

Services Committee: Retrospective Report-Back on 2010/11 Targets and Milestones:

The following section reports back on achievements for this Committee's area of responsibility against the targets set out in Part II of the Corporate Plan 2010/11 -2012/13

Status of targets at 31st of March 2011 is described as either:

G = Green Target achieved

A = Amber Target changed, affected by external circumstances or narrowly missed

R = Red Did not hit target, also includes (where relevant) description of how we will address this shortfall in 2011/12

Environmental Services Directorate

Environmental Health, Parking and Highways
Amenities, Waste and Leisure Services

Regeneration, Homes and Communities Directorate

Regeneration and Community Services
Planning Services
Communications and Marketing Services
Housing Services

Cross Cutting Targets

Stade Regeneration
Public Realm & Town Centres

The Council meeting on the 20th May 2010 agreed the Programme for the Year. A number of key targets have been incorporated into the Corporate Plan in order to assist with monitoring and transparency. Inclusions have been made in italics. Some deletions have also been made.

Environmental Services Directorate

Environmental Health

2010/11 Targets/Milestones	Status	Comments
<p>1. Help to improve public safety and the atmosphere of the town centre by working with partners to reduce alcohol and drug related anti-social behaviour; <i>encourage residents to bring forward their concerns about pubs and clubs and how they are run; clampdown on binge-drinking and cheap-drinks promotions, and ensure licensed premises abide by the terms of their licences on noise, nuisance & drinking outside</i></p> <p>Measures: Applications for the review of Premises Licences facilitated and Licensing Policy reviewed and republished.</p>	G	<p>The licensing team continue to work with partner agencies to ensure sharing of intelligence on all matters connected to the supply of alcohol, this includes monthly attendance at Joint Action meetings and briefing at Barwatch. We have helped to facilitate applications from both residents and other interested parties for the review of Premises Licences where difficulties have occurred. In the past quarter we have successfully prosecuted a licence holder for breaches of his licence and supported a review of a major town centre licenced venue.</p> <p>We continue to work with the environmental protection team to address concerns over the level of noise from late night venues, this includes joint visits to premises in both day time and late at night. We reviewed and republished our Licensing Policy during the year and published additional advice to both residents and businesses to help ensure compliance with the legislation and local licence conditions.</p> <p>We have placed additional conditions on all licences to ensure proper compliance in respect of cheap drink promotions.</p>

<p>2. Help to improve the local environment by taking enforcement action to combat enviro-crime such as noise nuisance, littering, and dog fouling - <i>bring council staff responsible for tackling these issues together with neighbourhood police teams to meet the public at street meetings and neighbourhood panels and improve public awareness of action taken to address these important quality of life issues. Support the street wardens and get tough on fly-tippers and on dog-owners who don't clear up after their animals.</i></p> <p>Measures: Fixed Penalty Notices issued for enviro-crimes. National Indicator (NI) 195 – Improved street and environmental cleanliness. Improved perceptions of residents on 'what most needs improving' measured in the <i>Local Perceptions Survey</i>.</p>	<p>G</p>	<p>This year the Environmental Enforcement Team and the Waste Team continued to operate a robust approach in relation to enviro-crime enforcement. The number of fixed penalty notices issued increased by about 8%, with more dog related notices being the main difference.</p> <p>The Environmental Protection Team had a successful year tackling statutory noise nuisance complaints, their continued robust approach resulted in:</p> <p>64 Noise Abatement Notices (54 for residential properties, 6 for commercial properties and 4 for vehicle alarms), and 17 successful prosecutions in the Magistrates Court. 18 warrants were executed in order to seize stereos where the recipients of notices continued to cause noise nuisance.</p> <p>One individual has been prosecuted four times for causing noise nuisance; his fines and costs now total £2681, he has a compensation order for £1320 and as a result of us working with his landlord he has been made the first recipient in the borough of an Anti Social Behaviour Injunction with the power of arrest and imprisonment if he fails to comply.</p>
<p>3. Ensure that all local food businesses meet safety requirements for staff and customers.</p> <p>Measures: Achievement of our priority inspection list. NI 184 - Percentage of food establishments which are broadly compliant with food hygiene law and addressing numbers of inspections and responses to complaints (Local Indicator (LI) 115, 116, 117, 118).</p>	<p>G</p>	<p>The Food and Safety Team met their targets for food inspections and health and safety inspections through a combination of using our small team of experienced in-house inspectors, supplemented by specialist contractors.</p> <p>During the past year 3 Improvement Notices have been issued for food hygiene contraventions together with 3 voluntary closures. Six Improvement Notices have been issued for health and safety contraventions. The team also prosecuted the Pike Restaurant in the local Magistrates Court for a range of serious hygiene and</p>

		<p>safety offences.</p> <p>The team also worked very closely with the Food Standards Agency and other local authority environmental health departments across East Sussex, to ensure that we were able to introduce the national hygiene rating scheme in relation to Hastings food outlets. The scheme was well received by the public, and it is hoped that it will also incentivise local food outlets to improve standards of hygiene.</p>
<p>4. Work with partners across Sussex such as the Police and Fire and Rescue Services to review and update the Council's emergency plan and improve public awareness of civil protection arrangements.</p> <p>Measure: Programmed multi agency mock exercises undertaken and responses to any real emergencies evaluated and learning shared to enhance our plan.</p>	G	<p>Through the year we have held several training events, including the East Hill Lift Exercise, and taken a lead role in the Council's emergency response to several serious incidents including the Hastings Pier Fire in October and the severe winter weather in December. This work resulted in several of our contingency plans being implemented and reviewed and updated.</p> <p>Together with the Environment Agency and East Sussex County Council we held a public awareness event in Priory Meadow on the subject of Flooding to inform our Surface Water management plan.</p>
<p>5. Reconfirm in our discussions with East Sussex County Council regarding arrangements for the future management of Parking and Highways Services in Hastings, that the Borough Council strongly believes that the agency agreements for these services should be preserved to allow for the maximum local input and mobilise local public opinion against any attempt by the county council to cancel these agreements. <i>Fight any move by the County Council to remove the Borough Council's influence over parking and highways services by centralising all decisions in Lewes</i></p> <p>Measure: New arrangements confirmed.</p>	G	<p>Throughout the year senior management and Members did their utmost to persuade East Sussex County Council not to revoke the Parking Agreement and the Highways Agency Agreement. Unfortunately the Highways Agency Agreement was terminated in March 2011, and most of the staff transferred to the County Council. A new Agreement is now being implemented to enable HBC to retain Traffic Management functions allied to the Parking Agreement</p> <p>The County Council is market testing the parking enforcement service through the EU procurement process in accordance with their Cabinet resolution of last year. The results are expected in July.</p>

<p>6. Deliver an effective and efficient parking enforcement scheme that supports the local economy reduces congestion and maintains traffic flow.</p> <p>Measures: Actions and measures to be confirmed in partnership with local residents, businesses and the Quality Bus Partnership. Re-accreditation of our 12 Safer Car Park awards anticipated June 2010.</p>	G	<p>Despite the uncertainty about the future of the parking enforcement service, and the need to reduce staffing last year, productivity has increased, and we started to successfully enforce 2 new offences in the borough. The first offence being that of parking that block areas of dropped kerb, for example where blocks access to premises, and at crossing points where there is tactile paving to help people with a disability. The second offence is double parking, which can also cause serious safety issues. Our 12 Safer Car Park Awards were re accredited.</p>
<p>7. Deliver Highways projects and work programmes on time and within budget.</p> <p>Measures: Monitored by the Highways Agency and East Sussex County Council via Key Performance Indicators in the Highways Agency Agreement.</p>	G	<p>Although the highways agreement was terminated in March this year, the team delivered most of their highway maintenance projects on schedule and within budget.</p>
<p>8. Work with partners to deliver the objectives of the Quality Bus Partnership Action Plan.</p> <p>Measures: The Partnership is due to refresh its action plan and corresponding measures in March 2010 having exceeded the majority of 2013 targets, see Community Strategy Key Target 19.</p>	G	<p>The Hastings Quality Bus Partnership includes Councillor and Officer representation from the Borough Council and the County Council, as well as the management of the bus operator. The partnership is also underpinned by a group of local stakeholders who have met quarterly throughout the year.</p> <p>The partnership has continued to work together to maintain and improve the punctuality and reliability of local bus services, and ease of access to the service, and bus usage has increased.</p> <p>The Council's parking enforcement team have continued to focus on keeping bus routes free flowing and bus stops safe and free of illegally parked vehicles; and this excellent work has been endorsed by the bus operator.</p> <p>However, staffing reductions and changes at the 2 local authorities has adversely impacted on progress with the review of the action</p>

		plan, and this will need to be addressed in the forthcoming year.
<p>9. Work with partners and community representatives to review the future provision and potential integration of cycling and pedestrian routes in Hastings and St Leonards.</p> <p><i>Measure: Introduce further cycle lanes around the town, including the extension of the promenade cycle lane into the Old Town</i></p>	G	A scheme has been designed, consulted upon, and will be installed from July onwards.
<p>10. Monitor use of new coach parking arrangements at Falaise Road West Marina to ensure the Council and partners make best use of this resource.</p> <p><i>Measures: Parking arrangements monitored and where appropriate scheme is amended in the light of operational experience.</i></p>	G	The scheme was carefully monitored and as a result, some changes were introduced. The most significant being the introduction of shared use thereby allowing cars to park in the southern part of Falaise Road in the evening.
<p>11. Work with East Sussex County Council and other partners to ensure Hastings is as well prepared as reasonably practical for the demands of winter weather.</p> <p><i>Measure: Prepare for winter weather disruption and arrange for local stocks of salt to keep footways as well as roads safe</i></p>	G	Building upon the experience of the previous winter, the Council implemented their new winter weather contingency plan in late November/early December. The new arrangements worked well, and received public praise in the local media. The plan has been further modified and the Council's response should be even better next time there is an episode of severe winter weather.
<p>12. Make full use of the new national regulations giving councillors the right to object to applications for licences and to instigate reviews into existing ones where it appears that licensing conditions are being flouted</p>	G	In summer 2010 the Council's Licensing Policy was reviewed, consulted upon, and updated. This included new sections making it clearer to Members and the public how they could raise objections to licences, and how they could request licence reviews. The Licensing Team also provided training for Members in relation to the new measures allowing Councillors to instigate reviews.

<p><i>13. Press for a 20mph zone without speed humps in the Old Town as a pilot for other residential roads in the borough.</i></p>	<p>G</p>	<p>Working in conjunction with ESCC, A 20mph scheme has been designed for the Old Town along with a section of two way traffic at the top end of the High Street to allow improved access to Torfield Close. Two objections to the proposed Traffic Order amendments to facilitate these have been received and these were considered by the Traffic Management Committee on 26 April.</p> <p>The works are to be funded from both the HBC and ESCC shares of the Parking Surplus on a 50/50 basis and the works are scheduled for July / August this year.</p>
--	-----------------	---

Amenities, Waste and Leisure

2010/11 Targets/Milestones	Status	Comments
<p>1. Improve the quality of our Parks and Open Spaces and maintain their cleanliness and safety.</p> <p>Measures include: Target 20 of our Community Strategy – Increase the percentage of households within 300 meters of a multifunctional green space/play area which meet the Council's Quality Standard in all relevant respects by not less than 2% in each of the next five years and to at least 82% by 2013. Renewed Green Flag Awards, satisfaction with Parks & Open Spaces. measured via the Place Survey.</p>	G	<p>Green Flags awarded to Alexandra Park, St. Leonards Gardens and Hastings Country Park. Major refurbishments completed at Bembrooke Open Space, Seaside Road, West Hill and Butler's Gap. Enhancements and new planting installed at Wishing Tree/Hollington Rec, Torfield and Summerfields Woods/Summerfields Leisure Centre. Work with Amicus Horizon over the borough's portfolio of play spaces has led to a joint strategy to be presented to Councillors.</p>
<p>2. Deliver a new Skate Park co-designed with local users for the Town at White Rock Gardens</p> <p>Measure: Site completion by quarter 2 2010.</p>	G	<p>Skatepark opened in August 2010. Local users were involved throughout the design phase and the building project. The site is of an advanced design, centre for competitions and well-used by local skateboarders and BMXers.</p>
<p>3. Protect and manage our seafront and work with partners to implement flood protection measures throughout the town.</p> <p>Measures: Actions from Scrutiny Review of Seafront implemented. Beach Management Plan adopted and actions implemented. Investigate and apply for flood protection funding; implement projects as funding emerges. NI189 - Flood and coastal erosion risk management.</p>	G	<p>We have completed the draft Surface Water Management Plan, funded by the Environment Agency (EA), to address flooding risks from watercourses and storm runoff. A conditions survey of coastal defences has been carried out and a survey of the Harbour Arm is underway. These will form the basis of EA funding of remedial and enhancement works.</p> <p>The Coastal Users Group is overseeing the implementation of the Seafront Management Plan, notably the new games area, plans for volleyball and the soon-to-launch extension of the cycle route. The Group has also taken on a formal advisory role to the Foreshore Trust.</p>
<p>4. Complete the installation of new cremators</p>	G	<p>Cremators and abatement equipment have been installed, well in</p>

<p>and mercury abatement equipment at the Crematorium to improve our service and meet new EU emissions targets.</p> <p>Measure: Complete installation works on time and within budget.</p>		<p>advance of the 2012 abatement deadline. The project was implemented with minimal disruption to our service, delivered to schedule and budget.</p>
<p>5. Work towards a reduction in waste growth, continuous improvement in street cleanliness and higher recycling rates (2 & 5) and start a conversation with local people in areas of the town without twin bins about options for better refuse collection. Develop plans for increasing recycling, including collecting food waste and glass</p> <p>Measures: Sustained participation in the garden waste scheme, greater use of recycling facilities, improvements against: NI 191 - Residential waste per household; NI 192 - Percentage of household waste sent for reuse, recycling and composting/Community Strategy target 21; NI 195/196 - Improved street and environmental cleanliness – litter, detritus, graffiti, fly posting and fly tipping.</p>	<p style="text-align: center;">A</p>	<p>Over 4,300 households have enrolled in the garden waste scheme, which continues to be a great success.</p> <p>Our recycling rate remains lower than we would like at 26% and unlikely to improve greatly until the range of items residents can recycle through our kerb side recycling schemes is expanded. This is being considered as part of a joint procurement project with 3 other East Sussex Waste Collection Authorities whose waste and recycling contracts need to be retendered in the next 2 years. The project is also considering the feasibility of kerbside food waste and glass collections.</p> <p>However, we are hoping to achieve some improvements to our recycling rate in advance of the new waste collection contract and have recently appointed a new dedicated Recycling Officer to help improve our recycling, and they have already helped develop a new targeted local marketing campaign to be launched in Summer 2011. Initially this will mainly focus on recycling in the worst performing twin bin area, which is in Hollington. As well as high profile events to promote recycling, it will include some additional small bring sites for glass.</p> <p>We are also working on reducing levels of contamination in recycling put into our kerbside schemes through clearer information to residents on what can and can't be recycled.</p>

		<p>The amount of residential waste generated per household remains at 2009/10 levels and is therefore not increasing.</p> <p>A Waste Advisory Group involving members, residents and interested groups has been launched to consider alternatives to black bag collections in areas unsuitable for twin bins.</p> <p>Overall, our contractors performance on street cleansing, including dealing with litter, graffiti, flyposting, and flytipping has continued to be good. This is measured 3 times a year by an independent specialist contractor using the well established methodology and criteria set out by the Government's Department for Food Environment and Rural Affairs.</p>
<p>6. Re-tender the Leisure Facilities Management contract and successfully implement the new contracts to improve service levels and reduce/control costs; work with the successful contractor, and others, to consider how to improve or replace the existing facilities, and how to identify the appropriate resources to achieve this. <i>Look to create a local legacy from the 2012 Olympics</i></p> <p>Measure: Contracts awarded and successfully implement from November 2010.</p>	G	<p>The new leisure facilities contract began in November 2010. The contract offered significant cost savings to the Council as well as investment by the contractor in new equipment and facilities. We have just completed an extensive refurbishment programme to the Council-owned buildings at Falaise and Summerfields which will extend the life of those facilities. Our sports and activities programmes, under the banner of Active Hastings and Active Women, are preparing a bid for the Inspire kitemark for the 2012 Olympics.</p>
<p>7. Provide opportunities for people of all ages to enjoy physical activities and adopt healthier lifestyles through 'Active Hastings' and our other development programmes.</p> <p>Measures: Cumulative numbers of those engaging in Active Hastings activities and progress against NI 8 –</p>	G	<p>Since its inception in 2006, the Active Hastings programme has registered 12924 participants, with 4320 having done no physical activity in the 12 months prior to joining the programme and 6684 doing activity on less than 3 days per week.</p> <p>This year we were awarded Sport England Active Women funding for a three year programme aimed at increasing participation in key</p>

<p>Adult participation in sport and active recreation, usage and user satisfaction of our leisure facilities (LI 356, 358, 359, 360).</p>		<p>sports by women living in areas of high deprivation within Hastings, Sidley and Central Bexhill.</p> <p>Street Games delivered neighbourhood based sport sessions and volunteering opportunities for local young people on a weekly basis throughout the year, focusing on areas of need. The Active Leadership project provided training opportunities for local young people and volunteers themed around sport.</p>
<p>8. In partnership with local people, welcome the Ore Valley adventure playground funded with government money to the tune of £800,000 and secure the future management and sustainability of the Ore Valley adventure playground.</p> <p>Measure: Quarterly monitoring of In2Play contract against participation and fundraising activity outlined in the corresponding action plan. Work with local people to identify a suitable Trust for handover and continued community partnership.</p>	G	<p>The Adventure Playground was opened in 2010 and runs afterschool, weekend and holiday programmes aimed at 8-12 and older children. Participation is climbing steadily. We have appointed In2Play, a community interest company, to run the facility. With their fundraising and a £32,000 annual contribution from the Council, the playground's funding is now secure at least until 2013.</p>
<p>9. Provide a comprehensive exhibition and education programme for annual visitors to the Hastings Museum, Art Gallery and Old Town Hall Museum.</p> <p>Measures: Number of visitors per site measured by L239, L353, L354, complimented by quarterly qualitative customer feedback.</p>	G	<p>The Museums met their visitor targets this year with 35,974 visitors to the Johns Place Museum and 24,466 visitors to the Old Town Hall Museum. The programme of events and lectures, notably those linked to the Robert Tressell exhibition, have attracted exceptional numbers in the last quarter.</p>
<p>10. Continue to work with Hastings United FC to try to realise their ambition of a stadium suitable for higher division football.</p>	G	<p>This year we helped the club to develop a feasibility study of options for a new or refurbished stadium. We assisted with funding of new floodlights at the Pilot Field. The future is not clear, as sources of capital funding are scarce, but we will continue to</p>

Measure: Feasibility report on refurbishment of the Pilot Field commissioned. Options for action emerging from that report considered. Club assisted in their pursuit of external funding for a new or refurbished ground.		support wherever we can.
11. Continue to provide opportunities for children to develop skills through play by continuing the regular programme of activities. Measure: Provide 5 Play Days, a Play on the Beach event, and the Street activities programme.	G	We delivered the Summer programme of Play Days, supported by a lottery grant, for the third successful year. Weekly street play sessions continue to be held throughout the year. New sources of funding have emerged to supplement the core Council programme.
12. Seek statutory status for the borough's allotments to prevent them from being built on and work with the allotment-holders to encourage full take up of the sites	G	Cabinet agreed in March to grant statutory status for the three remaining provisional sites. Allotment groups were actively and positively involved in assuming a greater management role at all sites.
13. Review the council's sports strategy	A	A new sports strategy was drafted this year. Now we will be consulting widely to gather the views of sports providers and participants. The strategy will be published later in 2011.
14. Restore the seafront – new decorative lighting, cleaning up and improving Bottle Alley, making worthwhile use of the White Rock baths and surrounding area	A	<p>We have selected a seafront lighting provider and arranged for installation and maintenance by the County Council's lighting contractor. The prototypes are undergoing final refinements and will be installed along part of the seafront later in 2011.</p> <p>Bottle Alley is regularly cleaned and painted; several options for new uses are being investigated. Although several options for use of the White Rock Baths and surrounding area have been proposed, there is no scheme yet in final form.</p>

Regeneration and Community Services Directorate

Regeneration and Community Services

2010/11 Targets/Milestones	Status (R/A/G)	Comments
<p>1. Implement year 2 targets of the Community Cohesion Action Plan and work with partners to refine the plan. <i>Work to make Hastings a more harmonious town, involve every part of the community in the life of the town using the Connecting Communities money provided by central government to improve community involvement in Hollington and Ore Valley</i></p> <p>Measures: Milestones within action plan. Community Strategy target 10 and NI 1 – Percentage of people who believe people from different backgrounds get on well together in their local area.</p>	G	<p>Community Cohesion Action Plan – achievements for Year 2 (2010/11) reviewed at the Steering Group meeting on 7th April 2011. The plan continues to achieve and progress well. The strategy will now be reviewed by the group to bring it up to date and ensure alignment of the plan with current Council and other LSP partner's priorities.</p> <p>The Connecting Communities programme was successfully completed, with an evaluation report forwarded to the funders.</p>
<p>2. Successfully manage the Council's agreed regeneration programmes, including externally funded initiatives. <i>Ensuring the best possible use is made of the £12million additional government money given to Hastings through Area Based Grants to create new jobs, encourage businesses to take up the new business space created and give skills and self-confidence to those out of work.</i></p>	G	<p>HBC DELIVERED ABG FUNDED REGENERATION ACTIVITY</p> <p>The majority of external Area Based Grant and Community Partnership Fund project spending targets have been achieved. In the main, output targets have been overachieved, providing lessons on how well external partners are able to deliver in difficult economic and social circumstances and how improvements could be made to setting delivery targets under new funding programmes. A list of achievements under both programmes will be provided once the final Quarter 4 2010/11 Returns have been</p>

<p>Measure: Agreed programme outputs achieved.</p>		<p>completed and analysed. Cultural and Retail Vitality projects: A report has been produced for Overview and Scrutiny on the impact of the retail vitality grants on keeping the number of empty retail units down in parts of the town. The highlight for the 4th quarter was Fat Tuesday (Hastings and St Leonards Mardi-Gras) – supporting 20 local business and venues and a four-day coordinated programme of events. We expect this event to be even bigger next year. The Musical Rehearsal Space (partly funded by the Council) was also officially opened in March 2011 providing space and equipment for young musicians in Hollington and Ore Valley.</p> <p>External Funding Answers to the Carbon Economy (ACE) The Interreg application was submitted to the Managing Body by the deadline of 21st January, and a letter received acknowledging that all the required documentation is present. The Council will be Lead Partner in a project valued at €4.2m (50% grant funded), with Sea Space, three Belgian partners and one French.</p> <p>Community Assets Programme - Jackson Hall Work converting Jackson Hall as a new based for the voluntary sector, and making the building accessible, took place from Sept 2010. This is funded by the government's Community Assets Programme. The contractors performed well in catching up the work following the bad weather at the end of 2010. The Certificate of Practical completion was issued on 25th March allowing the final element of the £748,152 grant to be claimed by the end of year deadline. This complicated project was completed within budget and on-time within a challenging timescale. Handover to HVA under a 30 year lease will be in early Summer.</p> <p>Cultural Capital</p>
--	--	--

	G	The proposal for an Interreg-funded project is in development. Five potential new partners have come on board (including twin-town Dordrecht). Original partners Turnhout and Bethune have withdrawn. Three strands of activity have been agreed: 1.Cultural activities supporting the visitor economy; 2. Support for Creative businesses; 3. Cultural activity in the community to improve economic inclusion. The budget will be set by partners in Q1 2011-12. It is proposed that HBC will be Lead Partner. The earliest bid submission date is 8 th July, but this is dependent on all partners being able to finalise project plans and commit to the programme. The next bidding deadline is in January 2012.
	G	ECOFAB The Regeneration team worked with Hastings Trust and The Bridge Community centre on this project, which is concerned with training in eco-friendly construction methods. Local Stakeholders including young people visited a green construction demonstration event in Amblie, France. Hastings Trust was supported in delivering the Pathways to Construction event in Alexandra Park (June 2010)
3. Lead a comprehensive review of regeneration functions across the Council and identify options for delivering the Council's regeneration priorities post 2010-11. Measures: Mapping of regeneration activity and options identified for future delivery. Implementation plan developed for roll-out in 2011-12.	G	A review of regeneration functions was completed and informed a restructuring of regeneration and community services functions into a single team for 2011 onwards. Functions will include economic development and regeneration, area coordination, community safety, external funding bidding and management, and support for vulnerable groups and community/voluntary organisations.
4. Implement the Cultural Regeneration Strategy. Measures: Implement agreed year 1 actions.	G	An Action Plan to implement the Cultural Regeneration Strategy was presented to Cabinet on 4th April 2011. A Partnership Group and a Reference Group has been established to advise on actions and monitor progress.

<p>5. Develop, in consultation with the community and partner organisations sustainable plans for area based structures, and <i>continue support for the town's four area management boards, the Young Persons Council, the Seniors Forum, the Hastings Intercultural Organisation, Disability Forum, the Rainbow Alliance and other important organisations speaking up for the community</i></p> <p>Measures: Plans produced for cabinet approval in preparation for 2011/12. NI 1 (see target 1) NI 4 – Percentage of people who feel they can influence decisions in their locality.</p>	G	<p>The Council's new Corporate Plan provides resources to support area based structures and identified local community groups. An AMB Chair and Champions report will be presented to Cabinet to report on the last 6 months' activities and to propose the implementation of Area Management Plans in each of the four areas.</p>
<p>6. Implement the Hastings & St Leonards Community Safety Plan 2010/11 in line with available budgets (2 & 4) and <i>involve the public in making the town safer, listening to their views and making use of their local knowledge</i></p> <p>Measures: Progress against commitments in the 2008-11 Community Safety Plan evaluated and activity for 2010/11 refocused accordingly. Local perceptions of crime and related behaviour measured via the Place Survey 2010.</p>	G	<p>Crime reduction targets for Hastings & St Leonards during the year were:</p> <ul style="list-style-type: none"> • Reduce overall crime by 2% in 2010/11 • Reduce Serious Violent (NI15) by 2% in 2010/11 • Reduce assaults with injury (NI20) by 7% by March 2011. • Reduce burglary of homes by 2% In 2010/11 • Reduce vehicle crime by 2% in 2010/11 • Reduce criminal damage by 2% in 2010/11 <p>Hastings Borough Council has been a lead partner working with Sussex Police and others to reduce crime and antisocial behaviour in the 2010/11 performance year. This has contributed towards all the above crime reduction targets being exceeded during this period.</p> <p>The best example of this is a reduction of 9.5% in total crime. In real terms, this is a reduction of 783 victims of crime in Hastings. Updating of the community safety plan has been informed by feedback from public meetings, residents' surveys and a Question and Answer session in the Town Hall involving community representatives and members of the Safer Hastings Partnership.</p>

<p>7. Support the implementation of recommendations agreed by the Council and the Safer Hastings Partnership resulting from the county wide review of Crime and Disorder Reduction Partnerships</p> <p>Measure specific to Hastings Borough Council: Handover of Safer Hastings Partnership support functions to new shared support service.</p>	G	<p>Officers from Hastings Borough Council played a leading role in the wide ranging review of East Sussex 'Crime Reduction Partnership' support structures during the last year. This included coordinating the work of a number of thematic implementation groups. This work has now largely been concluded and arrangements for much leaner and cost effective administrative support have been completed with two staff members appointed and in place. Locally, handover meetings have taken place following member's approval of the reviews recommendations, and the Safer Hastings Partnership can now continue its work in seeking to sustain long term reductions in crime in the town. The Council's commitment to fund the post of Community Safety Manager and key interventions like Taxi Marshals will also be key to this.</p>
<p>8. Work with the Hastings Pier & White Rock Trust and <i>following a successful feasibility plan, compulsorily purchase the Pier, and pass it on to the Trust, who are campaigning to raise the money to repair and refurbish the structure</i></p> <p>Measures: Appropriate CPO power determined; establish joint working group to progress plans; support development of funding applications.</p>	G	<p>The Council has supported the development of the HPWRT's plans for restoring the Pier and their submission to the Heritage Lottery Fund for a grant. A decision on this is anticipated in May. The Council successfully secured a grant from English Heritage to cover the cost of urgent works to help stabilise the Pier, and has undertaken all necessary preparatory work in order to proceed with a Compulsory Purchase Order subject to a positive decision by HLF to the HPWRT's grant application.</p>
<p>9. Work with Hastings Trust, the current tenant or others to secure the future of St Mary-in-the-Castle as a youth, community and cultural facility.</p> <p>Measure: Facility available for cultural events whilst awaiting MyPlace funding decision.</p>	G	<p>The MyPlace programme was put on hold following the change of government. Funding was confirmed in late December subject to Big Lottery's review of revised business and capital delivery plans. A final decision is still awaited. In the meantime, an extended tenancy arrangement was agreed with the current tenant who will continue to trade until August 2011.</p>
<p>10. Enforce the street-drinking ban.</p>	G	<p>The use of enforcement of powers, restricting the consumption of alcohol in public places, remains key to regulating the behaviour of street drinkers in the town. Sussex Police have continued to assign a designated Police Community Support Officer (PCSO) with lead responsibility for engaging with drinkers. This work is</p>

		<p>complemented by a range of other partners from the council, mental health services and voluntary sector who work closely with Sussex Police. Partnership 'Days of Action' focusing on street drinkers in Central St Leonards and surrounding areas were also successful during the year and will be repeated under the Sussex Police initiative termed as 'Quality Streets'.</p> <p>Representations made to the 'East Sussex Bench' regarding sentencing for ASBO's breaches by street drinkers had immediate impact and 'Community Impact Statements' are now routinely included in court papers.</p> <p>Application for a new dispersal order will be progressed in spring 2011.</p>
<p><i>11. Work closely with voluntary and health organisations to provide a service for people suffering from drink and drug problems.</i></p>	G	<p>The main source of tangible support from the Council to those with alcohol and drug problems in the last performance year came from Community Partnership funding to the 'Seaview' project. This enabled them to provide advice and support to clients with alcohol and drug problems.</p> <p>Council officers also played a leading role in running a Local Action Team (LAT) which met at various times during the last year to assist in managing the behaviour of clients attending the Thrift House, Drug Dependency Clinic, in Wellington Place, Hastings. Most centre users have been receptive to requests to behave appropriately in the town centre around the clinic and the impact on the trading of businesses and those frequenting Wellington Place has for the most part been minimal.</p> <p>The monthly Rough Sleeper / Street Drinker, Local Action Team (LAT) meetings led by the Council, bring together a range of partners like Sussex Police, Mental Health Services and voluntary / community sector to review individual cases of those with alcohol and drugs problems. These case conferences put in place actions plans to support those whose behaviour is giving cause for concern. HBC Special Measures 'Area Based Grant Funding' was</p>

		used to commission 'Action for Change' to deliver outreach / detached work with Street Drinkers during the last year. This was also complemented by short term Home Office funding for interventions with problematic drinkers regularly presenting at the Conquest A&E Department.
12. Continue with the Future Jobs Fund activity where central government is providing a subsidy for 175 jobs for local unemployed young people for six months	G	The lifetime total of 354 jobs funded by the FJF scheme across East Sussex was achieved by the 31 March 2011 deadline. 214 of these posts were created by organisations based in Hastings, and 170 Hastings residents started FJF employment. Close partnership working continues with JCP, employers, training bodies and support providers, with the emphasis now on training provision and progression. Workshops for leavers are taking place at various locations, to support their efforts to find employment when FJF posts end. The scheme closes in September 2011. An internal HBC audit of the management of the FJF programme delivered an overall rating of B - Satisfactory (with Good ratings for financial and risk management). An "assurance visit" from the DWP also confirmed that appropriate systems are in place and the scheme is compliant with the Terms & Conditions.
13. Maximise the cultural and economic potential from the Jerwood Gallery, provide finance for local artistic and community events on the Stade open space and take cultural activity out into the local communities around the borough (subject to Arts Council support)	G	Outreach activities are being delivered in Hollington and Ore Valley through the Eight Foot Square project. Project Space will be launched at Easter time when access to Stade Hall is allowed. Connector projects such as Young Cultural Leaders and Lone Twin's Boat Project are successfully underway.
14. Work with disability groups to press shops, hotels, restaurants, pubs etc throughout the town to make their premises fully accessible	G	The Access for All group's work was structured into two phases. The public realm survey of the town centre has been completed. Actions include influencing disabled parking measures, initiating enforcement action and other improvements. Progress is also being made towards improving the bus-stop area at Morrisons. The access visits to premises took place in May 2011.

Planning Services

2010/11 Targets/Milestones	Status (R/A/G)	Comments
<p>1. Determine planning and related applications in order to meet or surpass the Government's targets.</p> <p>Measures: NI 157 - Applications completed on time and to performance standard</p>	G	<p>All performance targets for determining Major, Minor and Other planning and related applications have been exceeded. A significant improvement in service performance has been achieved during this year following a failure to meet two of the three indicators last year. This improvement was due to benchmarking with other Councils under a Planning Advisory Service pilot scheme, reorganising the way applications are processed and the associated hard work of staff. The efficiencies introduced have significantly improved the time to determine applications.</p> <p>Major Target 60% Exceeded 65.4%</p> <p>Minor Target 65% Exceeded 85.2%</p> <p>Others Target 80% Exceeded 90.9%</p>
<p>2. Progress the Hastings Local Development Framework, according to a new timetable ensuring alignment with the Hastings & St Leonards Sustainable Community Strategy.</p> <p>Measures: Core strategy submitted to planning Inspectorate and ready for public examination in March 2011, Cabinet approval of pre submission version of Site Allocations Development Plan Document and environmental report.</p>	A	<p>The original target is no longer appropriate and has been reviewed in the light of the Localism Bill and other national planning policy changes, particularly the proposed revocation of the South East Plan and consequent removal of a housing target from that plan. The new target is submission of the Core Strategy by March 2012 – including informal consultation in the Summer of 2011 to establish new housing targets and strategic policy changes. The Visitor Accommodation Supplementary Planning Document has been adopted by the Council.</p> <p>Work has been undertaken to identify local strategy areas across the Town to give a better spatial focus to the Core Strategy and help form a clear basis for any future Neighbourhood Plans which maybe developed by the community or business sectors. Broad strategies for these areas will be subject to informal public</p>

		consultation in Summer 2011.
3. Through our zero tolerance approach to neglected and derelict buildings and land, target 40 neglected and derelict buildings or areas of land. Measures: Cumulative number of improved derelict or run down buildings, relative to notices issued.	G	43 premises were improved. The “Grotbusters” initiative has improved nearly 500 eyesores across the Town to the significant benefit of the Borough’s built environment.
4. Implement the second phase of the Townscape Heritage Initiative for the conservation and repair of specific buildings in the Central St. Leonards Renewal Area. Measures: Completion of programmed improvements.	G	Progress has been made with completing of many grant aided schemes and the remaining funds are likely to be fully utilised because of the grant applications received by the deadline of 31/3/2011. Major grant improvement work to buildings will continue throughout 2011/12.
5. Ensure the completion of improvements to the Pelham Arcade Restoration as part of a three year programme. Measures: Completion of Year 1 programmed improvements.	A	Progress was made in bringing forward grant aidable projects but no grants were offered due to English Heritage (EH) terminating the grant scheme as a result of Government reductions in funding. However EH have offered to consider a more limited level of funds to provide grants under a scheme specifically targeted at Grade II * Listed Buildings which Pelham Arcade is.
6. Continue to work with the A21 Reference Group and other partners in lobbying to secure improvements to the road and rail transport links, including: <ul style="list-style-type: none"> • The Hastings-Bexhill Link Road and the dualling of the A21 Tonbridge-Pembury section • Maintaining the direct Cannon Street service or for the new Thameslink service to come to Hastings 	A	Following the inclusion of the Hastings-Bexhill Link Road in a “Development Pool” of 45 schemes, in January 2011 the County Council, supported by Hastings and Rother Councils and Sea Space, submitted an “expression of interest “ to the Government with a view to securing funding for the scheme. The County Council is now working on a “Best and Final Bid” for submission to DfT in September 2011. The Tonbridge- Pembury section remains a Highway Agency scheme for construction after 2015 but Kent County Council are promoting the possibility of them delivering the scheme with a possible earlier timetable at less cost.

<ul style="list-style-type: none"> • <i>The Hastings-Ashford service to be timed to link with Eurostar connections and with the fast service to St Pancras;</i> • <i>Electrification of the line to Ashford and the reinstatement of the lost services between Ashford and Paris, Lille and Brussels; and</i> • <i>Pressing for the announcement of a preferred route by the Highways agency for the Baldslow link.</i> <p>Measures: Partnership working continued and developed as appropriate.</p>		<p>The Baldslow Link has been cancelled by the Government under the spending review. The County are examining other ways to mitigate the possible impact of the proposed Hastings to Bexhill Link Road.</p> <p>Continued lobbying has taken place during the year to maintain and where possible improve rail services to the Borough. With Rother, Wealden and the County the Borough is still fighting to maintain direct services to the City of London but firm decisions are a few years away</p> <p>One early morning train providing a direct service to Brussels has been reinstated following lobbying. Network Rail are examining possible line speed improvements between Hastings and Ashford and are expected to make the outcome known in the next few months.</p> <p>The Council with other partners is working with Southern and Network Rail to further improve services.</p>
<p><i>7. Identify sites in Hastings for wind turbines</i></p>	<p>G</p>	<p>Planning consent has been given for a major wind turbine on a business park site, Enviro21, off Queensway. Sea Space are working towards implementation within the next 12 months. Identification of possible additional sites for wind turbines would be given consideration, with all other site allocation matters, in the Local Development Framework site allocations work.</p>
<p><i>8. Work with the rail operator and Network Rail to improve Ore Station as part of the redevelopment of Ore Valley with the college buildings and new housing planned</i></p>	<p>G</p>	<p>Meetings have been held to discuss this issue with a target of undertaking improvements when the Ore Valley Phase 1 housing development by Bellway Homes is completed. The discussions have involved Southern Rail, Bellway Homes, Sussex Coast College and the Council. Southern Rail are liaising with Network Rail on this matter. Funding remains very tight and nothing definite has been agreed to date.</p>

9. Support the extension of <u>University Centre Hastings</u> and the development of further halls of residence	G	University Centre Hastings Phase 2 development at Priory Square is due to be opened by September 2011. Discussions have been undertaken between the University and the Council to help facilitate further halls of residence. A planning application is expected to be submitted for student accommodation on the Station Plaza site occupying part of the site given consent for a residential apartment development.
10. Establish a planning consultative forum bringing together developers, councillors and the community to talk about significant developments before a formal planning application is put in	G	Cabinet approval has been given for setting up a pre-application consultation planning forum commencing during 2011/12.

Communications and Marketing Services

2010/11 Targets/Milestones	Status (R/A/G)	Comments
1 Refresh the Hastings & 1066 Country Marketing Plan for implementation in the 2011 season. Measures: Plan achieved by August 2010.	G	The Hastings & 1066 Country attractions guide was produced on time this period, and has already proved to be very popular. Work has now started on a marketing plan for the 2012 season (which effectively starts in the autumn of 2011).
2. Enhance our communications and reduce costs by increasing the use of electronic media (including websites) and reducing dependence on paper and printing.	G	We are now working with colleagues at the East Sussex Procurement Hub on a potential partnership approach to print and advertising procurement. We undertook a concerted campaign this period to reduce colour photocopying costs. 299 811 unique visitors were recorded to our main hastings.gov.uk

Measures: Spend analysis and monitoring the effectiveness of different campaigns.		site this quarter; the Q4 2009/10 figure was 333 288. This reflects the deletion of a considerable amount of content from the old website in preparation for the new site, and also the fact that very little new content has been provided for the old site over this quarter.
3. Provide residents and visitors with access to a wide range of services through the Hastings Information Centre throughout the year, serving 300,000 customers annually. Measures: LI 27 - Footfall through the HIC and customer satisfaction.	R	HIC footfall figure for Q4 was 52 895 giving a total for the year of 275 430, compared to a Q4 2009/10 figure of 56 919 and 337 258 for the year 2009/10. It should be noted that we now only measure the HIC footfall figure, not the combined HIC/Old Town TIC figure, as we used to. The Old Town Hall Museum, with its dual TIC function, has significantly increased its footfall, of course.
4. Continue to maintain the Council's IT network, facilitate office moves and provide IT support to enable the smooth running of the Council. We look to resolve 95.5% of all Helpdesk calls within target time and achieve a network availability of 99.90%. Measures: Percentage of helpdesk calls resolved within target times, and network availability percentage.	G	Progress – During this year, 5148 Helpdesk calls were received, against 5140 in 2009/10. 96.6% were resolved within their target time, against a target of 95.5%; 2009/10's figure was 95.8%. The year-to-date network availability was 99.97%, against a target of 99.90% and a 2009/10 figure of 99.95%
5. Continue to support the different festivals in the town that can attract visitors and bring different sections of the borough's population together, like the St Leonards Festival, the Old Town events etc.	G	The 86 th Hastings International National Chess Congress also started at the end of this period, filling many 'visitor beds' with competitors at an otherwise quiet time of the year. The Half Marathon was another success, and planning is well underway for the rest of the big events in the town's calendar.

Housing Services

2010/11 Targets/Milestones	Status (R/A/G)	Comments
<p>1. Work with partners to enable the delivery of phase 1 of the Ore valley Millennium Communities project by putting in place the necessary development framework, infrastructure and secure funding to achieve a start on site on the first residential units in 2010/11.</p> <p>Measure: Work started on site by quarter 2. Community Strategy target 16 – Building new homes.</p>	G	<p>Funding was secured from the HCA, and start on site for the first residential units achieved in 2010/11</p> <p>The site is currently progressing well with the first of the 51 (phase 1) residential units due for completion at the end of July 11. Phase 1 is due to complete in full by May 2012.</p> <p>Discussions are ongoing with the HCA regarding the feasibility of future phases.</p>
<p>2. Accredited a further 100 properties through the Accredited Lettings Scheme.</p> <p>Measure: Number of properties accredited evidencing good quality accommodation at a decent standard.</p>	R	<p>The final year end figure was 73 accreditations short of the overall target. Performance in Q4 suffered as the officer was preparing for the end of the HALO Accreditation scheme and redeployment following PIER. The scheme has ended as a direct result of the loss of external Regional Housing Board funding and will now operate as an accredited landlord scheme only.</p>
<p>3. Assist in the delivery of more than 40 affordable homes to contribute to achieving the East Sussex Local Area Agreement commitments.</p> <p>Measure: Number of affordable homes delivered per quarter. Community Strategy target 16 – Building new homes.</p>	G	<p>43 new affordable homes delivered:</p> <ul style="list-style-type: none"> • 200-204 The Ridge, 25 units (3 x 1 bed; 18 x 2 bed; 4 x 3 bed) • School Road 15 units, 11 x 2 bed; 4 x 3 bed) • HomeBuy Direct, 2 units (2 x 4 bed) • Mortgage Rescue, 1 unit (1 x 2 bed)
<p>4. Return 15 long term 'empty' (i.e. over 2 years) dwellings to residential use.</p>	G	<p>43 long term empty homes brought back into use at year end. The target has been exceeded.</p>

Measure: Numbers of empty dwellings returned to residential use.		
5. Assist 40 households to access private rented sector housing through the Council's 'Letstart' service in order to prevent homelessness. Measures: Number of assisted households settling in private rented sector.	G	The Letstart service exceeded the year end target by assisting 49 households into private rented accommodation.
6. Continue to improve private sector housing through financial assistance and enforcement action, to achieve the Decent Homes Standard in respect of an additional 500 properties borough wide, including 25 whole houses in multiple occupation (HMO) properties in St Leonards. Measure: Numbers of homes achieving the decent homes standard and target 17 of the Community Strategy Improving Housing conditions.	A	The target was exceeded in respect of whole houses in multiple occupation in St Leonards but there was a slight shortfall borough wide with 487 homes made decent at year end. This is accounted for by the winding down of BEST Programme following the announcement that Regional Housing Board funding would cease for 2011/12. There are a still a number of grants progressing towards completion, but no new applications have been approved since July 2010.
7. Provide financial assistance for environmental improvements to existing properties	G	93 households have had their energy efficiency improved at year end. The measures include, heating systems, thermal insulation and the installation of solar heating. 146 Tonnes of CO2 have been saved due to these measures this year. No funding is available for future years following the loss of Regional Housing Board funding.
8. Introduce an additional tough licensing scheme for privately rented accommodation to protect tenants from bad landlords	A	The consultation period ended on the 11 April 2011. This exercise has yielded over 1,300 responses. The evidence has been fully collated and the supporting report has been compiled, in line with the legislative requirements as well as new guidance issued at the end of March 2011. The revised guidance together with the huge response to the consultation exercise means that the report will

		now be taken to Cabinet in June 2011 to allow for a thorough analysis of the consultation results.
<i>9. Take tougher measures including compulsory purchase to bring empty homes back into use</i>	G	<p>In total 78 empty homes over 6 months have been returned to use in 10/11.</p> <p>Of the 7 properties that Cabinet agreed to pursue compulsory purchase for, one is back in use after 15 years and another is well on the way to being fully renovated. The 5 remaining properties have now been served with legal Notices concerning the council's intention to seek CPOs. A further 3 of the owners have since approached the Council stating their intention to renovate and bring the properties back into use. This has led to discussions with owners to secure legally binding undertakings that they will do this. In the meantime the CPOs are still being pursued.</p> <p>Work is starting on the identification of the next batch of potential CPOs</p>

Cross Cutting Targets

5. Stade Regeneration

2010/11 Targets/Milestones	Status (R/A/G)	Comments
To ensure that the timetable for the physical work to improve the Stade is met, with substantial completion of the community facilities and open space by December 2010, and full completion of the whole site, including the Jerwood Gallery, by June 2011.	A	As noted in the Q3 report, bad weather at the end of November and throughout December delayed some of the work. Nevertheless, good progress was made on the Stade Hall and toilet block, and the Stade Hall was officially opened on 15 th March, although final handover did not take place until 20 th April, following the completion of 'snagging.' The public toilets were fully open and available from 18 th March, and have received much positive comment. Work on the café shell was completed and handed over to the tenant on 29 th April, although fitting out started on 12 th April. The tenant opened to the public mid-May. Most of the Stade Open Space was available by mid-May too, although the final area, adjacent to the Jerwood Gallery, will not be completed until after the gallery is finished.
Develop a quality programme of cultural activities for the open space and community facilities scheduled to start with the official opening of the Stade site in June 2011.	A	Due to the postponed launch of the Jerwood Gallery until Nov / Dec 2011, the official launch will now take place in early 2012, for which a spectacular outdoor event is currently being planned. Smaller profile events will take place during 2011 which will test the site in preparation for the full programme in 2012 including community events, programming from the Young Cultural Leaders project, Eight Foot Square, Coastal Currents events and the Sea Food and Wine Festival. A "soft" launch of Stade Hall took place in March but "snagging" issues delayed the final handover which happened in late April. A pilot event of a new storytelling festival was the first event in the hall and this will be followed by a programme delivered through the Arts Council funded Project Space initiative.

6. Public Realm & Town Centres: Target deleted mid –year.