Online:**

Two separate group sessions at different times were held. In addition, the consultation was available online and through social media for 12 weeks. Overall, a total of 112 people participated. Of these, only 7 attended the group sessions with 35 completing a response via the website and 70 more via the social media pages (Twitter and Facebook). The collective results were as follows:

<b>RANKING OF CURRENT PRIORITY PROJECTS/ACTIVITIES</b>	
<b>Priority Theme – Prosperous Economy</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Town Centre Re-development
<b>2</b>	Develop the events programme inc new events and improved support for community led events
<b>3</b>	Activating Eastbourne – partnership project to tackle unemployment
<b>4</b>	Marketing strategy with focus on short-stay and business visitors
<b>5</b>	Science Park in Sovereign Harbour
<b>6</b>	Loyalty Card Scheme
<b>Priority Theme – Quality Environment</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Street and public area cleaning – includes tackling ‘grot spots’
<b>2</b>	Parks – Programme of enhancement and preservation
<b>3</b>	Waste Management – new joint waste contract, reductions re landfill, and increased recycling
<b>4</b>	Cycling and Parking strategies
<b>5</b>	Strategy for the development of Eastbourne Park
<b>6</b>	Environmental/Natural Resources Strategies – includes solar panels on Council buildings and mercury abatement equipment at crematorium
<b>7</b>	Improved provision of allotments
<b>Priority Theme – Thriving Communities</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Youth Activities – YMCA programme delivery plan, youth strategy, cycle trail and activity area
<b>2</b>	Cultural provision – includes plan to become a tennis hotspot, and arts council funding status for Towner
<b>3</b>	Development of neighbourhood management areas
<b>4</b>	Housing – decent homes, installation of solar panels, and new Extra Care Scheme
<b>5</b>	Support to Vulnerable Families and Benefits Improvement Plan

<b>OVERALL TOP 3 FUTURE PRIORITIES</b>	
<b>Priority</b>	<b>Project/Activity</b>
<b>1</b>	Town centre redevelopment
<b>2</b>	Youth facilities provision

<b>3</b>	Parks – Programme of enhancement and preservation
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<b>OTHER RESPONSES</b>	
<b>Theme Area</b>	<b>Comments/Feedback/Suggestions</b>
<b>Prosperous Economy</b>	Town centre – ensure decent shops are there to compete with Brighton
	Terminus Road – Improvements needed to the sea end – require owners to maintain and decorate buildings, pedestrianise and plant trees
	Re-balance our tourism offer away from short-stay more towards long-stay
	Increase inward investment, eg. new business grants
	Adopt a comprehensive seafront strategy rather than a piecemeal approach
	Urgent need to revamp the Wish Tower restaurant – one suggestion being a sports café/bistro with live music
	Science Park – will it be compromised by the lack of a university in the town?
	Make use of derelict town centre buildings for use by start-up companies
	Initiatives to help small businesses generally, particularly through tough economic times
	ESCC imposed parking charges will make Eastbourne a ghost town. Pay-to-park should be removed
	Parking - pursue the idea of no parking fees in Grove Road and South Street or alternatively a free period.
	Negotiate a reduction of loading bay spaces or, alternatively, allow parking in these spaces from 6.00p.m. to say 5.00a.m. without penalty
	Pursue the option of directing buses via Grove Road and South Street to Gildredge Road and then Terminus Road. This would help to promote footfall through this area. It looks attractive but it is difficult for new businesses to survive much beyond the crucial three year mark. Current plans to extend the Arndale won't help. There does need to be a positive incentive for people to use the streets in Little Chelsea.
Consider erecting a glass canopy over one of the secondary shopping streets say Seaside Road or Victoria Gardens. Must it all rely on 106 funds? We	

	<p>need action now. Three years is an eternity in today's fast changing retail scene.</p> <p>Loyalty card scheme – extend catchment area, eg. to Pevensey</p> <p>Devonshire Park - It does seem time that EBC was prepared to get rid of those unsightly "sheds" on the two hard courts in the corner. This would provide room for developing other activities. In developing facilities to enhance the attraction of the ATP/WTA tournament the T&amp;L Dept need to view other tournaments and really need to up their game as far as the catering is concerned as well as giving thought to how the stands are presented. It all looks as though it is a bit of an afterthought. Has any thought been given to entertainment in the evening during the tournament?</p> <p>Provide an ice rink facility</p>
<b>Quality Environment</b>	Address the parking pressures in residential roads caused by the pay-for-parking scheme
	Develop an integrated public transport policy. Improve the bus service to dissuade use of cars
	Sovereign harbour marina site is awful and represents a missed opportunity
	Customer service in the current waste collection and street cleaning services need improving
	Provide proper recycling bins not boxes
	Introduce food waste recycling and public recycling bins
	Create areas for community composting
<b>Thriving Communities</b>	Prioritise the need to repair potholes
	Ensure that the community is the driver for new initiatives rather than technology
	More emphasis on neighbourhood cohesion
	Do more to encourage and assist voluntary organisations to apply for grants
	Maintain strong support for voluntary groups
	Consider an initiative to buy old properties and brown field sites and sell for the development of affordable housing
	Introduce an initiative to encourage EBC staff to volunteer with local organisations to help such organisations with much needed business skills
	More investment needed in housing and in community engagement, particularly re youth
	Ensure full and productive use of the Hippodrome theatre
	Improve upkeep of seafront toilets, particularly

	Holywell
<b>General Comments</b>	Optimise the town's existing resources – get the basics right
	Adopt a business focused approach
	Capital expenditure – ensure that funds are only borrowed for absolute essentials
	The Council is delivering a top class service which will pay back in the long term
	The Council is doing a good job but communication around spending needs to be improved
	Publish as much Council data as possible
	Great that the Council is seeking the public's views on what to do and what is important

### (B) Stakeholder Group Sessions

These are the results of the invited stakeholder groups. Dedicated sessions were set up for the communities of interest groups (Cultural Communities Network, Faiths Forum, the Disability Involvement Group, BourneOut, and the Seniors Forum); Youth (Sussex Downs College student executive); the business and voluntary sectors (Chamber of Commerce, Hospitality Association, Traders Association, Federation of Small Businesses and 3VA); and all chairs and members of neighbourhood panels. A total of 25 people from invited stakeholder groups attended these sessions. The collective results were as follows:

<b>RANKING OF CURRENT PRIORITY PROJECTS/ACTIVITIES</b>	
<b>Priority Theme – Prosperous Economy</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Town Centre Re-development
<b>2</b>	Activating Eastbourne – partnership project to tackle unemployment
<b>3</b>	Develop the events programme inc new events and improved support for community led events
<b>4</b>	Marketing strategy with focus on short-stay and business visitors
<b>5</b>	Science Park in Sovereign Harbour
<b>6</b>	Loyalty Card Scheme
<b>Priority Theme – Quality Environment</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Waste Management – new joint waste contract, reductions re landfill, and increased recycling
<b>2</b>	Street and public area cleaning – includes tackling 'grot spots'
<b>3</b>	Parks – Programme of enhancement and preservation
<b>4</b>	Cycling and Parking strategies
<b>5</b>	Environmental/Natural Resources Strategies – includes solar

	panels on Council buildings and mercury abatement equipment at crematorium
<b>6</b>	Strategy for the development of Eastbourne Park
<b>7</b>	Improved provision of allotments
<b>Priority Theme – Thriving Communities</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Youth Activities – YMCA programme delivery plan, youth strategy, cycle trail and activity area
<b>2</b>	Support to Vulnerable Families and Benefits Improvement Plan
<b>3</b>	Housing – decent homes, installation of solar panels, and new Extra Care Scheme
<b>4</b>	Development of neighbourhood management areas
<b>5</b>	Cultural provision – includes plan to become a tennis hotspot, and arts council funding status for Towner

<b>OVERALL TOP 3 FUTURE PRIORITIES</b>	
<b>Priority</b>	<b>Project/Activity</b>
<b>1</b>	Town centre redevelopment
<b>2</b>	Youth facilities provision
<b>3</b>	Waste Management – new joint waste contract, reductions re landfill, and increased recycling

<b>OTHER RESPONSES</b>	
<b>Theme Area</b>	<b>Comments/Feedback/Suggestions</b>
<b>Prosperous Economy</b>	Tourism offer - Existing events are excellent and should be maintained and developed
	Transport links - The need to improve road and rail links to Eastbourne
	Capital projects - Invest in income generating projects
	Town centre - Initiatives to help businesses and lessen number of empty shops
<b>Quality Environment</b>	Visual improvements - The need to tackle run-down closed shop fronts and seafront sites (eg. Treasure Island)
	Town centre mini-park - Re-development of Hyde Gardens as open park space for people to eat lunch, etc
	Green policy - Develop a cycle network and introduce public transport incentives
	Cycling provision - General need for more cycle routes
	Environment - Protection and enhancement of green spaces
<b>Thriving Communities</b>	Older people - Accessible services, tackling isolation
	Mental health - Services to support vulnerable people



	Neighbourhood management - BME involvement to encourage community cohesion and more support for BME groups in respect of community events
	Partnership working - Maintain funding to community and voluntary groups, encourage closer and more flexible working between groups, build and develop further partnerships with voluntary groups
	Equality of status - Encourage the concept that the views, needs and potential of young, old and disabled people have equal status
	Volunteering - Develop a programme to facilitate volunteering in all sectors
	Museums service - Develop a facility for the display of local artefacts
	Initiatives for whole families Rather than specifically target different community sectors, consider facilities, activities and events that cut across generations
<b>General Comments</b>	DIG involvement - Confirmation that the DIG has been actively involved in town centre, cycling and parking strategy, neighbourhood management and BMX park projects
	Difficult to answer due to: <ol style="list-style-type: none"> <li>1. Insufficient knowledge of evidence, cost and payback of various projects</li> <li>2. Good overall programme and no particular favourites within it</li> <li>3. Happy to trust that elected representatives and officers. Appears to be good people doing good things</li> </ol>
	Reputation and image - Initiatives to focus on the perception of Eastbourne by it's community and visitors
	Cultural development - Would be best served by being spread over two themes, (1) developing the economic prosperity, and (2) the community grass roots provision

**(A) Youth Group:**

In order to get a youth perspective, a dedicated session was held with the Student Executive at Sussex Downs College. Five members of the executive were present. The results from this session are as follows:

<b>RANKING OF CURRENT PRIORITY PROJECTS/ACTIVITIES</b>	
<b>Priority Theme – Prosperous Economy</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Town Centre Re-development
<b>2</b>	Develop the events programme inc new events and improved

	support for community led events
<b>3</b>	Activating Eastbourne – partnership project to tackle unemployment
<b>4</b>	Science Park in Sovereign Harbour
<b>5</b>	Marketing strategy with focus on short-stay and business visitors
<b>6</b>	Loyalty Card Scheme
<b>Priority Theme – Quality Environment</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Waste Management – new joint waste contract, reductions re landfill, and increased recycling
<b>2</b>	Street and public area cleaning – includes tackling ‘grot spots’
<b>3</b>	Environmental/Natural Resources Strategies – includes solar panels on Council buildings and mercury abatement equipment at crematorium
<b>4</b>	Improved provision of allotments
<b>5</b>	Parks – Programme of enhancement and preservation
<b>6</b>	Cycling and Parking strategies
<b>7</b>	Strategy for the development of Eastbourne Park
<b>Priority Theme – Thriving Communities</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Cultural provision – includes plan to become a tennis hotspot, and arts council funding status for Towner
<b>2</b>	Youth Activities – YMCA programme delivery plan, youth strategy, cycle trail and activity area
<b>3</b>	Housing – decent homes, installation of solar panels, and new Extra Care Scheme
<b>4</b>	Support to Vulnerable Families and Benefits Improvement Plan
<b>5</b>	Development of neighbourhood management areas

<b>OVERALL TOP 3 FUTURE PRIORITIES</b>	
<b>Priority</b>	<b>Project/Activity</b>
<b>1</b>	Town centre redevelopment
<b>2</b>	Housing – decent homes, installation of solar panels, and new Extra Care Scheme
<b>3=</b>	Youth facilities provision Cultural provision Waste management Support for vulnerable families Support for local businesses, eg. Airbourne catering

<b>OTHER RESPONSES</b>	
<b>Theme Area</b>	<b>Comments/Feedback/Suggestions</b>
<b>Prosperous</b>	Events – More diverse and more cultured. Also, more

<b>Economy</b>	music events needed
	Marketing strategy – Need more focus on things to do for overseas students, in partnership with the student organisations
	Loyalty Card – Concern as to whether this would work due to small businesses being unable to sustain discounts
<b>Quality Environment</b>	Parks – More trees and green spaces needed
<b>Thriving Communities</b>	Youth engagement – Advertise and publicise more. The Council is a relatively unknown factor amongst the youth of the town
	Youth activity suggestions: <ul style="list-style-type: none"> <li>• Give Archery back funding</li> <li>• Introduce more social activities for teenagers</li> <li>• Loyalty card for young people covering more shops than a student card</li> <li>• Need to test current activities further. Seem to be mostly aimed at younger age groups. Need better options for older teens</li> </ul>

**NOTE:** This session was attended by the Chair of the Scrutiny Committee who offered Student Executive members the opportunity to be involved in the forthcoming scrutiny review of youth provision.

## Section 5 – Corporate Priority Suggestions – Overall Summary Outcomes

Taking into account all the responses set out in section 3 above and scoring on the basis of each individual respondent, the overall ranking of existing corporate priority activities and projects show as follows:

<b>RANKING OF CURRENT PRIORITY PROJECTS/ACTIVITIES</b>	
<b>Priority Theme – Prosperous Economy</b>	
<b>Overall Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Town Centre Re-development

<b>2</b>	Develop the events programme inc new events and improved support for community led events
<b>3</b>	Activating Eastbourne – partnership project to tackle unemployment
<b>4</b>	Marketing strategy with focus on short-stay and business visitors
<b>5</b>	Science Park in Sovereign Harbour
<b>6</b>	Loyalty Card Scheme
<b>Priority Theme – Quality Environment</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Street and public area cleaning – includes tackling ‘grot spots’
<b>2</b>	Waste Management – new joint waste contract, reductions re landfill, and increased recycling
<b>3</b>	Parks – Programme of enhancement and preservation
<b>4</b>	Cycling and Parking strategies
<b>5</b>	Strategy for the development of Eastbourne Park
<b>6</b>	Environmental/Natural Resources Strategies – includes solar panels on Council buildings and mercury abatement equipment at crematorium
<b>7</b>	Improved provision of allotments
<b>Priority Theme – Thriving Communities</b>	
<b>Ranking</b>	<b>Project/Activity</b>
<b>1</b>	Youth Activities – YMCA programme delivery plan, youth strategy, cycle trail and activity area
<b>2</b>	Cultural provision – includes plan to become a tennis hotspot, and arts council funding status for Towner
<b>3</b>	Housing – decent homes, installation of solar panels, and new Extra Care Scheme
<b>4</b>	Development of neighbourhood management areas
<b>5</b>	Support to Vulnerable Families and Benefits Improvement Plan

Regardless of theme, the top 3 priority subject areas as a result of the overall 2011 response are as follows:

<b>OVERALL TOP 3 FUTURE PRIORITIES</b>	
<b>Priority Rating</b>	<b>Project/Activity</b>
<b>1</b>	Town Centre Re-development
<b>2</b>	Youth Provision
<b>3 =</b>	Waste Management Parks – Enhancement and preservation Street and public area cleaning

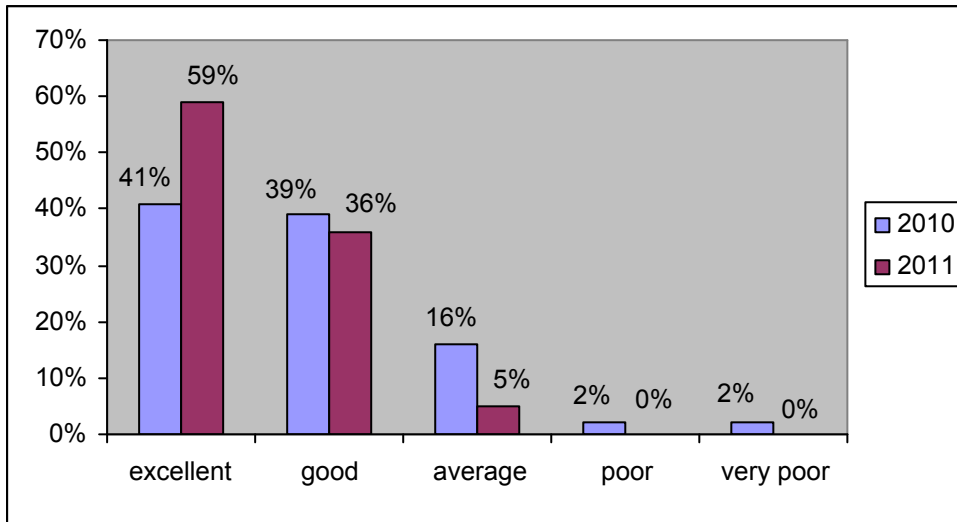
**Author’s notes on overall results:**

- Under the prosperous economy and thriving communities themes, the top ranking of the town centre and youth provision initiatives are consistent with the 2010 results.
- Under the quality environment theme, waste management remains a top priority as it was in 2010 but is now joined by an increased ranking for the parks enhancement and street and public cleaning priority activities.
- The town centre redevelopment project was ranked more heavily than all other projects across all the consultation groups.
- The only group not to rank youth provision top under thriving communities was the student executive. In doing this, it was made clear by the student group that this was only because the current range of activities were too heavily focused on younger teens and more was needed in respect of older teens.

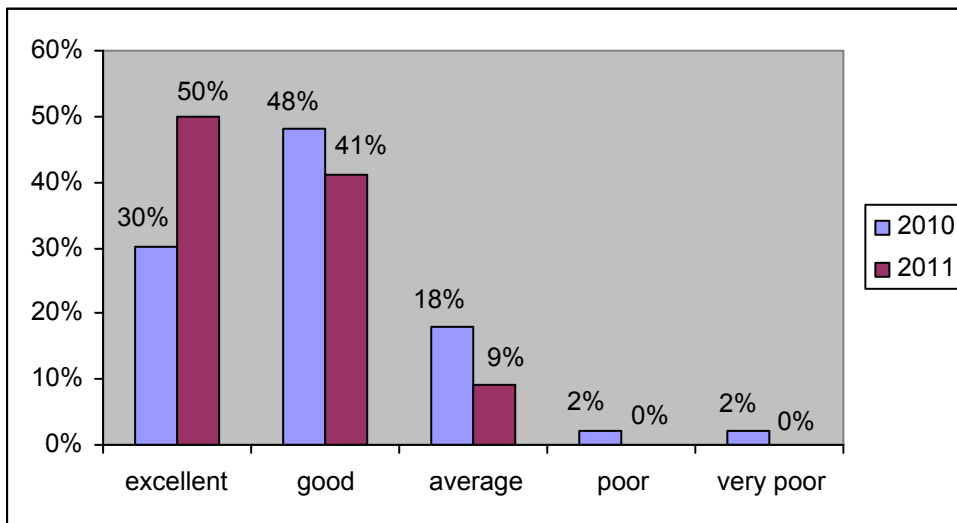
## **Section 6 – Group Sessions – Feedback**

It is important to measure the effectiveness of our consultation arrangements. Participants were asked for their feedback on the clarity, quality and value of the sessions and the results, together with comparisons with 2010 feedback, are set out on the following graphs:

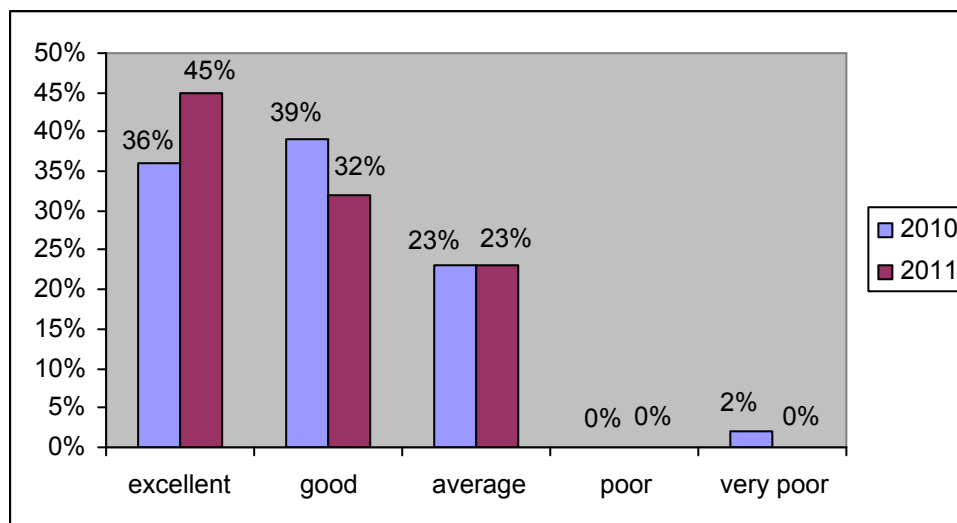
### **Q.1 Please rate the clarity of the presentation content**



**Q.2 Please rate the quality of the information provided**



**Q.3 Please rate the value of the session to you**



**Comments on what (if anything) worked particularly well:**

- Enabled me to understand the council's position better
- Having scan read the corporate plan beforehand, much was not new but it did help to clarify the process
- Comprehensively going through each detail on the presentation
- Sense of involvement and presenter was very approachable
- Relaxed interactive presentation
- Good, clear presentation and full response to questions
- Answering direct questions
- Active intervention and discussion on points raised during the presentation – made possible by the small group size
- Presenter was well informed and able to give up to date facts. Excellent back-up from other council officers
- Question and answer session
- Small group – good interaction
- Getting a further chance to see how the plan was working
- All good and very helpful
- Good to receive an update on progress

**Comments on what (if anything) did not work well:**

- Lack of attendance
- Shame about the lack of members
- Very sorry that so few people were there to benefit from this
- Perhaps the lack of an overall vision statement for Eastbourne against which the plan is set

**Suggestions for change or improvement to future sessions:**

- More general discussion time to bounce ideas of each other
- Provide a session earlier in the day

- Only heard of meetings at short notice by word of mouth – provide an emails list to inform of new meetings
- A need to get more people involved in this activity
- More space for comments on the response form
- Ensure better attendance of elected members
- A simple block schematic of the various plans and business operations to show their relationships in achieving the vision and objectives
- Instead of group sessions for the public, display the material and response forms in local shopping centres in order to capture a wider audience