

Appendix A:

Services Overview and Scrutiny Committee Qtr 2 Corporate Plan

This appendix provides an update on progress to the end of the second quarter against the targets in the Corporate Plan for Community Well Being, Environmental Services and the Regeneration & Planning Directorates.

The status of targets has been identified using the following key:

Achieved: Target has been delivered successfully

On target: Confident of delivery of the target as worded by the end of the year or earlier if indicated in the target wording.

On target with risks identified: Majority of item on target for delivery, delays possible with some items (to be detailed in text)

Slippage possible: There are concerns about ability to deliver within the year - consequences and remedial actions to be described

Will not meet target: Reasons, consequences and any actions needed to be described

COMMUNITY WELL BEING DIRECTORATE

TARGET 8.1 - Work towards narrowing the gap between Hastings and the rest of East Sussex by contributing to the achievement of the annual Local Area Agreement (LAA) targets.

Quarter 2 position: On target with risks identified

Q1 performance of the East Sussex LAA was considered by the East Sussex Strategic Partnership (ESSP) on 27th September 2007. Progress is considered to be amber/green overall. In order to judge whether the gap between Hastings and the rest of East Sussex is narrowing data needs to be disaggregated back to district level by ESCC.

Q1 – On target with risks identified

In the first year of the East Sussex Local Area Agreement data has not been disaggregated to district level (with the exception of outcome 23 which focuses on Hastings – see next target). This should improve in the current year subject to availability of data from ESCC.

TARGET 8.2 Achieve the annual targets in Outcome 23 of the East Sussex Local Area Agreement (Hastings' mini LAA).

Quarter 2 position: On target

Many of the indicators in Outcome 23 are reported annually, however, all 9 indicators that are reported in Q1 have been rated green.

Q1 – Achieved/On Target (43.8%), On target with risks/Slippage Possible (18.8%), Will not meet target (3%)

The following table shows the annual performance across all the indicators for the 2006/07 period (figures for 07/08 should be available in Q2). There has been good progress overall in narrowing the gap for the worst performing neighbourhoods. Where a dip in the overall town performance has contributed to the narrowing of the gap the indicators are rated as amber. The unrated targets are those for which figures are not available because the target was changed in the LAA refresh or because 2006/07 is being used as the baseline measurement. The 07/08 figures should not show any unrated targets.

Overall rating measured by 32 indicators	Annual Performance
Green – on course to meet target	14 (43.8%)
Amber – target not on track – remedial action required	6 (18.8%)
Red – the target will not be met	3 (9.4%)
Unrated	9 (28%)

TARGET 8.4 - Improve decision-making and engagement with local communities through half-yearly reporting of the LAA outcomes to local Area Management Boards; and review the effectiveness of the Area Co-ordination approach by December 2007.

Quarter 2 position: On target

LAA reporting to Area Management Boards (AMBs) will take place again in Quarter 3. Quarter 2 AMBs are in progress (East Hastings 3rd October, South St Leonards 15th October, North St Leonards 16th October, Central 1st November)

Q1 – On Target

Annual performance has been reported to Area Management Boards (AMBs) and action taken on various thematic areas that need improvement e.g. education conference in East Hastings (June 13), action on street drinking in South St Leonards, improvements to community safety via Multi Agency Tasking Teams and enforcing surveillance cameras in Central and agreeing an improvement programme for open spaces and children's play areas in North St Leonards.

Two Area Coordination reviews have begun, undertaken by an independent Neighbourhood Renewal Advisor and the Overview & Scrutiny Review panel. Both will report in September with recommendations to improve and sustain Area Coordination within available resources.

TARGET 8.5 - Tackle hotspots for crime, anti-social behaviour and environmental degradation via regular Multi Agency Tasking Teams, measuring success through regular evaluations.

Quarter 2 position: On target

Multi Agency Tasking Teams (MATTs) in each area of the four areas of the town (North St. Leonards, South St. Leonards, Central and East Hastings) meet monthly. Proactive work has been undertaken with residents in Silverhill where previously no issues have been raised. Through this means a range of issues have been identified by residents and addressed through MATTs.

Q1 – On target

Multi Agency Tasking Teams (MATTs) in each area of the four areas of the town (North St. Leonards, South St. Leonards, Central and East Hastings) meet monthly. Membership includes lead officers from key service providers such as the Police, Anti-Social Behaviour Order (ASBO) team, Environmental Health (HBC), Housing Associations and Youth Development Service. Meetings are facilitated by Area Coordinators(HBC) and successes are reported to the Area Management Boards. The MATTs take referrals from residents, elected members and agencies using local data and knowledge to identify issues of concern that require a multi-agency approach to tackle them. There have been 63 referrals to the four MATTs since April 07.

TARGET 8.6 Carry out a fundamental review of the community sector grants programme by May 2007 and allocate grant monies against agreed priorities by October 2007.

Quarter 2 position: On target

23 comments were received by voluntary and community sector and a report went to Cabinet on 10th Sept 2007. Now drawing up a plan to implement the commissioning process.

QTR 1 – On target

Draft model for funding the voluntary and community sector in 2008/2009 and beyond has been developed. Closing date for comment by the sector is 31.07.07.

TARGET 8.7 Facilitate opportunities throughout the year for a range of communities of identity to engage with the Council and its partners to ensure their voices are heard effectively.

Quarter 2 position: On target

Young Persons engagement on Target.
Older peoples engagement progressing well including the launch of the Older Peoples manifesto on 25th Sept.
Hastings Intercultural Organisation progress has also been steady.

Q1 - On target

Council officers support the Young Persons Council, the Seniors Forum, the Hastings and Rother Disability Forum and the Hastings Intercultural Organisation and provide regular opportunities for members of these communities to engage with the Council and its partners.

TARGET 9.8 Lead on the Children and Young People's block of the East Sussex Local Area Agreement and provide appropriate support to the County's Children's' Trust Partnership.

Quarter 2 position: On target

The Children and Young People's planning group is being refreshed.
The Hastings 11- 19 Reference group is not meeting at present until a new chair is identified.
The HBC reorganisation resulted in the need for a new 'Children and Young People's Champion' to be identified.

Q1 – On target

Hastings Borough Council is represented on the Children's Services Planning Group (CSPG) for Hastings that commissions services within the Children's Trust and chairs the 11 to 19 year age reference group that identifies need and informs the CSPG.

HOUSING SERVICES

TARGET 7.1 Implement the 'Sussex Home Move' Choice Based Lettings scheme by December 2007.

Quarter 2 position: Achieved.

New allocations policy adopted by Cabinet and 'Homemove' Choice Based Lettings scheme successfully launched ahead of target date on 17 Sept 07.

Q1 – On target

Implementation scheduled for 17th September 2007. Briefing events to take place 4th September (stakeholders) and 11th September (Councillors). Allocations Policy to be considered by Cabinet on 10th September 2007.

TARGET 7.2 Accredite a further 60 properties through Accredited Lettings Scheme.

Quarter 2 position: Achieved

Annual target already achieved and exceeded. 81 properties accredited to date (57 in Q2).

Q1 – On target

Progress – Above target for Quarter 1 and likely that full target will be achieved if not exceeded by year -end.

TARGET 7.3 Complete a review and prepare a revised Homelessness Strategy for implementation from 2008.

Quarter 2 position: On target

Homelessness Review to start in Q3 2007/8. This will inform a new strategy to be adopted by July 2008.

Q1 – On target

Review to start in Quarter 3 2007-08

TARGET 7.4 Develop 'sanctuary type' provision for those at risk of homelessness as a result of domestic violence.

Quarter 2 position: On target

Work has progressed well. The inter-agency Domestic Violence (DV) referral arrangements have been agreed and a public launch of the Sanctuary scheme for Hastings is scheduled for November 2007. The target will therefore be achieved in quarter 3.

Q1 – On target

Funding secured for delivering sanctuary within the Borough. A Sanctuary Scheme is a victim centred initiative, which aims to make it possible for victims of/ those under threat of Domestic Violence (DV)

and hate crime to remain in their homes and feel safe. Sanctuary is a long-term provision rather than an emergency solution to problems. Delivery will be via the Secure Accommodation Scheme already successfully operating within the Borough. Work is progressing well on the development of the referral process and mechanisms to ensure that DV cases referred from various agencies are able to be properly assessed and where appropriate dealt with under the sanctuary provision.

TARGET 7.6 Undertake a refresh of the Council's Housing Strategy action plan targets 2004-2009.

Quarter 2 position: On target

Work to begin in Quarter 3 2007/8

Q1 – On target

Work to begin in Quarter 3 2007-08

TARGET 7.7 Review existing affordable housing policies in line with Local Development Framework timetable.

Quarter 2 position: On target

Local Development Framework (LDF) Core Strategy timetable has changed and will now go out for consultation in May 08. The affordable housing policies will still be reviewed in line with the LDF timetable.

Q1 – On target

Draft LDF Core Strategy to be produced including affordable housing policy

TARGET 7.8 Deliver 70 affordable homes and return 30 empty dwellings to residential use.

Quarter 2 position:

Empty Homes: On target

The annual target for empty homes is on target with 25 units returned to date.

Affordable homes: On target with risks identified

No additional units were delivered in Q2. Another 40 units at Gillsmans Green, 5 units at Amhurst Road and 11 units at Harold Road will be delivered in Q3. Another 10 units of accommodation will be delivered in Q2 through the Central St Leonards regeneration scheme. We are therefore currently 4 units short of achieving the target

Q1 – On target – empty homes. Below target – affordable homes

Above target for quarter 1 on empty homes and likely that full target will be achieved if not exceeded by year end. No completions of affordable homes in Q1, although anticipate completion of 65 units at year-end which is slightly short of target.

TARGET 7.9 Following the findings of the Housing Stock Condition Survey in early 2007:

- a. **Establish a private sector improvement target to 2010 with annual milestones**
- b. **Implement revised private sector financial assistance and enforcement policies**
- c. **Publish a new Empty Homes Strategy covering the period 2007-2009**

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a) Establish a private sector improvement target to 2010 with annual milestones

Quarter 2 position: Slippage possible

Revised improvement targets are dependant upon the findings of the stock condition survey which is being jointly procured with both Rother and Eastbourne Councils. A slower than anticipated survey response in Rother impacted upon data collection in Hastings and as a consequence the final report (originally due in September 2007) is now anticipated in November 2007.

Q1 – Slippage possible (Establish a private sector improvement target to 2010 with annual milestones)

The stock condition survey has been jointly procured with both Rother and Eastbourne. This has slowed the procurement process, which means that the target date for completion is now scheduled for late 2007. The slight delay is more than compensated for by the benefits of a common specification covering the three Local Authorities. Considerable cost efficiencies are achieved with the cost to the Council significantly lower than the agreed budget and the added benefit of a free County wide stock condition survey report. This will greatly enhance the joint working being carried out across the County, such as the partnership bid for Regional Housing Board funding for private sector renewal and the work that is carried out for the Local Area Agreement.

b) Implement revised private sector financial assistance and enforcement policies

Quarter 2 position: On target

Enforcement policy adopted and implemented in Q1. New financial assistance policy adopted and partly implemented with the remaining areas likely to be completed in Q3.

Q1 – On target (Implement revised private sector financial assistance and enforcement policies)

Enforcement policy adopted and implemented. New financial assistance policy adopted and in the process of being fully implemented.

c) Publish a new Empty Homes Strategy covering the period 2007-2009

Quarter 2 position: On target

A draft strategy is currently the subject of an Overview and Scrutiny Review. It is envisaged, that the new strategy will be presented to Cabinet for consideration later in 2007/08.

Q1 – On target (Publish a new Empty Homes Strategy covering the period 2007-2009)

The new strategy is currently being drafted and will be subject to a review by Overview and Scrutiny, Policy Project Group. It is envisaged, subject to the findings of the project group that the new strategy will be presented to Cabinet for consideration later in the financial year.

TARGET 7.10 Continue our focus on improving private sector housing in Central St Leonards through financial assistance and enforcement action to achieve the decent homes standard in respect of 30 properties

Quarter 2 position: On target

Above target for quarter 2 with 18 achieved to date (9 in Q2). The target is therefore likely to be achieved by year-end.

Q1 – On target

Above target for quarter 1 and likely that full target will be achieved if not exceeded by year-end.

TARGET 7.11 Move the Housing, Communities & Neighbourhoods Directorate to new office premises in 2007.

Quarter 2 position: Achieved May 07

Q1 – Achieved

Office move took place in May 2007

TARGET 7.12 Housing Services to review and revise methodology for determining customer satisfaction levels, implementing revised customer satisfaction questionnaires and delivery model from April 2007.

Quarter 2 position: On target with risks identified

Forms and procedures completed, awaiting implementation in quarter 3.

Q1 – On target with risks identified

The new forms and procedures have been completed.

Update on Shortfalls from 2006/07 – QTR2 UPDATE

- 1. Although we were aiming to extend the licensing of buildings converted into flats into Castle Ward, Central Government has delayed issuing the relevant regulations to local authorities that would enable the development of an additional licensing scheme to take place. These are now anticipated in October 2007.**

Quarter 2 position: Will not meet target

The new Regulations pertaining to buildings converted into flats were not as expected and pass porting of the existing scheme is no longer an option. Consideration is currently being given to how this is taken forward, which will be informed by the 2007 stock condition survey report. It is likely that further work will need commissioning in order to satisfy the requirements of establishing a new additional licensing scheme.

Q1 – Will not meet target

Achievement of this target has been delayed by the late publication of the Regulations pertaining to buildings converted into flats. Confirmation has now been received that the Regulations will be implemented on the 1st October 2007. Consideration is now being given to the impact of the new regulations on a licensing scheme for Castle Ward.

- 2. Although we successfully reviewed and revised our Financial Assistance Policy, there has been a delay in adopting the new policy to enable proper consultation to be carried out. The revised policy is scheduled for adoption by Cabinet in June 2007.**

Quarter 2 position: Achieved

Policy adopted by Cabinet.

Q1 – Achieved

Policy adopted by Cabinet.

LEISURE SERVICES

TARGET 8.3 Work with partners to achieve the year 2 milestones for 'Healthier Communities and Older People' contained within the 3-year East Sussex Local Area Agreement.

Quarter 2 position: On target

Data collated and reported as required. Hastings continues to provide a significant and increasing proportion of the total interventions for the County. Sport England have decided to repeat the Active People survey, which provides indicators of activity levels in all districts, is to be repeated by Sport England although the sample levels will be lower than in the original study which is used as the baseline data.

Q1 – On target

Targets have been reviewed and base lines revised as a result of the Year 1 outcomes. The Active Hastings project and our Leisure Management contractor, Freedom Leisure make significant contributions towards achieving Outcome 7, Improved Health for East Sussex residents

TARGET 9.1 Monitor the leisure contract for the leisure centres, Summerfields, Falaise and Hillcrest to ensure that they continue to meet local demand.

Quarter 2 position: On target.

The total for the year (all sites combined) has increased by 2.53% compared to the same period as last year. Falaise and Summerfields continue to exceed their targets (by 8.67% and 1.90%), however attendances at Hillcrest are 26.61% below target.

There have been 88943 attendances for all sites this quarter. Summerfield LC attendances have increased by 13.29% in comparison with the same period last year.

Q1 – On target

Attendances continue to be above targets, being up 16.86% on the same period as last year (95623 compared to 81824). The largest increase was at Hillcrest (35.82%) and the smallest at Summerfields (14.04%). The BVPI satisfaction survey also reports increased satisfaction with the sport and leisure facilities at 64% compared with 56% in 2003/04.

TARGET 9.2 Provide opportunities for people of all ages to enjoy physical activities and adopt healthier lifestyles e.g. through the Active Hastings programme.

Quarter 2 position: On target

Active Hastings engaged and registered 858 (400 female / 458 male) new people between 1st July and 30th Sept. 190 of these participants had taken

part in no physical activity in the past 12 months, and 389 of these were taking part in physical activity on less than the recommended 3 days per week. This takes the total number of participants to 4337 since the project began in May 06, with 1377 of these doing activity on less than 3 days per week. In order to meet targets, Active Hastings needs to engage with 425 inactive people each quarter.

Q1 – On target

Active Hastings engaged with 812 new people between 1st April and 30th June. 238 of these participants had taken part in no physical activity in the past 12 months, and 342 of these were taking part in physical activity on less than 3 days per week. This takes the total number of participants to 3304 since the project began in May 06, with 2048 of these doing activity on less than 3 days per week. In order to meet targets, Active Hastings needs to engage with 425 inactive people each quarter. Although this quarter was lower than this, the project over the last year is ahead of target. The main focus over the last 3 months has been getting women aged 17+ active. The Ladies Gettin Active project has proved very popular, with 525 women involved in the Active Hastings project this quarter.

TARGET 9.3 Explore options for new leisure facilities and, if considered viable undertake a future use study for the White Rock area.

Quarter 2 position: On Target

Recruitment of consultants nearing completion. Appointment to be confirmed by second week in Q3.

Q1 – On target

Consultants to be appointed to undertake viability study and if successful to continue with master-planning for the White Rock area

TARGET 9.6 Maintain opportunities for children to develop skills through play by providing a regular programme of activities.

Quarter 2 position: Achieved/ On target

Play Days and street play events successfully delivered. The Big Lottery Fund programme is progressing as planned.

QTR 1 – On target

Three Play Days and a programme of street events and activities have been organised for the summer holidays. The successful award of Big Lottery Funding (BLF) for increasing these activities and two new environmental play areas will impact on work from September. The BLF monies will enable additional Play Days and street activities from next year, for three years.

Update on Shortfalls From 2006/07: QTR2 UPDATE

1. Funding has been agreed to carry out a feasibility study to assess the potential of a new leisure development in the White Rock area. However, the Council did not formally adopt an action plan to improve indoor leisure facilities.

Quarter 2 position:

See Target 9.3 above

Q 1 – On target for completion 2007-08

Progress – It is anticipated that 9.3 above will provide for new leisure facilities (or alternative proposals for refurbishment). Funding has been identified and allocated for contingency works to the existing facilities, should they prove necessary, to ensure the facilities can be maintained until these alternative proposals can be finalised and implemented.

2. We carried out a feasibility study to find a suitable location on the seafront for beach volleyball, however the study produced a proposal that was not financially viable for the Council to undertake. We are now working closely with Hastings Old Town Residents Association to bid for external funding for two sand courts and a replacement beach patrol building.

Quarter 2 position: Slippage possible

Hastings Old Town Residents Association continue to research funding opportunities and grant availability for a proposed Multi-Use Games Area plus sand courts. Discussions with private sector ongoing.

Q1 – Slippage possible

Progress – Hastings Old Town Residents Association are leading on the project to develop new sports facilities. They are researching funding options and grant availability.

ENVIRONMENTAL SERVICES DIRECTORATE 2007/08 TARGETS / MILESTONES QTR 2 UPDATE

Target 3.2 - Continue to improve the quality of the local environment and reduce the fear of crime and anti-social behaviour, through the work of the Council's front line uniformed services and Environmental Protection and Waste Services Teams to enforce enviro-crime legislation as effectively as possible within the resources available.

Quarter 2 Progress: On target

In July the new Waste Enforcement Officer started. He has rapidly raised the Council's enviro-crime enforcement profile in areas such as trade waste storage and disposal, including the Old Town trade waste bins project.

The Warden Service have increased the number of fixed penalty notices served for offences such as fly posting, littering, and dog fouling. In Quarter 2 they served:-

15 for Littering (including smoking related litter)

58 for fly posting

2 for dog fouling

The Environmental Protection Team have raised their profile with pubs and clubs in the Town Centre by serving 2 Abatement Notices for statutory noise nuisance. They are working closely with the Police and our Licensing Team as 1 of the Council's 4 licensing policy objectives is "the prevention of public nuisance".

QTR 1 – On target with risks identified

Staff shortages due to a combination of long term sickness absence and the need to recruit replacement staff due to 3 resignations, has reduced our ability to combat enviro-crime as effectively as would otherwise be the case. However, 2 of the vacant posts have been filled & replacement officers commenced in July, and the long-term sickness absence situation has also improved significantly. Despite the problems experienced with staffing, the South East Neighbourhood Training & Resource Centre recently presented the Warden Service with 2 awards. They achieved a gold award for outstanding achievement, and a silver award for partnership working.

A total of 32 Fixed Penalty Notices (FPN) were served in Q1

Target 3.3 Review and update the strategy for the identification of potentially contaminated land sites. Ensure through the development control process that the future use of Brownfield sites is maximised.

Quarter 2 Progress: Will not meet target.

Although the Environmental Protection Team have continued to carry out good work in terms of the enforcement of enviro-crime, they have been short staffed due to 1 long term sickness absence, and a vacant post. As a consequence, the review of the contaminated land strategy will not be started

until the long term vacancy for a Technical Officer has been filled. We are now in the process of filling this vacancy.

There are no serious short term consequences to not reviewing & updating this strategy. The second part of the target relates to the environmental protection team's role in the planning process & the development of brown field sites. When site survey reports & proposals for site remediation are received by development control from site developers, they are passed to the environmental protection team for comments. This consultation role is being met albeit that response times are far from ideal due to the vacant post.

QTR 1 – Slippage possible

The Environmental Protection Team has a long-term vacancy for a Technical Officer. This post previously specialised in contaminated land and until the post is filled with a suitably qualified and experienced officer a review of the strategy will be difficult. The Environmental protection manager is attempting to deal with the routine contaminated land work arising from the planning process, such as commenting on the suitability of developer's remediation proposals. However, this is proving difficult without a specialist in the team, and delays are occurring. The Head of Environmental Health has suggested that the Sussex Chief Environmental Health Officers Liaison Group should consider trying to establish a joint service to provide technical support for all Sussex authorities on contaminated land

Target 3.4 Ensure continued implementation of the Air Quality Action Plan relating to the Bexhill Road Air Quality Management Area.

Quarter 2 Progress: On target with risks identified

As with contaminated land, our air quality work has been restricted to some extent due to staff shortages because this is also a highly technical area of work.

The Environmental Protection Manager continues to liaise with other agencies such as the East Sussex County Council as they are largely responsible for delivering the work specified in the Air Quality Action Plan.

QTR 1 – On target with risks identified

As with contaminated land, our air quality work has been restricted to some extent due to staff shortages because this is also a highly technical area of work. Again, it is necessary to engage specialist contractors from time to time to help review and interpret air quality data obtained from our local air quality monitoring stations. The Environmental Protection Manager continues to liaise with other agencies such as the East Sussex County Council as they are largely responsible for delivering the work specified in the Air Quality Action Plan.

Target 3.5 Implement the smoke-free enclosed public places legislation, effective from 1st July 2007, which entails publicising and promoting the new laws, followed by an intensive programme of high profile compliance checks and enforcement action where necessary.

Quarter 2 Progress: On target

It has not yet been necessary to serve fixed penalty notices or prosecute any businesses for non-compliance with this new Legislation. The Smokefree Compliance Officers continue to carry out inspections across the borough, and to advise businesses how to comply with the new laws where there is any uncertainty.

QTR 1 – On target

The Council worked closely with the Hastings and Rother Primary Care Trust and Rother District Council in the build up to the new regime to promote smoking cessation services, as well as providing local businesses with information and support on going Smokefree. At the end of June we employed 3 Smokefree Compliance Officers on 6-month short-term contracts. They and some of our existing staff in Food & Safety & Licensing have carried out a large number of compliance checks at high profile premises throughout the borough. It is too early to say how successful this work has been in helping to implement Smokefree in Hastings.

Target 3.6 Identify what we need to do to respond to the new Government agenda regarding regulatory impact on businesses, particularly the forthcoming report of the Rogers Review to be published by the Cabinet Office, which will identify about 5 national priorities for environmental health services.

Quarter 2 Progress: On target

See comments for quarter 1, no further work has been required.

QTR 1 – On target

The "Local Better Regulation Office" which is actually a national agency, has only recently been established and will develop over the coming months. They are expected to start to issue statutory guidance to regulators on specific service areas.

The Rogers Review was published in March 2007. It identified 4 national priorities for environmental health regulation, and suggested various potential local priorities for local authorities depending on the nature of the area, such as for predominantly urban authorities like Hastings. An analysis of our environmental health priorities has shown that they are already well aligned with those suggested by the Rogers Review.

Target 3.7 Prepare to re-align our inspection priorities to accommodate work previously undertaken by the Health and Safety Executive's under the 'Joint Authorisation' initiative.

Quarter 2 Progress: On target with risks identified

See comments for quarter 1, no further work has been required

QTR 1 – on target with risks identified

Under this Health and Safety Executive initiative it is possible that the Council's health and safety enforcement service may experience increased demands. It is not anticipated that further resources will be made available hence the possible need to review our local priorities. We are participating in an innovative project to help prepare for this new style of working, whereby most of the Sussex environmental health departments have contributed to a 12 month secondment of an experienced Health and Safety Executive Officer to work with all of the participating Sussex authorities.

Target 4.7 Review the current arrangements and funding for delivering improvements to the local environment, quality of life and reducing crime, fear of crime and anti social behavior and begin to develop longer term proposals for re-aligning service delivery and ensuring sustainability.

Quarter 2 Progress: on target with risks identified

See comments made for quarter one. It is still not clear what external funding might be available to replace Neighbourhood Renewal Funding from April 2008. Work is underway to review the current arrangements and develop proposals for a sustainable service for the future.

QTR 1 – on target with risks identified

Much of the work associated with this target will be undertaken as part of the Council's forthcoming corporate plan and budget planning process. A key issue will be securing funding for the Council's Warden Service as the existing Neighbourhood Renewal funding stream comes to an end. It remains to be seen whether the Government will announce a replacement for this funding.

Target 4.8 Undertake 2 incident exercises to test our preparedness for major incidents.

Quarter 2 Progress: on target

Both exercises are planned for the autumn

QTR 1 – on target

Both exercises are planned for the autumn

Target 4.9 Conduct a risk review to identify high-risk activities and premises in the town and begin to prepare contingency plans.

Quarter 2 Progress: on target with risks identified

The work to identify specific potential threats and hazards to the public within the Borough has begun including those associated with Coastal Flooding, Flash Flooding, Hastings Pier, Coastal Pollution, Rail Incidents (tunnels), Chemical Incidents (including storage of chemicals), and major crowd related events. These are currently being evaluated for risk and are being rated for likelihood and impact, and this part of the work should be completed on target. However, the risk register also needs to consider mitigation factors and control measures/response plans, and we need to work with a range of other agencies to develop this. A local 'Major Incident and Safety Advisory Group', attended by all key agencies, has recently been established to progress this work.

QTR 1 – on target with risks identified

The review is ongoing but the work associated with it is greater than was originally envisaged.

TARGET 11.8 Further strengthen the Council's own Business Continuity Plans to ensure key services can be delivered in the event of an emergency.

Quarter 2 position: On Target

An officer group is reviewing the Council's business continuity plans to reflect the new management structures and changing accommodation arrangements.

QTR 1 - On target

Business continuity plans have been prepared for all buildings. Due to the move from Portland Place to Renaissance House a review of the current plan is required. This will be completed by Quarter 2.

WASTE AND RECYCLING - 2007/08 TARGETS / MILESTONES QTR2 UPDATE

Target 5.1 Introduce a twin bin refuse and recycling collection scheme and identify more environmentally and financially sustainable alternative arrangements for processing recyclates.

Quarter 2 Progress: On target with risks identified

Project on target and potentially within budget. Implementation in October has seen scheme widely adopted. Residents issues e.g. with storage and bin handling issues are being dealt with on an individual basis. Publicity surrounding the twin bin scheme has resulted in an increase in recycling volumes which is very encouraging

Our recycling is being handled by ESCC but we are in continued discussions to ensure the facilities meet our longer term needs, i.e. the acceptance of bagged recyclates and a wider recycling specification, before entering into any longer term contractual arrangements.

QTR 1 – on target with risks identified

Project on target and potentially within budget for implementation in October, Experienced various issues with residents with regard to implementation e.g. storage issues and these are being processed. Procurement process for the wheelie bins is completed and relevant contractors appointed.

Disposal arrangements require final consultation with ESCC. Areas of concern with regard to the reduced range of materials accepted by ESCC for recycling and the processing of recyclates need to be resolved to ensure long-term sustainability of the scheme

Target 5.3 Explore and report on the recommendations of the County Council's Best Value Review of Joint Waste Services and identify steps required to synchronise contract end dates to allow options for a joint tendered service to be considered.

Quarter 2 Progress: Slippage Possible

Work is now in progress to review the current position of respective local authorities. Discussions have begun through the Waste Forum Steering Group to explore the way forward and a meeting to discuss the options and develop proposals and an action plan is scheduled in January.

QTR 1 – Slippage Possible

This work will be carried out in partnership with other Boroughs and Districts and the County Council through the East Sussex LGA Waste Group and the Waste Forum Steering Group. Initial enquiries have identified the chronology of contract end dates and opportunities for synchronisation which need to be explored further. Work should start by these groups later in the year.

AMENITIES AND RESORT SERVICES - 2007/08 TARGETS / MILESTONES

QTR2 UPDATE

Target 10.1 Implement the Parks and Open Spaces Strategy and achieve quality standards for our parks and open spaces.

Quarter 2 Progress: On target

The programme of works at St. Leonards Gardens has been completed on schedule. An officer has been appointed to work with the community to encourage active use of the park, which will have a formal opening in the Spring.

A programme of path repairs for upper Alexandra Park has been designed and tendered. Work is scheduled for February and March.

Works are underway at Linton Gardens and discussions have been opened on the Hollington environmental play area which is Lottery funded and scheduled for completion next year.

Alexandra Park has recently been named 'Best Park in the South East' in the 2007 Britain's Best Parks competition. Both Alexandra Park and Hastings Country Park have been awarded Green Flag status as well.

QTR 1 – On Target

The redevelopment of St. Leonards Gardens is on schedule for completion in September 2007. The development of a management plan and friends group is proceeding and will pave the way for achieving a third green flag award (after Alexandra Park and Hastings Country Park) for the borough. This is a Parks & Open Spaces Strategy target.

Linton Gardens (Central) has been identified as the next key site for improvement this year to meet the Community Strategy target for quality open space within 300 metres of every household.

In the latest Best Value General Satisfaction Survey, the public rated our parks and open spaces at the top of the list of local assets. Our rating improved even further from a good result 3 years ago.

Target 10.2 Develop a vision and sustainable business plan for Pebsham Countryside Park with East Sussex County Council and Rother District Council.

Quarter 2 Progress: On target with risks identified

In September, Cabinet agreed resolutions in support of the Park and to encourage further consideration of environmental regeneration initiatives in the southern end of the Park. Neither HBC nor ESCC have yet adopted the Development and Business Plans but officers have informally agreed a likely way to revise the documents to the satisfaction of all parties.

The officer group is now meeting to assess the next moves for obtaining external funding.

QTR 1 –On target with risks identified

A development strategy and business plan for the proposed park were produced by the park steering group earlier this year. The documents will go to Cabinet in September where members will be asked to reaffirm their support for the park development. Further development is heavily dependent upon successful bids for external funding and this will be the main focus for the steering group. East Sussex County Council is leading on preparation of a bid for European Interreg funding. There are ongoing discussions around inclusion of certain parcels of HBC-owned land, particularly Upper Wilting Farm, within the footprint of the Countryside Park

Target 10.3 Explore the new European standards for bathing water quality in partnership with the Environment Agency and Water Authorities

Quarter 2 Progress: On Target with risks identified

We continue to work with the local Coastal Users Group and the other South Coast authorities to consider actions to improve water quality and the requirements for public information. The DEFRA standards group has not yet published its guidance on standards and signage but this is expected shortly.

QTR 1 – On target

We are working closely with partners through the Coastal Users Group to assess the requirements of the new standard. A national DEFRA group will determine standards for public information and signage.

Target 10.4 Deliver a programme of works to improve access to Hastings Castle and the West Hill lift. Phase 1 will commence in 2007/08 and will see improvements to West Hill Lift. The Castle improvements will form Phase II, and is subject to a successful bid for external funding.

Quarter 2 Progress: Will not meet target

This project is unlikely to proceed until there is greater certainty about the likelihood of external funding for the Castle improvements.

QTR 1 – On target with risks identified

Architects have been appointed to provide detailed costed options for the alterations required for Phase 1 of the scheme, West Hill Cliff Railway. However, uncertainties have now arisen about the extent and timing of funding for the Phase II Castle improvements, which may mean that delivery of the West Hill access works, is also put back.

Target 10.5 Implement the Biodiversity Strategy and related action plan for 2007/08.

Quarter 2 Progress: On target

We continue to implement the action plan. Recent activity has focused on advice and training for members and officers engaged in planning and physical regeneration initiatives. The government has announced a new national performance indicator for biodiversity with the accompanying guidance expected in Quarter 3.

QTR 1 – On target

The Action Plan was adopted in October 2006 and subject to a 3 year review. We are progressing with implementing key targets and establishing a monitoring framework for the Plan. There are 42 targets across 5 broad themes:

1. Political leadership, democratic accountability, statutory responsibility, professional competence and financial management
2. Collection and use of biodiversity data
3. Planning policy and development control
4. Enabling partnerships, community participation, involvement and education, and
5. Managing local authority land.

Early targets have been met, including publishing the strategy and action plan, mapping all designated wildlife sites, identifying areas of ancient woodland, contributing to the creation of the new biodiversity performance indicator from central government, feasibility work on the creation of a new interpretive centre at the Country Park, participation in the Pebsham countryside park development, development of management plans for all local nature reserves including the declaration of Hastings Country Park and Fairlight Place as local nature reserves.

Target 10.6 As part of the County Traveller and Gypsy Strategy, work with our East Sussex local authority partners to provide sites for Travellers and Gypsies.

Quarter 2 Progress: Slippage possible

Target number options for permanent pitches have now been agreed by all East Sussex authorities and submitted to SEERA for consideration. There will be consultation on the numbers which will ultimately be adopted in our Local Development Framework.

There has been no progress on transit site identification although talks continue with partner authorities.

QTR 1 – Slippage possible

In accordance with the recent Cabinet decision, we are looking at opportunities to consider transit or emergency stopping possibilities with partner authorities. East Sussex County Council has indicated a

willingness to open bilateral discussions with us on site possibilities.
We will pursue this.

Target 10.7 Continue to maintain and manage the cemetery and crematorium.

Quarter 2 Progress: On target

A programme of maintenance works to the Cemetery office has been completed. Preparatory discussions are continuing on the cremator replacement project.

QTR 1 – On target

Work has begun on the planning and costing phase for the installation of new cremators, scheduled in the capital programme for 2009/2010. This project is in response to EU requirements for mercury abatement which must be met before 2012.

Target 16.3 Implement the improvement plan from the Best Value Review looking at maintenance of Council-owned assets. (Virginia Gilbert)

Quarter 2 Progress: On target

The final report and improvement plan have been prepared and are the subject of discussion by the Best Value Review Team and the officer group. We will meet the December Scrutiny date.

A number of actions identified in the improvement plan have already been implemented or initiated, including the transfer of public realm and asset maintenance activities and staff from Estates to Resorts & Amenities

QTR 1 – On target

The Best Value Review is underway. A final report and improvement plan will go to the Scrutiny Committee in December. The officer group is meeting regularly to support the Best Value Review.

The terms of the move of minor works and other maintenance responsibilities and staff from Estates to Resorts & Amenities have been agreed and will be implemented in Quarter 2, concentrating most areas of public and operational maintenance in one department.

PARKING AND HIGHWAYS - 2007/08 TARGETS / MILESTONES

QTR 2 UPDATE

Target 6.1 Following the County review of Highways, retain and refine the Hastings Highways Management Agreement and the related Codes of Practice.

Quarter 2 Progress: On target

Regular meetings with County Officers at various levels are now held to progress the implementation of the Action Plan.

QTR 1 – Target status - On target

All the recommendations for the final report were formally approved at the ESCC cabinet meeting in June 2007. There were unanimous agreement on the value of retaining the agreement from both ESCC and HBC prospective. Now progressing action plan.

Target 6.2 Work with partners to review and begin to implement the Quality Bus Partnership Action Plan to further improve the punctuality of bus services and increase the number of bus passenger journeys made.

Quarter 2 Progress: On target

The Lead Member for Transport and Environment at ESCC at a meeting on 15th October 2007 approved Hastings Quality Bus partnership Action Plan. This Action Plan is for 3 year period 2007 – 2010. Leaflet publicising the action plan is being prepared.

QTR 1 – Target status – On target

The QBP Action Plan 2007-10 is awaiting final input from Stagecoach and then it will be presented to HBC Cabinet on September 10th and then ESCC Lead Member on 15th October when it will then be launched publicly.

Target 6.3 Prepare for the introduction of the national concessionary fares scheme in 2008.

Quarter 2 Progress: On target with risk identified

See comments for Q1, awaiting its introduction

QTR 1 – Target status – On target

The Concessionary Bus Travel (CBT) Act was passed by government on 19th July 2007. The Act provides that everyone aged 60 and over in England, and disabled people in England, will get free off peak travel on all local buses anywhere in England from April 2008. The existing statutory entitlement allows these groups to travel for free, but only on buses within their local authority area.

MCL Transport Consultants, who administer the current scheme on behalf of all Sussex local authorities, will be working with HBC to introduce new concessionary passes, conforming to a national standard, prior to April 1st 2008.

Target 6.4 Commission an Economic Impact Assessment and Consult further on future proposals for parking controls in Central St Leonards.

Quarter 2 Progress: On Target

A consultant has been appointed. The consultant now progressing with desk top study/stake holders meeting etc in accordance with their programme.

QTR 1 – Target status – On target with risk identified

A consultant brief has been produced and this has been consulted with all stakeholders within St Leonards. A final consultant brief which includes amendments suggested by all stakeholders within St Leonards has been prepared. An advert for the expression of interest for the study has resulted in good response from companies. Tenders have been invited from selected consultant.

Target 6.5 Contribute our experience and best practice approach to parking enforcement into the County Council's longer-term strategy for de-criminalised parking across the county.

Quarter 2 Progress: On Target

See comments for quarter 1, regular quarterly meeting and additional meeting are planned to develop uniformity for the implementation of Traffic Management Act 2004.

QTR 1 – Target status – On target a - continuous process

Sharing our experience in performance management of staff and recovery rate with the County on regular quarterly meetings.

Target 6.6 Investigate potential to extend our successful abandoned car removal activities to uninsured vehicles in partnership with the police.

Quarter 2 Progress: On target

The Automatic Number Plate Recognition (ANPR) unit has been installed and this has aided officers in the detection of uninsured vehicles. The protocol has been agreed and signed, now awaiting delivery of hardware for data transfers.

QTR 1 – Target status – On target

Uninsured vehicles will be dealt with under Police contract with their removal contractor. Meanwhile a successful bid to Safer Hastings Partnership has resulted in the purchase of Automatic Number Plate Recognition (ANPR) unit. This will aid the team and will result in speed in the detection and number of cases dealt by the team. The ANPR unit will be operational in August 2007.

Target 6.7 Evaluate the impact of the Station Plaza and Priory Quarter developments on medium term parking provision.

Quarter 2 Progress: On target

The further development of a strategy to mitigate the impact of future regeneration projects in the town centres on parking provision will need to form an integral part of the Local Area Transport Plan which we are working on with the County Council. This will seek to manage parking provision and demand along side of initiatives to reduce car dependency, encourage modal shift to public transport, cycling etc. and thereby manage car parking demand more effectively.

QTR 1 – Target status – On target

Dialogue with Priory Meadow and Network Rail resulted in reduced parking charges and longer term parking in Priory Meadow for rail commuters to offset the loss of parking at Station Plaza. Continued liaison with Sea Space and East Sussex County Council on the subsequent impact of future developments such as Lacuna Place and the Priory Quarter, including the provision of alternative parking prior to the loss of the multi storey car park.

Local Performance Plan 2006-07: Shortfalls Update

QTR2 UPDATE

- 1. Although East Sussex County Council is primarily responsible for local transport, we have for the last 6 years supported the evening bus transport service. We have decided not to continue to subsidise this bus service after 31st March 2007. In relation to finding improvements for cyclists, we have consulted with stakeholders on proposals to trial cycling in the Town Centre. The trial is due to start in early Autumn 2007.**

Quarter 2 Progress: Slippage Possible

See comments in Quarter 1, still awaiting approval of non-standard signs requirements.

QTR 1 – Target status – Slippage possible

The Safety audit has now completed. The next step is to request the Government Office of South East for permission to install non standard signs designed for our town centre. Time scale needed to obtain non standard sign approval from Government of South East, manufacture and erection of signs and making of the Traffic Regulations Order will result in delays in the implementation of the Order. The revised timetable is early spring 2008.

- 2. Although we have worked in partnership with East Sussex County Council to prepare a draft Local Area Transport Strategy for Hastings and St. Leonards, East Sussex County Council have delayed carrying out the consultation until June/July 2007. The consultation will initially involve key organisations and groups on a strategic level. During late Summer/ Autumn, the consultation will then engage with local communities to develop a local action plan for Hastings and St. Leonards.**

Quarter 2 Progress: Slippage Possible

See comments in Quarter 1.

QTR 1 – Target status - slippage possible

Progress – East Sussex County Council has further delayed the progress of the draft Local Transport Plan consultation which was originally due to start in November 2006 and then in June/July 2007 . We are awaiting further information from ESCC on the likely start date for the consultation process, which will be over a twelve week period

- 3. Although we had planned to introduce a Controlled Parking Zone in the centre of St. Leonards, following detailed consultation with local businesses and residents we have decided to commission a detailed Economic Impact Assessment to assess the true impact**

of these proposals on the overall regeneration of the area. This study will be completed by late autumn.

Quarter 2 Progress: On target with risk identified

A consultant has been appointed. The consultant now progressing with desk top study/stake holders meeting etc in accordance with their programme.

QTR 1 – Target status – on target with risk identified

See 6.4 above

- 4. Additional funding has been obtained from the Neighbourhood Renewal Fund and from the Safer Hastings Partnership to extend CCTV monitoring to 24 hours, 7 days per week for a period of one year. It is anticipated that this will begin in mid July following recruitment and training of additional staff. The effectiveness of this extended coverage in reducing crime and the fear of crime, particularly in the town centres will be evaluated during that period before considering future funding options.**

Quarter 2 Progress: On target

A report on effectiveness of the 24 hour CCTV monitoring is being prepared.

Qtr 1 – On Target

Funding secured April 2007, additional staff recruited and employed 24hour monitoring commenced 23rd July 2007. Early indications are that the new team has already contributed in the detection and reporting of crime.

**REGENERATION & PLANNING DIRECTORATE
2007/08 TARGETS / MILESTONES
QTR2 UPDATE**

Target 1.7 Work with regional and local partners on the delivery of a 5-year Economic Development and Inclusion Strategy for the wider Hastings Urban Area.

Quarter 2 Position: On target

Progress: Draft strategy framework has been revised in light of Comprehensive Spending Review (CSR), Subregional partnership review, Regional Economic Strategy (RES) implementation plan and the Government's review of sub-national economic development and regeneration. This will be considered and further developed by Economic Alliance at its strategic planning Away Day in November.

QTR 1 –On target with risks identified

Progress - The Draft Economic Development and Inclusion (EDI) Strategy has been received by the Steering Group however it is felt that an implementation plan cannot be formulated until such time as the outcomes of the Comprehensive Spending Review, sub-Regional Partnerships Review, Sub-National Review of Economic Development are known along with the SEEDA Coastal Strategy. All of these reviews / policy developments will have an impact on the ability to deliver on the EDI Strategy.

Target 1.8 Work with SEEDA and other regional partners on the provision of proposals for devolved economic development structures in the South East, including Hastings and Bexhill. A future system should ensure the most effective and coordinated use of regeneration funds in the area.

Quarter 2 Position: On target

Progress: Awaiting further discussion with SEEDA and other subregional partners on partnership structures for this part of the region. This will be further informed as the outcome of the CSR is rolled out over the next few months.

QTR 1 – On target

Progress - South East England Development Agency (SEEDA) proposals for sub-regional partnership structures now published, and SEEDA devolved place-based investment will be routed through Local Area Agreements and Multi Area Agreements. SEEDA has decided that further discussions with sub-regional partners are necessary before finalising the structures through which SEEDA will engage with partners in Sussex.

Target 1.9 Continue to develop opportunities for local people to gain skills and employment in the construction industry and to advance the objectives of the Council's Construction Charter.

Quarter 2 Position: On target

Progress- The Construction Initiative project is effectively engaging employers, providing business support and targeted training initiatives, and is involved in consultation on national training initiatives. The latest Construction Partnership meeting was well attended. A Business Development Seminar focussing on Profitable Estimating led by a local Quantity Surveyor was attended by 7 existing employers and 4 people hoping to set up their own construction related business. A plastering course was organised for 10 people from different organisations working with disadvantaged groups. From this training one person not in education, employment or training (NEET) found work, four have gone on to further training and one is waiting for a work placement to be confirmed. In partnership with Creating Futures 16 ex-offenders attended an Introduction to Construction Course. Skills2Build, Linton Arch, is now up and running. The Introduction to Construction Course is being held there, and the Excellence Cluster is putting through 21 14-16 year olds on the equivalent to NVQ level 1 training. The Hastings Skillsmatch launched on 1st October is beginning to attract Construction Employers; to date 13 are registered with vacancies.

QTR 1 – On target

Progress – This project is doing well and is being supported both from within HBC and externally. A total of 15 companies have signed up to the Charter and 14 attended the last Construction Partnership meeting. Four employment spaces are being provided by Carillion, and one summer work placement by Nuttall Hynes. The successful Pathway to Construction event organised in Priory Meadow, involved 25 different stalls and attracted an estimated 800 people interested in construction employment/skills opportunities. Hastings Skillsmatch – an online employee recruitment programme – is due to be launched in September. Skills to Build (S2B), run by Hastings Trust, has suffered some setbacks but building work is now almost completed and recruitment for the apprentices and trainers is beginning, with an anticipated operational start date in the 2nd quarter.

Target 1.10 Work with the College and other partners to ensure the development of a vocational curriculum based on local employment needs and opportunities.

Quarter 2 Position: On target

Progress - The mapping of existing training provision based on the 07/08 academic year against Sector Skills Council needs analysis is nearly complete. The next stage is to produce a scoping paper on how best to assess employers' needs. This work will be guided by the framework of the national Leitch Report Implementation Plan. This provides for a demand-led framework and changes the emphasis from pro-active work to identify and fill

gaps in provision, to one of facilitating contact between training providers and employers. This work will be taken forward in partnership with the College.

The Hastings area will be piloting the National Diploma in Construction and the Built Environment and to this end the Construction Initiative has been working with the College, Bexhill High, ESCC and others to approve the content and implementation.

QTR 1 – On target

Progress - Initial scoping paper now complete, outlining milestones. Working with 14-19 Partnership and East Sussex County Council (ESCC) being carried out, led by the 14-19 Partnership Board. Once the mapping exercise is complete, gaps in provision will be identified and a plan will be drawn up to address them as well as ensuring that employer expectations are more closely met.

Target 1.11 With partners, deliver programmes that broaden opportunities for those Not in Employment, Education or Training (NEETs) and hard-to-help young people and adults through work experience and basic skills training.

Quarter 2 Position: On target

Progress - Funded by the Foodlocal project, Tressell Training has delivered non-accredited basic food safety training to 5 hard-to-help young people. Through the Seafood & Wine Festival, 9 HCAT students received work experience. The Fellowship of St Nicholas has delivered accredited Food Safety training to 21 people. (see also under construction).

Tressell Training achieved Entry to Employment (e2e) progression rates above national average of 48%, regional average of 49% and finalised at 60% for the 2006/07 LSC e2e contract. Current positive progression rate for 07/08 contract as at end of quarter 2 is 77.8%.

QTR 1 –On Target

Progress - The Food Enterprise Development Officer is negotiating with The Netherfield Centre for Sustainable Food & Farming/Community Fruit & Veg Project/ Fellowship of St Nicholas/ Tressell Training to facilitate potential new training courses. Tressell Training achieved Entry to Employment (e2e) progression rates above national & regional average. Prevention & Intervention projects also on target, including adult provision. Partnership arrangements with college(s) continue to strengthen. Labour Market Solutions project is supporting 50% more adults than original programme target, providing them with basic skills training, individual support and work experience. 10 have found paid work since the beginning of the project. Given the vulnerability and multiple needs of the target group this is a substantial achievement. To date, 118 individuals have benefited from training and work placements

Target 1.12 Successfully implement the Local Enterprise Growth Initiative (LEGI) funded FOOD project, to include a successful second annual Seafood and Wine Festival.

Quarter 2 Position – on target

Progress - One to one advice/support and signposting was given to 25 food enterprises/entrepreneurs this Quarter. This was mainly as support for stallholders as part of the Seafood & Wine festival. Many other local enterprises such as arts organisations, musicians and creative industries, were also involved in the event.

The second Hastings Seafood & Wine festival was very successful, and the number of visitors exceeded expectations at around 30,000. There were an increased number and range of stallholders, and the festival area was extended. The Borough's accommodation was fully booked for the weekend. From surveys completed by 215 festival-goers: 97% enjoyed the festival very much or quite enjoyed it; 44% had travelled in from out of the Borough (the majority from London). Qualitative feedback from stallholders and local traders has been very positive.

QTR 1 –On target

Progress - Date set for Central St Leonards & Gensing world food business networking event in Q3. Seafood and Wine Festival to be held in Q2, for which the planning and marketing is well underway.

One to one advice/support and signposting given to 11 food enterprises/entrepreneurs this Quarter. Food Local Steering Group Terms of Reference completed, Group members contacted and a date set for first steering group meeting in Q2.

Target 1.13 Continue to support the East Sussex Local Area Agreement through service delivery and monitoring of year 2 activities directed at achieving economic development and inclusion targets.

Quarter 2 Position: (N/A at this point, because targets are annualised)

Progress - Unemployment figures for September indicate a decrease in unemployment in all wards compared with 06/07 (which exceeded baseline). Unemployment in the deprived wards fell by 179 between September 2006 and September 2007.

Progress: In relation to Local Enterprise Growth Initiative (LEGI) targets for the Q2 report were submitted to East Sussex County Council in advance of the deadline of 22nd October. The majority of annual targets have been exceeded at the half year point and the remainder are on target with the exception of 'jobs created'. It is anticipated that the real impact on this target will happen later in the year as businesses created and supported in year one become more established and start of take on staff. We are achieving well in relation to residents assisted into employment with 46 so assisted during the first half year – this is not a target against which we are required to report to the LAA.

QTR 1 –On target

Progress - In relation to Local Enterprise Growth Initiative (LEGI) targets the Q1 report has been completed and submitted to East Sussex County Council (ESCC) in advance of the August 2nd deadline. LEGI programme delivery is on target with only one of the remaining outstanding projects awaiting approval by the Economic Alliance. Challenges are being faced in translating and presenting meaningful comparisons of statistics that have different reporting deadlines. Q1 LAA monitoring information completed and submitted to ESCC well in advance of deadline. Job Seekers Allowance (JSA) claimant rates show a small improvement across priority wards. Note: There were over 100 redundancies at Rycroft Foods this quarter.

Target 1.14 Appoint an external funding officer to develop effective bids in line with the Council's priorities and those of the Hastings and Bexhill Economic Alliance.**Quarter 2 Position: On target**

Progress: External Funding Officer (EFO) is now in post and has prepared briefings on European Social Fund (ESF) and Interreg IV. The EFO is also proactively building partnerships with relevant organisations and discussing project ideas with HBC officers.

QTR 1 – Achieved

Progress - External Funding Officer has been recruited and commenced employment on 30th July 2007.

Target 4.1 To work closely with the East Sussex County Council's Community Safety Team to deliver the crime reduction targets in the Local Area Agreement and the Safer Hastings Strategy.**Quarter 2 Position: On target**

Progress - Continuing Hastings' involvement in County structures and County Community Safety representation on Safer Hastings Partnership. Collaborative work around hate crime being developed following independent review of service provision across County.

QTR 1 – On target.

Progress - The Council continues to work closely with the ESCC Community Safety Team to develop partnership interventions to achieve the crime reduction targets in the Local Area Agreement (LAA). The main conduit for this is through HBC and ESCC representation on the Safer Hastings Partnership (SHP). Local priorities are also highlighted in the emerging ESCC Community Safety Plan.

Target 4.2 Undertake preparation work to evaluate and review the Safer Hastings Strategy 2005-08 and thereafter produce an annual 3-year rolling plan based on the priorities identified in the 'Partnership Strategic Intelligence Assessment'.

Quarter 2 Position: On target

Progress - Strategic assessment template completed for implementation in new calendar year. Community engagement plan established, with Meet the People events scheduled to take place in November. Local and county-wide strategic plans now being developed in line with new national guidelines produced in September.

QTR 1 – On target

Progress - Much of the work on this target will take place in the second half of the planning year. The Government has recently published the new National Crime Strategy for 2008-2011 '*Cutting Crime – A New partnership for 2008-2011*' this will set the overall direction and be considered alongside, the 'Partnership Strategic Intelligence Assessment' published in October 2007. The annual fear of crime survey will be carried out in August 2007.

Target 4.3 To work towards achieving relevant Best Value Performance Indicator (BVPI) and Local Area Agreement(LAA) targets by coordinating the delivery of local community safety projects and interventions. See BVPI section of Annual Report for specific targets regarding community safety.

Quarter 2 Position: Small slippage

Progress - Since the baseline year 2003/4 there has been a 19% reduction in the British Crime Survey (BCS) targets which form the LAA targets. If common assaults continue their downward trend the 23.5% target may be met. Anti Social Behaviour targets are being met. Service providers are coordinating activity and, informed by ongoing intelligence, focusing dedicated resources on hot spots and problem areas via action and tasking groups. The reductions in theft from vehicle of 43%, theft of vehicles by 45% and burglary of people's homes by 55% against the baseline year are the main contributors towards the overall reduction in target crimes of 19%.

QTR 1 – Slippage probable

Progress - Good progress has been made towards achieving the BVPI target to reduce Public Place Violent Crime (PPVC) at weekends. The Domestic Violence targets are broadly on track.

Large reductions in the acquisitive crime types (encompassing theft, burglary, motor vehicle crime, fraud and counterfeiting) within the LAA target to reduce British Crime Survey crime are well ahead of target.

The changes in violent crime criteria is jeopardising efforts to achieve the originally plan 23.5% in total crime as outlined in 4.6 below.

Antisocial behaviour targets are being met.

Target 4.4 Work closely with the County Council Children's Services team to deliver the Respect Action Plan initiatives on Intensive Family Support in Hastings.

Quarter 2 Position: On target

Progress - Funding has been achieved to continue this work for a further three years through the Hastings Crime Reduction Initiative. Family Intervention Team linked into Multi Agency Tasking Teams to ensure appropriate intervention in relation to high priority families

QTR 1 – On Target

Progress - The Hastings Crime Reduction Initiative (CRI) project has been commissioned to deliver the 'Governments Respect Task Force' funded 'Intensive Family Support' programme in Hastings. The manager and two caseworkers are now in place and they are now fully engaged with five families in the town. It is anticipated that their full caseload of ten families will be achieved during the current quarter. The complementary post of 'Senior Parenting Practitioner' is now in place and plans are well advanced to introduce a linked parenting training programmes in Filsham Valley, Grove and Hillcrest Senior Schools.

Target 4.5 Review the impact of the extended liquor licensing hours on public place violent crime, the fear of crime and noise nuisance.

Quarter 2 Position: On Target

Progress - Police shift patterns to be reviewed from October 2007. Operation Marble is continuing to provide increased Police presence late night in the town centre, and Police Licensing team focusing attention on premises that recur as problems for violent crime. Saturation policy developed for consideration by Council in 3rd quarter.

QTR 1 – On Target

Progress - The Sussex Police Licensing Unit and Hastings Borough Council Licensing team are monitoring the impact of the extended liquor licensing hours as a matter of routine. Regular statistical information is gathering in support of this. Sussex Police are refining the shift patterns of police officers in October 2007 to take account of this change in their service demand profile. Hastings has seen reductions in violent crime during the period under review. Figures for noise nuisance have not been fully assessed. The local 'fear of crime' survey will be launched in August 2007.

A range of control measures are in place including :-

- Extending HBC CCTV monitoring to 24hr coverage (Neighbourhood Renewal funded)
- Taxi marshalling extended to 4am on Saturday & Sunday mornings
- Deployment of Sussex Police Licensing Team

- Multi agency visits to licensed premises at key times

Target 4.6 Work with partners to achieve the year 2 milestones for 'Safer Stronger Communities' contained within the 3-year East Sussex Local Area Agreement.

Quarter 2 Position: Slippage possible

The Safer Stronger communities, target 23, contained within the East Sussex LAA target relates to reducing overall British Crime Survey (BCS) crimes in Hastings by 23.5% over a three year period up to the 31st March 2008. The position at the end of quarter two was a 19% reduction. This was an improvement from 15.3% at the end of quarter one. We have therefore nearly made up the year two slippage and if the current rate of improvement continues we may achieve the 23.5% reduction target. A significant factor in this is the reduction in Common Assaults which have fallen 5% in the last quarter, although changes made to the classification of what constituted a common assault continues to be a significant factor impacting on our ability to achieve this very ambitious target.

QTR 1 – Slippage possible

Progress - A very ambitious 3-year reduction target of reducing 'British Crime Survey' crime types by 23.5% is proving very challenging. We have achieved a 15.3% reduction against a target of 19.1% by the end of the first quarter of the 2007/8 corporate planning year. Common assault remains the area preventing us from achieving this target. This remains largely due to changes in Home Office counting rules resulting in verbal abuse not resulting in physical contact now counting as common assault. Other matters like breaches of Anti Social Behaviour Orders (ASBOs) also inflate the figures. The Home Office are currently redefining what should be categorised as a violent crime.

Target 9.4 Support and promote public arts initiatives such as Coastal Currents and encourage opportunities for growth in the cultural sector.

Quarter 2 Position: On Target

Progress: Coastal Currents Festival delivered and evaluation underway. It is estimated that the festival attracted over 16,000 people into the town centre and parks during September. Over 3,000 visitors attended the opening event in Alexandra Park. The festival attracted over £114,000 external funds (sponsorship and public funds). The economic impact will be assessed through the evaluation. The Creative Business Support programme is still underway.

QTR 1 – On target

Progress – Hastings Borough Council's contribution of £20,000 towards the 2007 Coastal Currents event played a significant role in attracting a £64,000 Arts Council grant. This year's event will run from August 31st – September 23rd.

Contribution of £5,000 secured from the East Sussex Arts Partnership towards the St Leonard's Public Art Bid.

Target 9.5 Work with partners to create a revised cultural vision for Hastings and Bexhill.

Quarter 2 Position: On target

Progress - The Hastings-Rother Cultural Sector Group has considered the findings of the recently completed cultural mapping study, and has established a working party to identify key priorities for cultural sector development on the basis of the gaps identified through the study. The outcome of this will be reported to the Hastings LSP and serve as the basis for a Cultural Development workshop that is currently planned to take place within this financial year.

QTR 1 – On target

Progress - Sussex Arts Marketing have recently completed a review of the area's cultural sector, and the results of this work will be reported to the Cultural Sector Group in August. The outcome of this and complementary research carried out for Sea Space by the University of Brighton will help determine priorities for future support for the development of the area's cultural sector industries.

PLANNING SERVICES - 2007/08 TARGETS / MILESTONES

Target 1.1 Work closely with Task Force partners to bring forward detailed proposals for consideration by the Planning Committee for Priory Quarter in the Town Centre, at Ore Valley and Queensway.

Quarter 2 Position: On Target

Progress - Meetings have been held with Sea Space in relation to Queensway North and South and Priory Quarter (Arts Square, and Post Office building) and applications for all these sites are expected before Christmas.

QTR 1 –On Target

Progress - The Council is working closely with Sea Space to bring forward the proposals. Outline planning consent has been given for Priory Quarter and Ore Valley subject to the completion of Section 106 Legal Agreements for each application. (Section 106 of the Town and Country Planning Act 1990 allows a local planning authority to enter into a legally-binding agreement or planning obligation with a land developer). Both Agreements are nearing completion. Revised proposals for Queensway South are awaited from Sea Space as well as proposals for Queensway North.

Target 1.2 Work with the Task Force, Learning and Skills Council and other partners to ensure the development of Station Plaza.

Quarter 2 Position: On Target

Progress - Construction work is now underway on site.

QTR 1 –On Target

Progress - The Council are working closely with the Learning and Skills Council (LSC) and Hastings College to progress the proposal. A planning consent with Section 106 Legal Agreement has been issued and conditions are in the process of being agreed to allow a start on site later this year. The Learning and Skills Council Capital bid has been approved.

Target 1.5 Build on the already successful lobbying and Hastings' status as a Regional Hub to secure improvements to the road and rail transport links, specifically to support the bid for the Hastings/ Bexhill link road.

Quarter 2 Position: On Target

Progress - The Report of the Panel of Government Appointed Inspectors, who conducted the Examination in Public has now been received and has confirmed Hastings status as a Regional Hub. However there is concern that the report could be interpreted as implying that Hubs which have the potential for major housing growth should be given priority. We must now await the response of the Secretary of State to the Panel Report, which is expected at the end of 2007.

The County Council has not yet determined the planning application for the Hastings/Bexhill link Road. It is undertaking further work on the environmental impact of the road, as a result of concerns expressed by Natural England and the Environment Agency.

QTR 1 –On Target

Progress - We are awaiting a report from the Inspector (a Government appointed person employed in the Planning Inspectorate) and that is anticipated to confirm the status of Hastings as a Regional Hub. The issue of Regional Hubs was the subject of discussion at the Examination in Public (EIP - a type of public inquiry lead by the appointed inspectors).

A letter of support for the Hastings/Bexhill Link Road has been submitted by the Council to the County Council in respect of the planning application. The County Council are the relevant planning authority to determine the proposal.

Target 2.2 Progress the Local Development Framework for Hastings by ensuring we produce Core Strategy preferred options and undertake consultation.

Quarter 2 Position: On target with risks identified

Progress - The Preferred Options are now likely to be considered by Cabinet in early March 2008 with consultation programmed for May – July 2008.

Progress has been made on the Strategic Flood Risk Assessment, which is likely to be completed during Quarter 3. Also progress has been made on the Hastings Land Availability Assessment and Employment studies.

QTR 1 – On target with risks identified

Progress - The Preferred Options are now likely to be considered by Cabinet in January 2008 (the original timetable was Nov 07). Re-scheduling has been necessary in order to resolve infrastructure issues with the Highways Agency in respect of a road traffic impact study, additional information is needed for Strategic Flood Risk Assessment to satisfy the Environment Agency and the production of an in-house Housing Land Availability Assessment. Changes to the evidence required by Government agencies for the LDF have resulted in the additional work. However this does keep the Council's Core Strategy production in tandem with that of Rother District Council who we are making every effort to work closely with. The risks relate to the additional workload required to be carried out and the dependency on other organisations in delivering an acceptable outcome within our timetable.

Target 2.3 Through our zero tolerance approach to neglected and derelict buildings and land target at least 30 neglected and derelict buildings or areas of land, prioritising those in the Central St. Leonards Renewal Area and in Pelham Crescent and Arcade.

Quarter 2 Position: On Target

Progress - The vacant Planning Enforcement Officer post has now been filled and a temporary agency member of staff has been in place which has allowed more progress to be made with 9 properties improved using Section 215 powers and many more in the pipeline. Survey work has been carried out to the Pelham Crescent properties.

QTR 1 – On Target

Progress - Although no properties improved in the first quarter there are a significant number in the pipeline. (Year-end target is 30) The properties are at various stages of the process towards improvement including those with work underway to comply, notices served requiring compliance during 2007 and properties, which are the subject of possible prosecutions during 2007. Those, which are the subject of prosecution, have failed to meet the required timetable set out for improvement. Work has been underway to progress Pelham Crescent and Arcade improvements and Section 215 powers will be used at the appropriate time as necessary.

The recent departure of an enforcement officer from the enforcement team could hamper progress. The recruitment of a replacement has not been successful first time around so a second attempt is being made. A temporary agency option is being sought.

Target 2.4 Commence the second phase of grants for the conservation and repair of buildings that form part of our historic townscape in the Central St. Leonards Renewal Area and commit at least £200,000 of conservation and repair grant funding to properties within the area.

Quarter 2 Position: On target with risks identified

Progress - Grant cases continue to be progressed. It is still anticipated that the target of £200,000 of grant commitments can be achieved but it is dependent on a number of grant eligible schemes becoming firm commitments. These include the Marine Court Canopy where progress has been delayed. A clearer picture will emerge by the end of Quarter 3.

QTR 1 –On-target

Progress - Offers of grant are now being progressed and it is anticipated that projects will come forward to meet the target.

PROJECTS - 2007/08 TARGETS / MILESTONES

Target 1.3 Complete public realm improvements works at Marina and Silchester Road by Autumn 2007.

Quarter 2 Position: Will not meet target of Autumn 2007

Anticipated completion Q4 07/08

Progress - The contractor is now onsite and substantial completion of the public realm improvements is expected by end of Oct-07 followed by snagging works to pick up any defects in Nov-07. Outstanding item such as tree planting and installation of new lighting is due to be completed by Dec-07.

The scheme has been delayed due to the collapse of cellars at the western Colonnades. These delays have resulted in extra costs to the contractor and these are the subject of ongoing negotiation.

The replacement of paving at Western colonnades at Marina has now been removed from the contract due to a partial collapse of the cellars underneath. We are currently investigating works to the cellar areas beneath the footway to correct the problem but this will require Listed Building Consent & will go before the Planning Board on 7-Nov-07. (Consent was granted and works completion anticipated Q4 07/08)

We are now taking Counsels advice concerning the liability for this extra work beneath the pavements.

QTR 1 – On target with risks identified

Progress - Works on site June 2007. Replacement of paving at Western colonnades at Marina has uncovered poorly maintained cellar vaults beneath footway resulting in a partial collapse causing work to stop. Programme of works has now been rescheduled across both areas and substantive completion is now expected at end August 07 with minimal programme slippage.

Target 1.4 Develop full designs for the Kings Road Corridor initiative and deliver two early projects by March 2008.

Quarter 2 Position: Target amended to deliver one project by March 08 following decision to delay construction of Kings Road due to Economic Impact Assessment of the proposed Controlled Parking Zone.

Progress – the 'preferred' option design for Kings Road has been published in the Community Forums newsletter and publicity materials placed in local shops. Risks identified in Q1 (outcomes and timing of the Economic Impact Assessment) has been mitigated by re-phasing of the programme. All the Kings Road Corridor Projects are being led by ESCC in partnership with the Council.

Phase 1- London Road South – this has been through the stage 1 safety audit to which the designers are responding. The planned improvement works will be carried out by ESCC term contractors and does not need to be tendered. The extent of works in Phase 1 is being reduced to ensure we concentrate much of our resources on Kings Road and the Station Square.

Phase 2 London Road North - currently being safety audited with street works due for completion by end of June 08. Neither phase 1 nor 2 will have an impact on on-street parking provision.

Phase 3 & 4 (Kings Road and Station Sq) - ESCC has appointed an external engineer to commence detailed design work on the project.

QTR 1 – On target with risks identified

Progress - HBC & ESCC have been working closely together to develop full designs following the decision to adopt the preferred design proposals.

The programme has been re-phased with Kings Road now in Phase 3 to allow the project to be informed by the Parking Economic Impact Assessment report, due February 2008.

Phase 1a London Road South & Phase 1b Kings Road Steps planned for completion by March 08. This will be followed on directly by Phase 2 London Road North with work planned for completion by June 08. Neither phase 1 nor 2 will have an impact on on-street parking provision.

Target 1.6 Implement the Seafront Strategy jointly commissioned with the Hastings and Bexhill Task Force to:

a) Begin to undertake external refurbishment works to Pelham Crescent and Arcade

Quarter 2 Position: On target

Progress - To ensure that the scheme can now be delivered within the available budget an alternative approach to delivering the scheme has now been adopted. This will result in the scheme being delivered in 2 phases:- Phase 1 – works to improve visual improvement to façades by grant aided scheme within existing £250k budget; assuming the work is delivered by default action this should be completed Q4 2008-09.

Phase 2 – other façade works to include stonework, woodwork and metalwork to be undertaken by owners with enforcement action by planning if required. Listed Building consent is now being sought for this work, subject to consent S215 notices will then be sent out to building owners.

QTR 1 –Slippage possible

Progress - Contracting engineers engaged to inspect properties and produce a costed schedule of works now completed; indicative costs in excess of available budget. Will tender costs in Q2 & bring forward Cabinet paper with recommended actions and costs.

b) Complete refurbishment works of the Marina area upper promenade and provide new toilet facilities

Quarter 2 Position: On target

Progress - The works are now underway onsite with scheduled substantial completion being delayed from end Aug-07 to early Oct-07 due to contractor issues and discovered onsite complications.

QTR 1 –On target

Progress - Refurbishment works & provision of new toilet facilities progressing well and on-target for substantive completion in August 07.

c) Subject to the agreement of the Foreshore Trust and other stakeholders, work with partners to take forward proposals for a replacement Tourist Information Centre on the Stade and improved pedestrian and vehicular access.

Quarter 2 Position: Slippage possible

Progress - Once Charities Commission has ruled on Foreshore Trust proposals, plans will be taken forward. In the meantime, there has been positive dialogue between Council officers and Trustees on potential options.

We are also working with ESCC to complete a feasibility study across the Pelham Place and Stade Highways area for wide-ranging highway and pedestrian improvements.

QTR 1 –Slippage Possible

Progress - Is subject to Charities Commission ruling on Foreshore Trust proposals and the outcome of continuing negotiation between the Foreshore Trust and the Council.

d) Implement the management plan for Marine Court.

Quarter 2 Position: On target

Progress on enforcement of unauthorised works. (Telecom cable routing, external parasol on upper balconies.) Section 215 Notice on major repair of main canopy not complied with to date, enforcement action will be pursued at expiry of deadline if the work is still outstanding.

QTR 1 –On target

Progress - The restoration of the Canopy is expected to be undertaken from August and take up to about 12 weeks. Section 215 Notices were served on the owners in respect of the Canopy. (A Section 215 notice allows Council's to take action to require land and buildings to be cleaned up when its condition adversely affects the amenity of the area).

e) Bring forward a Masterplan for West Marina and seek to implement its proposals if adopted.

Quarter 2 Position: On target

Progress - Cabinet in September re-affirmed its support for the general level of development proposed but has asked that further consideration be given to increasing the leisure element, particularly concentrating on sea orientated uses. Cabinet has not entirely ruled out the provision of a slipway at this stage. This work is being progressed.

Discussions are continuing with ALDI and the Ministry of Defence and with English Partnerships, who have expressed preliminary support for the project. A detailed Flood Risk Assessment of the site has been commissioned.

QTR 1 – Slippage Possible

Progress - A masterplan has been produced for the Council by Tibbalds and Cabinet gave support to the general level of development and mix of uses proposed. The matter has been referred back to Cabinet by Council for further consideration. Work has been underway to take forward the proposals with discussions with other landowners (Aldi and Ministry of Defence) and English Partnerships.

Target 11.9 Ensure all Capital Programmes and associated projects use best practice project management techniques and agreed methodology. Project reporting structures and design reviews to be agreed by Project Review Board and responsible programme manager.

Quarter 2 Position: On target

Progress - Training programmes have now been setup for all project and programme managers to attend on the use of the financial reporting and management tools.

QTR 1 – On target

Progress - Project Review Board membership now updated to reflect changes following recent senior management restructure with each directorate represented by a Head of Service. Updated standardised reporting formats for all capital programmes have now been implemented.

Target 16.4 Move further staff to Aquila House, thereby vacating 36-41 Wellington Square and offices in Portland Place.

Quarter 2 Position: On target

Progress - All housing staff have now been successfully moved from Portland Place to Renaissance House by Jun-07 and Tressell Training staff have been successfully moved to Portland Place in Jun-07 following notification of cessation of their lease.

Aquila House designs for the lower ground floor have now been tendered & value engineered to ensure value-for-money. The designs have been passed to the landlord for consent to carry out the required work which needs to be

approved before we can enter into a lease. Everything is now ready to proceed only awaiting a positive landlords response which we have no control over.

QTR 1 –On target

Progress - Working group set up & design brief agreed for Upper & Lower ground floors at Aquila House to house displaced staff & provide Disability Discrimination Act (DDA) compliant front-of-house presence for Revenues & Benefits. Architects engaged and cost plan being produced; work to be tendered in Q2.

DESTINATION MANAGEMENT AND MARKETING - 2007/08 TARGETS / MILESTONES

Target 12.1 Continue to provide tourists and residents with access to a range of services through the Hastings Information Centres, websites, telephone and information kiosks and introduce the new 'Living in Hastings' website.

Quarter 2 Position: On target

Progress - Despite the poor weather, the Information Centres recorded an extremely busy summer quarter, with a total footfall of 119 104, slightly higher than last summer's figure of 117 012. Our year to date figures of 208 091 are some 23 000, or over 10%, higher than the target of 185 000.

Websites visitors also continue to grow. In this quarter, there were 334 581 unique visitors, compared to 276 678 visitors in Q2 2006/7 - a 21% increase.

Work is progressing on the framework of the 'Living in Hastings' website. Five companies were short listed for its Content Management System, and have given presentations based on the Initial Requirements Document. Three companies are now being selected for a more in-depth demonstration.

QTR 1 - On Target

Progress - The Information Centres continue to be extremely busy, with the Q1 target of 80000 being easily exceeded, some 90263 visitors being recorded. This is only just short of Q1 2006/7's figure of 92839, when we had some 13000 bus pass renewals and 5000 tickets sold for 'Status Quo.' To record over 90000 'normal' visitors is quite an achievement. Websites visitors also continue to grow. In this quarter, 3 486 980 pages were served to 301 854 unique visitors, compared to 2 352 904 pages served to 284 598 visitors in Q1 2006/7. So the number of visitors increased by 6%, the pages they visited increased by some 48%. Work is progressing on the framework of the 'Living in Hastings' website; five companies have been short listed for its Content Management System, and an Initial Requirements Document has been drawn up.

Target 12.2 Expand customer relationship management software to enable customers to make service requests and give feedback on our services. Automate the movement of service requests between Council departments and monitor the timeliness of our responses.

Quarter 2 Position: On target

Progress - Work is continuing on release 3 of the Customer Relationship Management (CRM) software system, led by IT colleagues. This will incorporate a customer complaints module, and allow a more efficient service to be provided to customers.

Scrutiny Review has arranged to visit two other councils' contact centres early in Q3, to help inform their ongoing review of all current public/HBC contact. (Face to face, telephone, letter, email, website)

QTR 1 – On target

Progress - Work has continued on release 3 of the Customer Relationship Management (CRM) system. This will incorporate a customer complaints module, and user requested enhancements to the core call logging application.

A Scrutiny Review is also currently underway to look at all current public/HBC contact (face to face, telephone, letter, email, website) and assess its appropriateness/effectiveness. This is due to be completed in March 2008 and will make recommendations for improvement if/where current procedures are found to be lacking.

Target 12.3 Maintain effective internal and external communication via newsletters, email bulletins, press releases and web development.

Quarter 2 Position: On target

Progress - Communications remains one of the most important aspects of the work of the department, and the weekly '@bit,' and the 'HBC News Updates' after Full Council, Cabinet and Planning meetings, continue to be widely read and well-received.

News releases continue to be issued regularly, with 35 issued in this quarter, of which 28 (80%) were taken by the Hastings Observer.

An internal reorganisation within the department is allowing more resources to be invested in web development and e-marketing. This has resulted in significant improvements in the presentation of information, for example the events database is now being actively developed and contains over 200 events. We are now looking at ways of improving our customer database to offer a personalised, bespoke, service to those who want it.

A lot more work has been done in this quarter on the Twin Bin scheme, on both the round changes in July, and in readiness for the introduction of alternate weekly collections at the beginning of October.

QTR 1 - On target

Progress - Communications continues to be one of the most important aspects of the work of the department. The weekly '@bit' to all staff is now well-established, as are the 'HBC News Updates' after Full Council, Cabinet and Planning meetings. News releases continue to be issued regularly, with 53 issued in this quarter, of which 47 (89%) were taken by the Hastings Observer. An internal reorganisation just completed will divert more resources to web development and e-marketing. We have had some very positive 'Pier' coverage in this quarter, and a lot of work has been done in conjunction with the Twin Bin team preparing for alternate weekly collections, and the round changes in early July.

Target 12.4 Maximise income from commercial activities such as selling advertising space in About Magazine and marketing the Town Hall as a new venue for weddings and civil partnership ceremonies.

Quarter 2 Position: On target with risks identified

Progress - Five pages of advertising were carried in the Summer 'About,' slightly below our target of seven pages. We are continuing to 'sell' space proactively.

Six weddings have now been booked, and numerous enquiries received. The first Town Hall wedding took place on Saturday 28th July and extremely positive feedback has been received from that. A second wedding took place in August, again very successfully.

QTR 1 - On target

Progress - Seven pages of advertising were carried in the Spring 'About,' exactly on target. Six weddings have now been booked, and numerous enquiries received. The first Town Hall wedding took place on Saturday 28th July (obviously outside Q1); extremely positive feedback has been received from that.

Target 12.5 Work with partners to maximise tourism by implementing the Destination Management Strategy.

Quarter 2 Position: On target

Progress - A draft Marketing Plan covering the period 2008-11, based on the key markets identified by the Destination Management Strategy, has now been prepared and is being consulted upon via different stakeholder groups.

Work started towards the end of this period on the 2008 Holiday Guide, and this will also reflect comments made during the development of the strategy.

QTR 1 - On target

Progress - With the Destination Management Strategy now adopted by Hastings Borough Council and 1066 Country Marketing's Executive Board, detailed work has now started on the development of a Marketing Plan, and other action points identified by the strategy. The 2008 Holiday Guide will also reflect comments made during the development of the strategy.

Target 12.6 Continue to market Hastings as part of 1066 Country, introduce the new 1066 Country Website and develop marketing campaigns for major annual events.

Quarter 2 Position: On target

The new website, www.visit1066country.com continues to be well received by the trade and public.

The department played an active part in the marketing of Hastings Old Town Carnival Week in August, including helping to secure the Old Town as the

venue for a live regional television show the evening before the Carnival, generating considerable, very positive, coverage for the town.

Marketing the Seafood & Wine Festival was a key focus of the work of the department during this period; some 30 000 people visited the Festival over the weekend, double last year's total, and double the expected number. This event has already established itself as one of the key events in the town's calendar, no mean feat in just two years.

There was also considerable activity to promote Hastings Week in October, with the preparation, design, and publication of the Hastings Week programme and other publicity material during this period.

QTR 1 - On target

Progress - Hastings Borough Council continues to undertake work on behalf of 1066 Country Marketing, and administer the 1066 Country Marketing Executive Board. As noted above, we are now implementing the Destination Management Strategy for the area.

The new website, www.visit1066country.com, went live at the beginning of May, and has been well received by the trade and public. Work is already well underway on marketing Coastal Currents, the Seafood & Wine Festival in September, and Hastings Week in October.

Target 9.7 Reopen Hastings Museum and Art Gallery after major refurbishment and encourage visitors to this and the Old Town Museum.

Quarter 2 Position: Achieved

The Museum and Art Gallery had an extremely successful reopening launch on 28th July, with over 1000 visitors attending the event, and the Native American dance troupe a huge success. The refurbished Museum is proving to be extremely popular, with a total of 11,353 visits to the main museum, and 6131 visits to the Old Town Hall recorded for this period, although the main Museum figures were recorded in just over two months, of course. This compares to figures of 6612 and 4573 respectively for the summer period in 2005 (the Museum was of course closed in 2006), and shows just how successful the refurbishment, and re-launch, has been. Work is continuing now to market both HBC museums and, indeed, other museums too as part of our general marketing of attractions in the area.

QTR 1 - On target

Progress - In fact this was achieved, very successfully, in July, obviously outside the period under review. Full details will be reported in next period's review. Work is continuing now to market both museums (and, indeed, the other museums too, as part of our general marketing of attractions in the area).

Target 10.4 Deliver a programme of works to improve access to Hastings Castle and the West Hill lift. Phase 1 will commence in 2007/08 and will see improvements to West Hill Lift. The Castle improvements will form Phase II, and is subject to a successful bid for external funding.

Quarter 2 Position: Slippage possible

The planned maintenance work on the West Hill Lift is on schedule, and is being progressed by the Resort Services Manager.

The access improvements to the West Hill Lift and Castle are the subject of possible Heritage Lottery Fund, and Interreg IV bids, and preparatory work on these bids is now underway. Improvements to staff facilities at the Castle are a priority, and a separate scheme is being developed to provide a better entrance and staff area. It is not possible to sensibly progress this work without a sufficient level of funding to achieve a meaningful impact.

QTR 1 - Slippage possible

Progress - Limited progress has been made to date, and a funding gap remains. Improvements to the 'shop' and staff facilities at the Castle are however a priority.

Architects are looking at ways of improving access at the West Hill Lift, works are scheduled to commence in January 2008.

Local Performance Plan 2005 –06 and 2006-07: Shortfalls Update

Update on Shortfalls from 2005/06

REGENERATION

1. Additional funding has been obtained from the Neighbourhood Renewal Fund and from the Safer Hastings Partnership to extend CCTV monitoring to 24 hours, 7 days per week for a period of one year. It is anticipated that this will begin in mid July following recruitment and training of additional staff. The effectiveness of this extended coverage in reducing crime and the fear of crime, particularly in the town centres will be evaluated during that period before considering future funding options.

Quarter 2 Position: Achieved

Target Achieved no longer a shortfall.

QTR 1 – Target status: Now on target

Progress – The Hastings Borough Council CCTV control room is now operating a 24 hour -7 day week service. Additional staff have been recruited and are now in place. Funding for the extension of operating hours has come from Neighbourhood Renewal Funding as planned.

DESTINATION MANAGEMENT & MARKETING

1. Although we have scanned over 2,500 local photographs, which make up a third of the museum's collection, they will not be available on the internet until 2007/08 due to problems with software.

Quarter 2 Position: Slippage possible

It is still hoped to demonstrate a prototype version of the software at the Museum Association AGM in December and, if successful, launch the Internet facility by the end of the financial year.

QTR 1 - Slippage possible

Work is progressing, but some software issues remain. It is hoped to demonstrate a prototype version of the system at the Museum Association AGM in December and, provided there are no more software issues, launch the Internet facility by the end of the financial year.

Update on Shortfalls from 2006/07

REGENERATION

- 1. The South East of England Development Agency (SEEDA) is currently reviewing the Regional Enterprise Gateway programme. Together with Sussex Enterprise we are hoping to get approval for the Hastings Gateway, which would support new businesses locally, by the end of May 2007.**

Quarter 2 Position: Target met. No longer shortfall.

SEEDA has reviewed and rationalised Gateway programme. Hastings Gateway has been incorporated into an East Sussex Gateway, with headquarters in Newhaven and outreach gateway services provided in this area linked to other locally delivered business support activity.

QTR 1 – Not on target

This project is led by Sussex Enterprise, and the outcome of SEEDA's review of the regional Gateway programme is still unclear. However, in order to ensure business support services to the Hastings area, the Economic Alliance has authorised funding for a local Business Advisor independent of the outcome of the gateway review.

- 2. During 2006/07 we worked with partners to achieve the year 1 milestones for Stronger and Safer Communities contained within the 3 year East Sussex Local Area Agreement. Although we have continued to play a strong role in driving down crime, reducing crime by 11.2%, as changes in the way crime figures are recorded have affected our ability to meet the target of reducing crime by 17.6% by March 2007. (6.4% gap) Common assault remains the main area of concern. Although a whole raft of interventions have been implemented to combat this, changes in Home Office counting rules, which have resulted in 'verbal abuse not resulting in physical contact', now also counting as common assault have increased the number of crimes recorded. Other factors like breaches of antisocial behaviour orders, and fixed penalty notices for disorder now count as recordable violent crime and are adding to this effect.**

Quarter 2 Position- Target status : 2006/7 target not met

Achieving the ambitious target of a 23.5% reduction in British Crime Survey (BCS) crime by April 2008 is now a real possibility. Any earlier shortfall from 2006/7 has largely been made up resulting in a reduction at the second quarter of 2007/8 of 19%. The trend, particularly in the most challenging area of common assault continues to be downwards.

QTR 1 – Target status : 2006/7 target not met

The gap between actual performance and that projected to meet the three year target has narrowed to 3.8%. (We have achieved a 15.3% reduction against a target of 19.1% by the end of the first quarter of the 2007/8 corporate planning year). Common Assault remains the main area

inhibiting target achievement and whilst there have been recent reductions in this type of offence this may have come too late to achieve the full 23.5% total 3-year crime reduction target at the end of this planning year.

PLANNING SERVICES

- 1. Although we have commenced negotiating grant offers for the conservation and repair of buildings that form part of our historic townscape, we have not issued any grants yet as there was a delay in the grant offer from the Heritage Lottery Fund.**

Quarter 2 Position: On Target

Townscape Heritage Initiative (THI) grant offers progressing, and levels of commitment are anticipated to meet the target.

QTR 1 –On target

Offers of grant are now being progressed and it is anticipated that projects will come forward to meet the target.