

Meeting: Council
Date: Wednesday 17 July 2013
Subject: 2013/14 Corporate Plan refresh
Report of: Councillor Troy Tester on behalf of the Cabinet

The Council is asked to consider the minute and resolution of the Cabinet meeting held on 29 May 2013 as set out below.

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 latest version of the corporate plan (as submitted to Cabinet) can also be viewed on the Council’s website as above.

The Council is recommended to:-

To approve the refreshed corporate plan and the delegation arrangements for senior heads of service to agree any outstanding matters of detail on performance indicators and final formatting in consultation with lead Cabinet members.

***6** 2013/14 Corporate plan refresh (Cabinet 12 December 2012, minute 63, page 216, 2012/13 minutes).

- 6.1 Cabinet considered the report of the Head of Corporate Development. Extensive consultation on the corporate plan priorities had been conducted with the community and stakeholders. The results had been reported to Cabinet and Scrutiny in 2012 and would be linked to relevant projects on Covalent to show where the Council was acting on the feedback received. 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.
- 6.2 The refreshed plan built upon previous year’s versions and retained the same four priority chapters – each owned by a senior member of the corporate management team and Cabinet lead member who were responsible for managing the overall delivery of projects in that theme. An overview of the projects for each chapter was as follows:
- 6.3 **Prosperous Economy**
1. Deliver a sustainable events programme – Develop the events programme as a key part of the tourist and community economy.
 2. Tourism marketing and development – Deliver and evaluate the

marketing campaign for Eastbourne.

3. Employment - Town centre master-plan – Continue to progress the master-plan.

4. Employment - Sovereign Harbour business park – Development of a business park at Sovereign Harbour.

5. Activating Eastbourne – Multi-agency partnership with focus on promoting employment.

6. Eastbourne loyalty – Establish a loyalty scheme for Eastbourne to help sustain local businesses and understand spending needs.

7. Support secondary shopping areas – Continue to progress the Town Centre local plan.

6.4 **Quality Environment**

1. Managing waste responsibly – To procure the services of a waste collection and street cleansing contract in partnership with Wealden, Rother and Hastings councils and continue to divert waste from landfill.

2. Improving the cleanliness of the street and public areas – Work with the neighbourhoods to identify and improve further 'grot spots'; Difficult Properties Group to continue with the success of improving secondary shopping areas and streets near the town centre.

3. Allotment provision – To provide additional allotment plots for the community.

4. Towards a low carbon town – Prepare guidance for existing building and new development on sustainable design; To work with the community and within the Council's own estate and operations to improve the environment and reduce carbon emissions

5. Transport – Progress implementation of the cycling strategy and prepare borough parking strategy

6. Eastbourne Park supplementary planning document (SPD) – Provide a SPD for Eastbourne Park setting out a clear strategy and providing a sustainable framework for the future management of the area.

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

6.5 **Thriving Communities**

1. Youth activities – Development and delivery of youth activities – putting on Youth Fair to showcase activities/clubs operating in the town and encourage greater participation, launch of a youth network and delivery of the partnership youth strategy.

2. Improving neighbourhood delivery – Supporting delivery of the £1m Big Local Devonshire West project, launch program of ward walks, handover Langney Community Centre and deliver Healthy Eastbourne Campaign.

3. Maximising our housing assets – Finish decent homes for retirement courts, construction of new council homes in Seaside and Langney, launch E-Switch energy buying and review future housing management options.

4. Support to vulnerable households – Helping households adjust to changes in welfare benefits, managing and reducing rough sleeping, developing a scheme for council tax support and working with partners to support troubled families.

5. Town Hall community hub – Development of a strategy and plans for future use of the Town Hall as a community hub.
6. Cultural development – Develop networks and opportunities for the sustainable growth of cultural activity in the town.
7. Cultural development - Devonshire Park – Progress the development to provide a quality cultural brand and diverse arts and leisure programme at Devonshire Park.
8. Cultural Development – Sustainable strategy for Eastbourne Theatres – Develop audiences, programming and investment plans for Eastbourne Theatres, including options for revenue generating and alternative governance.

6.6 **Sustainable Performance**

1. Efficiency (Future Model phase 1) – Embed phase 1 of the Future Operating Model.
2. Efficiency (Future Model phase 2) – Deliver phase 2 of the Future Operating Model.
3. Assets – Move towards an asset portfolio that is appropriate for the Council’s needs and economically sustainable for the future.

6.7 It was highlighted that a significant majority of consultation respondents (84%) agreed that the priorities listed in the 2012/15 corporate plan were “important” or “very important.” This factor, combined with the use of ‘Local Futures’ statistical evidence, had reinforced the validity of the Council’s priority planning. The specific projects that most respondents agreed were top priorities were:

1. Re-development of Town Centre.
2. Transport – public transport and cycling provision.
3. “Activating Eastbourne” – jobs for young people.
4. Street cleaning – including public open spaces and derelict sites.
5. Housing strategy – affordable and decent homes.

All of these projects were continued and developed in the refreshed corporate plan reflecting the feedback received.

*6.8 **Resolved (budget and policy framework)** (1) That the draft 2013/14 refresh of the corporate plan be approved subject to detail on performance indicators and final formatting being agreed by senior heads of service and lead Cabinet members.

(2) That full Council be recommended to approve the refreshed corporate plan at their meeting on 17 July 2013.

For a copy of the report please contact Local Democracy at 1 Grove Road, Eastbourne, BN21 4TW. Tel. (01323) 415022 or 415021.
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