

Appendix C

Corporate Plan Targets and Milestones 2007/08

REGENERATION

- 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.
- 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.
- 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.
- 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.
- 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.
- Target 1.12 Successfully implement the Local Enterprise Growth Initiative (LEGI) funded FOOD project, to include a successful second annual Seafood and Wine Festival.
- 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.
- 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.
- 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.
- 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'.
- 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.
- 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.
- Target 4.5 Review the impact of the extended liquor licensing hours on public place violent crime, the fear of crime and noise nuisance.
- 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.

- Target 9.4 Support and promote public arts initiatives such as Coastal Currents and encourage opportunities for growth in the cultural sector.
- Target 9.5 Work with partners to create a revised cultural vision for Hastings and Bexhill.

PLANNING SERVICES

- 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.
- Target 1.2 Work with the Task Force, Learning and Skills Council and other partners to ensure the development of Station Plaza.
- 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.
- Target 2.2 Progress the Local Development Framework (LDF) for Hastings by ensuring we produce Core Strategy preferred options and undertake consultation.
- 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.
- 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.

PROJECTS

- Target 1.3 Complete public realm improvements works at Marina and Silchester Road by Autumn 2007.
- Target 1.4 Develop full designs for the Kings Road Corridor initiative and deliver two early projects by March 2008.
- 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
 - b) Complete refurbishment works of the Marina area upper promenade and provide new toilet facilities
 - 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.
 - d) Implement the management plan for Marine Court.
 - e) Bring forward a Masterplan for West Marina and seek to implement its proposals if adopted.
- 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.
- Target 16.4 Move further staff to Aquila House, thereby vacating 36-41 Wellington Square and offices in Portland Place.

DESTINATION MANAGEMENT AND MARKETING

- Target 9.7 Reopen Hastings Museum and Art Gallery after major refurbishment and encourage visitors to this and the Old Town Museum.
- 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.
- 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.
- 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.
- Target 12.3 Maintain effective internal and external communication via newsletters, email bulletins, press releases and web development.
- 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.
- Target 12.5 Work with partners to maximise tourism by implementing the Destination Management 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

COMMUNITY WELL BEING DIRECTORATE

COMMUNITY SERVICES

- 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.
- TARGET 8.2 Achieve the annual targets in Outcome 23 of the East Sussex Local Area Agreement (Hastings' mini LAA).
- 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.
- TARGET 8.5 Tackle hotspots for crime, anti-social behaviour and environmental degradation via regular Multi Agency Tasking Teams, measuring success through regular evaluations.
- 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.
- 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.

HOUSING SERVICES

- TARGET 7.1 Implement the 'Sussex Home Move' Choice Based Lettings scheme by December 2007.
- TARGET 7.2 Accredite a further 60 properties through Accredited Lettings Scheme.
- TARGET 7.3 Complete a review and prepare a revised Homelessness Strategy for implementation from 2008.
- TARGET 7.4 Develop 'sanctuary type' provision for those at risk of homelessness as a result of domestic violence.
- TARGET 7.6 Undertake a refresh of the Council's Housing Strategy action plan targets 2004-2009.
- TARGET 7.7 Review existing affordable housing polices in line with Local Development Framework timetable.
- TARGET 7.8 Deliver 70 affordable homes and return 30 empty dwellings to residential use.
- 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
- 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
- TARGET 7.11 Move the Housing, Communities & Neighbourhoods Directorate to new office premises in 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.

LEISURE SERVICES – 2007/08 TARGETS / MILESTONES

- 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.
- TARGET 9.1 Monitor the leisure contract for the leisure centres, Summerfields, Falaise and Hillcrest to ensure that they continue to meet local demand.
- 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.
- TARGET 9.3 Explore options for new leisure facilities and, if considered viable undertake a future use study for the White Rock area.
- TARGET 9.6 Maintain opportunities for children to develop skills through play by providing a regular programme of activities.