

Overview & Scrutiny Services Performance Report

Quarter 1 2011/12 Exception Report Summary

The following targets in Part II of the Council's 2011/12 Corporate Plan have been identified as exceptions.

SERVICES

1. Environmental Services – No exceptions to report

2. Regeneration, Homes and Community Services

Service/Target no.	Target Status
Regen & Com. Services No. 3. St Mary in the Castle/My Place*	Slippage possible
Cross Cutting No. 5. Stade Regeneration	Will not meet Target
Cross Cutting No.10. Hastings Castle	Will not meet Target

*From Quarter 2, this target will be reported at the Resources Overview and Scrutiny Committee under Financial Services.

RESOURCES (for information only)

3. Corporate Resources

Target no./Service	Target Status
Finance No. 4. Call handling/customer satisfaction	Slippage possible
Legal No. 1. Foreshore Trust/Charity Committee	Achieved
Legal No. 6. AV Referendum	Achieved

ENVIRONMENTAL HEALTH, PARKING AND WASTE

1. Work with partners, licensees and residents to improve public safety and the atmosphere of the town centre and reduce alcohol and drug related anti-social behaviour. (2)

Measures: Alcohol & drug related crime levels. Perceptions of residents (town centre) feeling safe outside after dark - measured by the Local Place Survey.

Performance @ QTR 1 – On Target

Progress – The licensing team continue to liaise regularly with the local Police and Fire services, and our own environmental protection team in relation to licensed premises. Particularly where there are problems requiring ‘Action Plans’ or formal action such as ‘Licence Reviews’, for example due to noise problems or serious ongoing breaches of licence conditions. This liaison work continues to include operational visits to licensed premises, often during evenings and weekends, checking for serious non-compliance and investigating complaints. They also produce a ‘licensing hotspots’ list for discussion at the monthly joint action group (JAG) attended by most of the enforcement and emergency services operating in the town, and the Community Safety Manager, as well as representatives of Hastings and St Leonards Town Centre Management.

In this period the team worked very successfully with the police in the difficult process of reviewing a town centre public house. This resulted in the revocation of the licence. The decision was unsuccessfully appealed in the Magistrates Court, which made a Consent Order; and the premises remains closed.

During this period 2 other premises operators were prosecuted for breach of their licence conditions, and 6 new premises applications were administered including 3 for the new Stade complex at the Old Town. 2 variations of licences and 4 minor variation applications have also been administered. It has also been a busy time for temporary event notices; with 4 being refused as they were not submitted within 10 clear working days, as required by the regulations.

We have reviewed the manner in which we handle large events on areas of land licensed by the Council and now issue a full pack of explanatory papers to the operator of the event clearly laying out their responsibilities to ensure that the event does not cause residents serious concern or disturbance.

2. Launch a new Waste Management and Street-scene Enforcement team including community wardens to work with our refuse, recycling and cleansing contractors, partners including Sussex Police and residents to improve the local environment and take robust enforcement action to prevent littering, fly-tipping and dog fouling. (2)

Measures: Number of Fixed Penalty Notices issued per quarter. Local Place Survey Results on improved street and environmental cleanliness.

Performance @ QTR 1 – On Target

Progress – Quarter 1 was a challenging but successful period for the newly formed Waste Management and Street-scene Enforcement Team. The new team combines the enviro-crime enforcement work of the old ECO Team, with the waste management work of the old Waste and Recycling Team. There have been several personnel changes and every member of the new team has needed to take on new roles, requiring retraining for all concerned.

The result is a fully integrated service where the majority of officers are multi-tasking. For example the 8 Street Wardens continue to take a robust stance in enforcing enviro-crime laws such as for littering, flytipping and fouling, but they're also assisting the Recycling Officer by monitoring the condition of our recycling bring sites and helping with 'door knocking' exercises to promote better recycling, as well as carrying out hundreds of street cleanliness assessments and monitoring the condition of the public conveniences, to ensure that the Council's cleansing contractors are delivering a good quality service.

An Independent 'Street Cleanliness Survey' is carried out 3 times a year by specialist contractors in accordance with a Defra approved methodology, and the most recent survey results are very encouraging.

The following table summarises the results, the lower the % the better the result. So for litter we scored 4%, which means that of all the 'street gradings' carried out by the independent specialist contractor, only 4% failed, meaning that 96% passed. The slight drop in performance for litter and graffiti is due to fact that this survey was carried out in May when there were far more tourists in the town than when the previous survey was carried out in February.

The other key factor to note is that our performance is extremely good compared with the national benchmark.

Indicator	NI 195a	NI 195b	NI 195c	NI 195d
	Litter	Detritus	Graffiti	Flyposting
Hastings actual (with previous result in brackets)	4% (3%)	6% (11%)	3% (1%)	0% (0%)
Hastings target	4%	10%	2%	2%
National benchmark	9%	22%	5%	1%

The table below shows that the number of enviro-crime Fixed Penalty Notices issued has dropped significantly compared with the same period last year. However, this is not surprising given that the Street Wardens role has changed with the formation of the new team, and there has been a period of readjustment and retraining. We will continue to take a robust stance on these issues as was well illustrated by the successful dog fouling prosecution we took in August, resulting in a fine of £350 with £198 costs awarded to the Council and a £15 victim surcharge. The dog campaign planned for August/September in Central St Leonards will also raise our profile, especially regarding fouling of footpaths.

Type of FPN	Number Issued in Q1	Number Issued in Q1 of Previous Year	Paid	Outstanding
Littering	5	2	5	0
Smoking Related Litter	1	16	1	0
Dog Fouling	7	29	6	1
Dog off Lead	3	26	2	1
Dog Exclusion Area	0	2	0	0
TOTAL	16	75	14	2

During this period we also successfully prosecuted a flytipper and have several other cases pending.

3. Improve the quality of life for residents at night, by tackling statutory noise nuisance caused by noisy neighbours and inconsiderate businesses. Address this problem through education and where necessary robust enforcement action, and our out of office hours emergency environmental health service. (2)

Measures: Residents contacting the Council in relation to statutory noise nuisance will receive a good service & where their complaint is substantiated it will be resolved.

Performance @ QTR 1 – On Target

Progress – There were four prosecutions for breach of noise notices, all defendants had all their noise making equipment confiscated by the Courts. Fines of £300, £500, £500, the fourth defendant was not fined as the value of the seized equipment was considered sufficient. We were awarded total costs of £1440, and one defendant was additionally ordered to pay £500 compensation to their affected neighbour.

The team took part in Noise Action week in May, working in partnership with Amicus Horizon, an information stand and display promoting the noise enforcement work of the two organisations was taken to the 4 major supermarkets in the town.

4. Ensure that all local businesses where the Council is the enforcement agency for food hygiene and health and safety enforcement, meet hygiene and health and safety requirements for staff and customers. (2)

Measures: Achievement of our priority inspection programmes

Performance @ QTR 1 – On Target

Progress – The Health and Safety work programme is on target, with all of the visits scheduled having been completed.

The Food Hygiene Rating Scheme was launched on 5th April 2011 and this has generated a number of unplanned inspections for rescoring purposes which have been a priority for the team. This new scheme appears to be bedding in well despite the rather unfortunate local media coverage, when the Observer named the ‘dirty dozen’. Five of the nine zero rated premises in Hastings have now successfully applied for re-evaluation and all have improved their rating significantly. This shows the potential of the scheme to incentivise businesses to improve their good hygiene management standards.

5. Work with partners in the Sussex Resilience Forum, such as the Police and Fire and Rescue Services, to ensure that management and staff directly involved in our civil contingency and emergency planning management and response systems are well trained and prepared to respond effectively to issues such as severe winter weather. (2)

Measures: Adequate training/exercises completed by appropriate staff. Feedback from public and partners following incidents requiring an emergency response from the Council.

Performance @ QTR 1 – On Target

Progress – the Sussex Civil Contingencies Recovery Plan was recently tested by the Sussex Resilience Forum. This consisted of a practical validation exercise on 24th June, which was attended by all of the local authorities in Sussex, the emergency services, several utility companies, the Environment Agency, and 2 of our Heads of Service, who would have responsibility for recovery following a local incident. The exercise was a great success and will inform further revisions of the recovery plan.

Our civil contingencies arrangements were also tested in early August when a lot of successful multi-agency work was carried out in the background, to try and ensure that the rioting in London and elsewhere did not spread to Sussex.

6. Deliver an effective and efficient parking enforcement scheme that supports the local economy reduces congestion and maintains traffic flow. (2)

Measures: *Feed back/comments from public transport providers and emergency services. Analysis of statistical parking enforcement compared with previous year. “Secured car Park award” for 12 car parks maintained.*

Performance @ QTR 1 – On Target

Progress – Enforcement on street is being maintained at much the same level as last year, which saw the highest numbers of Penalty Charge Notices issued in the last five years. 4389 PCNs were issued in Q1, compared to 4451 for the same period last year. The percentage of PCNs issued for yellow line contraventions and in bus stops is 31% of the total number issued on street, which is the same as last year. Enforcement of parking restrictions for schools is now restricted, due to the reduced number of enforcement staff on duty at any one time. Our current approach is to respond to complaints or requests for action as and when they arise and outside of that, confine our activity to known problem areas. 14 PCNs have been issued to vehicles actually parked in School Safety Zones within this quarter.

Patrols of bus corridors and bus stops have produced 234 PCNs (5%) of those issued on street and down on the same quarter last year, which is thought to be due to improved compliance with the restrictions, rather than a drop in performance.

The enforcement of code 26 (double parking) and code 27 (dropped kerb contraventions) was introduced in May 2010. During quarter one, 12

PCNs were issued for double parking and 95 for dropped kerb contraventions. Since the scheme began last May, 657 PCNs have been issued and 93% of these PCNs have been paid so far. Not only has this helped to improve traffic flow and keep tactile crossings and private driveways free of obstruction, it has also sent a clear message to car drivers in this town, that inconsiderate and selfish parking will not be tolerated.

7. Closely monitor developments as East Sussex County Council ‘test the market’ for procuring parking enforcement activity across the whole of East Sussex (by October 2012), and determine whether HBC could bid for part/all of this work. (1 & 2)

Measure: Participation in tendering process

Performance @ QTR 1 – On Target

Although it was decided that the risks associated with the Hastings contract were too great for us to submit a bid, we did formally reaffirm our willingness to continue to carry out on street parking enforcement under an amended agency agreement. ESCC have received compliant bids from the private sector, and we have submitted more details of our offer including significantly reduced costs. We are now awaiting a decision from ESCC.

8. Review the existing operational management and staffing arrangements for the Council’s CCTV Control Room and emergency out of hour response and co-ordination systems. (2)

Measure: Operational management and staffing arrangements reviewed.

Performance @ QTR 1 – On Target

Progress – We have established a multi agency team consisting of the Police, East Sussex County council and the Borough to review the CCTV control room operations and functions. The group has met twice and a draft scoping document for the review has been developed, and a brief is being developed to engage an independent specialist to assist the review.

9. Reduce waste, increase recycling, and improve street cleanliness. (2 & 5)

Measures:

- Work with the member/resident panel to develop acceptable alternatives to weekly black sack collections.
- *Consult on new methods for collection in black bag areas*
- Targeted marketing campaign launched to increase recycling rates in the areas of low performance *starting in the Tile Barn area of Hollington.*
- Public satisfaction with cleanliness as evidenced by surveys.

Performance @ QTR 1 – On Target

Progress – Waste Advisory Group: seven areas now visited involving nominated Councillors and resident representatives and a report produced for the Waste Advisory Group meeting on 9th August.

Recycling Campaign – phase 1: marketing materials produced, including panels on 5 Refuse Collection Vehicles; about 640 households in the Tilebarn target area have been “door knocked” (76%) and given recycling

information; 3 mini bring sites introduced for glass and clothing; road shows, resident's meetings and schools visits in progress; Veolia collection teams involved.

Detailed scrutiny of twin bins on Thursday 28th. July revealed overall that 50% plus had contamination, but levels had definitely improved.

10. Work with local authority partners to assess the feasibility of a joint waste partnership for procurement of the collection contract. (1, 2 & 5)

Measures:

- Joint business plan approved by Partner authority Cabinets.
- Preparatory work on track to enable EU tendering process to begin in late 11/12

Performance @ QTR 1 – On Target

The Joint Waste Committee met twice in July to consider the draft business case, and what needs to be included in the specification. It then met again on the 17th August to consider a draft cost sharing agreement, draft specification, and a draft inter authority agreement. The project is progressing well and the proposals that have been considered by the Joint Waste Committee will be refined and considered by Scrutiny Committees of all participating Councils during September/October 2011 before being submitted to the individual Cabinets.

PERFORMANCE INDICATORS

Environmental Health Services						
Indicator	Improvement Direction	Actual Jun 2010	DoT	Actual Jun 2011		Target Jun 2011
1.1 Improved street and environmental cleanliness (levels of litter) (NI 195a)	Smaller is Better	4 %	➡	4 %	★	4 %
⊕ 1.2 Percentage of household waste sent for reuse, recycling and composting (NI 192)	Bigger is Better	27.2 %	✔	28.0 %	★	28.0 %
⊕ 1.3 % nuisance/general public health complaints responded to within 4 working days (L123)	Bigger is Better	85.5 %	✔	89.3 %	▲	95.0 %
⊕ 1.4 % of food establishments which are broadly compliant with food hygiene law (NI 184) (L397)	Bigger is Better	88.6 %	✘	84.5 %	▲	85.0 %
1.5 Number of crimes reported in Council car parks (L148)	Smaller is Better	4	✔	0	★	4

AMENITIES AND LEISURE SERVICES

1. Maintain standards of quality and cleanliness in our parks, playgrounds and open spaces. Work with partners to create opportunities for improvements and increased sustainability. (2)

Measures:

- Green Flag status retained
- Community Strategy target for quality open space achieved
- Improving scope and quality of playground portfolio with Amicus Horizon
- Public satisfaction as evidenced by surveys

Performance @ QTR 1 –On Target

Progress – We have retained the green flags for 2011/12 for Alexandra Park, St Leonards Gardens and Hastings Country Park (public announcements in July). We have retained our Green flags consistently for the last 5 years.

We are working to develop a smarter and more effective way of measuring our Community Strategy Target through use of interactive mapping. We have been meeting our target but require a more robust way of calculating the various variables. We will report on progress through the quarterly reviews.

We have developed a joint approach to assessing playground provision with Amicus Horizon. The joint strategy is being prepared for Cabinet and the project group is working through the recent playground audits to prioritise areas for updating or removal.

2. Prepare for the tender of the grounds maintenance, highways maintenance and arboriculture contracts, in partnership with neighbouring authorities and other agencies wherever feasible. (2)

Measures: Achieve a programme of tenders during 2011-12

Performance @ QTR 1 – On target

Progress – Working groups have been established and timelines agreed. We have been discussing with Rother District Council, Wealden District Council and Amicus Horizon in relation to both contracts. We are reviewing our specifications and working with others to establish how any potential partnership can take shape.

3. Work with allotment associations to ensure that plots are fully cultivated and that management responsibilities are handed over to the associations wherever feasible. (2)

Measures:

- *Comprehensive set of Allotment Rules published*
- *New Tenancy Agreement with tighter procedures to ensure higher levels of cultivation published*
- *Review of rents completed*
- *Consultation undertaken on devolved responsibility to sites/associations*

Performance @ QTR 1 – On Target

Progress – We are reviewing our tenancy agreement and allotment rules with a view to streamlining allotment procedures and reducing the administrative workload. The draft agreement and rules will be subject to consultation with Site Secretaries during quarter 2.

4. Restore, protect and manage our seafront; develop opportunities for regeneration and enhancement. (2 & 5)

Measures:

- Beach Management Plan actions agreed with the Coastal Users Group implemented.
- Forward plan of work developed with the Charity Committee.
- New decorative lighting installed
- Opportunities developed for Bottle Alley ~~and White Rock Baths~~ (transferred to Regeneration and Community Services targets) with the Seafront Regeneration Group
- *Undertake work to extend the Hastings section of the promenade cycle route to Bexhill*

Performance @ QTR 1 – On target

Progress – The Coastal Users Group is consulted on Foreshore Trust issues and is informed of progress on Beach Management Plan actions at each quarterly meeting.

The forward plan has been drafted for the Charity Committee.

Final negotiations are underway with the chosen supplier for decorative lighting and implementation will take place in the Autumn.

Quotes have been invited for the Bottle Alley feasibility study.

In Q1, the seafront cycle route extension to the Stade was completed for a July opening.

Expressions of interest for commercial activities were invited and these are currently being assessed.

Quality Coast awards were achieved for Pelham and Marina beaches.

5. Work with partners to implement flood protection measures throughout the town. (2 & 5)

Measures:

- The Surface Water Management Plan completed and published.
- Establish cross-agency and community arrangements for implementation of the Surface Water Management action plan.
- Assessments of entire shoreline and Harbour Arm completed in line with DEFRA funding allocations.

Performance @ QTR 1 – On target

Progress – The Surface Water Management Plan has been completed and approved by Cabinet. The first public meeting will be held in October. Cross-agency arrangements are in place and will be led by ESCC as the lead flood agency. Our SWMP will be monitored by the County flood group.

Shoreline and Harbour Arm assessments are being prepared and will be reported upon in quarters 2 and 3.

6. Provide an exhibition and education programme for visitors to our Museums. Develop proposals for their long-term sustainability in light of financial constraints. (1 & 4)

Measures:

- Visitor targets achieved.
- Proposals for management of Old Town Hall Museum developed.

Performance @ QTR 1 – On target

Progress – This has been the first quarter since the Museum and Art Gallery has been closed on Mondays. A total of 17 schools and 42 language school groups visited across both sites.

There were two exhibitions at HMAG, holiday activities in the Easter and May half-term breaks, Play and Learn sessions every week and all Loan Boxes were booked out for the entire period.

A group of interested parties has been formed and have developed a programme of investigations and actions to secure the future of the Old Town Hall Museum. Initial changes to the displays and layout have been implemented to create space for the summer programme of events. Further works are planned for September along with further assessments of alternative management proposals.

7. Implement the Active Hastings, Active Leaders, Active Streetgames, Hearty Lives and new Active Women programmes; review our overall sports strategy in the light of funders' changing priorities. (2 & 4)

Measure: Listed programmes implemented and sports strategy reviewed.

Performance @ QTR 1 – On target

Progress – During this quarter, Active Hastings was awarded the Inspire Mark, the badge of the London 2012 Inspire Programme, for a series of events that will take place in the year leading up to the 2012 Olympic and Paralympic Games. The London 2012 Inspire programme recognises innovative and exceptional projects that are directly inspired by the 2012 Olympic and Paralympic Games. Seven events will take place in the year leading up to the Olympics, each with an Olympic theme and focusing on different groups, including families, young people, seniors and workplaces. The first event will take place on the 22nd July as part of the Olympic Open Weekend and the launch of the new Active Women programme.

Streetgames delivered schools sessions for the Hastings and Rother Schools Partnership engaging over 100 young people in physical activity. Within the Community setting the Streetgames project delivered 120 sessions and engaged 397 young people who made 1441 attendances.

The Active Leadership project continued its work within the community working with young people who were at risk of exclusion in schools engaging them in Junior Sports Leaders Courses and Public Services workshops.

8. Implement the new play development action plan to ensure quality play opportunities and a regular programme of activities for children and young people town wide. (2 & 4)

Measure: Play development plan implemented with appropriate input from play partners and service users.

Performance @ QTR 1 – On target

Progress – Within this quarter Play Hastings have secured external funding through Housing Associations and Residents Associations funding to continue to deliver weekly street play sessions at Oxford Road and St Andrews Square. A year’s funding from the Local Children Centre has also been obtained to enable Play Hastings to continue to run Saturday free inclusive play sessions in Clyde Road.

Play Hastings has also been supporting the Adventure Playground with the provision of two staff at one weekly session and supporting a young volunteer’s programme enabling young people to access training before our large scale play events. The Adventure Playground continues to run 6 sessions a week and numbers are roughly 30 children per evening. In2play are currently running a very successful project in partnership with Hillcrest School.

9. Carry out improvement works to Summerfields Leisure Facilities

Measure – Capital refurbishment works at Summerfields completed on schedule and within budget.

Performance @ QTR 1 – On target

Progress – Works are essentially complete with the exception of finalisation of the lighting scheme. The lighting scheme is in place but has not realised the full outputs required. Some changes to the scheme are being implemented to correct this issue.

PERFORMANCE INDICATORS

Amenities, Resorts & Leisure						
Indicator	Improvement Direction	Actual Jun 2010	DoT	Actual Jun 2011		Target Jun 2011
2.1 Number of people attending White Rock Theatre performances (L233)	Bigger is Better	20,587		9,876		18,520
2.2 Number of visitors to Hastings Museum and Art Gallery (L398)	Bigger is Better	8,794		7,755*		8,357
⊕ 2.3 Total attendances at Council Leisure Centres (L356)	Bigger is Better	95,422		95,916		95,800

Note: * 2.2 (L398) - First quarter to include Monday closing

REGENERATION AND COMMUNITIES SERVICES

1. Continue to lead on the delivery the Cultural Regeneration Strategy and work with stakeholders and practitioners on an agreed implementation plan. (1 & 4)

Measure: Action Plan approved by HBC Cabinet and Year 1 targets achieved by March 2012.

Performance @ QTR 1 – On Target

Progress – Progress on the Cultural Regeneration Strategy Implementation Plan is monitored by the Cultural Regeneration Strategy Partnership Group, which will receive a detailed progress report in October 2011. Key milestones achieved by end of the first quarter include:

- Stade Hall and Stade Open Space opened to the public.
- Arts Council approval of National Portfolio Organisation status for Project Art Work, G4A (Grants for All) grants for Spotlight and Interface which complement Coastal Currents, and grant for Lido gallery in West St Leonards.

Activity on two potential Interreg bids under the Two-Seas Programme to support the cultural programme has ceased due to withdrawal of key partners and an EU announcement about relatively low levels of available funding. Alternative EU funding streams are being looked at.

2. Continue to manage external funded and Community Partnership Fund programmes, pursuing new sources of external funding programmes to support the Council's regeneration priorities. (1 & 4)

Measure: Delivery of agreed CPF targets. Completion of Future Jobs contract.

Performance @ QTR 1 – On target

Qtr 4 – 2010/11 - Area Based Grant (ABG)

All but two external projects had been completed successfully by the end of Quarter 4 2010/11. The two projects continuing beyond this were: 1) MSC Re-certification, which was delayed due to the non-performance of Moody Marine, the independent advisors, but this is now back on track. METEoR is not contracted to complete until September 2011.

Qtr 4 – 2010/11 - Community Partnership Fund (CPF)

As expected, full spend and output achievement have been achieved for the two-year 2009 – 2011 Programme.

Priority outcomes for CPF funding for (2012-13) have been agreed, with any grants being subject to the Council's budgeting process in February 2012.

Qtr 1 2011-12 – Answers to the Carbon Economy (ACE)

The Council's application for Funding under the European INTERREG IVA 2 Seas Programme was successful introducing a potential funding stream of € 524,221 (approx £476,564) into the Council. The Council is the Lead Partner for this project. An Implementation Plan is in development.

Jackson Hall Community Asset Transfer: Build completed within budget and on time, with handover to HVA achieved April 2011.

3. Continue to work with Hastings Trust and/or other partners to secure the future of St Mary in the Castle as a facility for community and cultural use. (1 & 4)

Measure: To be confirmed.

Performance @ QTR 1 – Slippage possible

Progress – Hastings Trust's appeal against the withdrawal of the MyPlace grant offer has been rejected.

The current operator's licence is to be extended until the end of August 2012. The Council's Estates team will be marketing the premises with a view to seeking an operator who will give the premises a sustainable future, but at this stage it is not possible to know what sort of interest there will be.

NB: From Quarter 2, this target will be reported at the Resources Overview and Scrutiny Committee under Financial Services.

4. Contribute to a number of partnerships to further the Town's infrastructure regeneration efforts including continuing as active participants within Sea Space and through active participation in the new Kent, Essex & East Sussex Local Enterprise Partnership (1)

Measure: Development of a programme of activity for the coast within the LEP structure.

Performance @ QTR 1 – On target

Progress – With the end of Regional Development Agencies the funding that staffed the Hastings & Bexhill Task Force [H&BTF] is effectively ended. 5 members of staff remain, they will be leaving in October and they are tasked with winding the operation down. Cabinet agreed on the 22nd June to support in principle the setting up of a new company (East Sussex Energy and Infrastructure and Development Limited) to transfer assets that would enable projects at Queensway and the town centre to go forward subject to funding. The council has not yet formally taken its place on this company's board, although we anticipate this will happen by the end of August, when the board agrees the company's constitution.

The Council's Leader hosted a Regeneration Symposium on 20th July at which the Leader of the County Council also spoke. It was identified at this meeting that the H&BTF and Hastings & Bexhill Economic Alliance would need to be assessed in the light of the new financial climate and proposals brought forward for a new partnership, possibly covering the Hastings and Rother Council areas or the travel to work area. Detailed discussions about possible structures will commence shortly.

5. Continue to support the town's four Area Management Boards to deliver the Local Area Management Plans.

Measures: LAMP in place for each AMB; implementation in line with agreed action plan targets.

Performance @ QTR 1 – On target

Progress – The concept of Local Area Management Plans (LAMPs) have been adopted by the AMBs. Each AMB has undertaken workshops and

discussions to start the process of developing Local Area Management Plans. Draft plans will be presented at the next round of AMB meetings in October 2011.

6. Undertake a review of Community Partnership Funding.

Measure: Review completed in time to inform 2013-14 budget setting.

Performance @ QTR 1 – On target

Progress – At its meeting in July, the Cabinet adopted the priority outcomes for a further one year round of CPF in 2012-13 and agreed that a comprehensive review of its financial support of community and voluntary organisations be completed in time to inform the Council's priorities and budgets for 2013/14 and beyond.

7. Continue to support Events such as the St Leonards Festival, Black History Month and Refugee week.

Measure: All three events supported.

Performance @ QTR 1 – On target

Progress – A successful celebration of Refugee Week held at Concordia Hall in St Leonards in June attracted over 200 people. A high proportion of these were new contacts for the service providers at the event.

St Leonards Festival – the festival was organised but, unfortunately, had to be cancelled on the day due to the poor weather. It was the first time this has happened in six years.

Black History Month – This takes place in October.

8. Work with business partners to regenerate White Rock Baths (transferred from Amenities and Leisure Services).

Measures: Feasibility of commercial occupation completed; physical repairs programme that enables commercial occupation agreed and costed; legal agreement with business tenant.

Performance @ QTR 1 – On target with slippage possible

Progress – Surveys completed (building survey, waste water, asbestos); joint work with Lifecycle to develop capital plan and business plan in progress. Officers to meet with potential tenant in 2nd Qtr to review amended cost plans and assess viability.

9. Develop an implementation plan for the FLAG strategy

Measure: Implementation plan completed by September 2011

Performance @ QTR 1 – On target

Progress – Our submission of a comprehensive FLAG strategy to support the sustainability of the local fishing industry and its wider contribution to the town's economy and cultural environment has been successful, with the recent advice that the Marine Management Organisation has allocated £963,000 in EU Axis 4 grant. A business plan has now been submitted, which is the next stage prior to completion of a detailed implementation plan.

10. Continue to work with key partners to retain a regeneration company and a plan of action to secure the economic growth and prosperity of the town.

Measure: Agreed plan of action and appropriate delivery mechanism

Performance @ QTR 1 – On target

Progress – The Council has been active in pursuing the possibilities raised by the Kent/Essex/East Sussex Local Enterprise Partnership. The Council Leader and Director of Regeneration Homes & Communities attended a conference called “Shared European Experiences, Opportunities & Challenges on the Coast” in Essex at which it was agreed to set up a coastal group to encourage economic growth and this has been agreed by the LEP. Following this Southend, Tendring, Dover, Eastbourne and Hastings Council officers had an initial meeting on 17th August and initial suggestions for a work programme will be drawn up for political consideration in the next couple of months. The Council’s participation in Sea Space is dealt with in target 4 above.

The Council continues to liaise with HCA about the future of the Ore Valley regeneration area and the participation in the running of LOCATE East Sussex alongside the other partner local authorities.

PERFORMANCE INDICATORS

Regeneration & Community Services						
Indicator	Impr dir	Actual Jun 2010	DoT	Actual Jun 2011		Target Jun 2011
⊕ 3.1 Overall crime rate / 1,000 population (L396)	Smaller is Better	24	↓	23	★	27

PLANNING SERVICES

1. Progress the [Hastings Local Development Framework](#) by preparing the Core Strategy, and the Site allocations and Development Management Plan. (1, 4 & 5)

Measure: The pre-submission version of the Core Strategy considered by Cabinet in November 2011.

Performance @ QTR 1 – On Target

Progress – Local Development Scheme (timetable for LDF production) approved by Cabinet 13th June 2011. Core Strategy Informal Consultation (27 June to 8 August 2011) commenced on time. It includes web based consultation and use of Facebook and Twitter. Member training event held on 6th July. Site Allocations and Development Management Plan – temporary senior planner has been appointed and commences in September.

2. Through our zero tolerance approach to neglected and derelict buildings and land, target 45 neglected and derelict buildings or areas of land. (2)

Measure: *45 neglected/derelict buildings improved to include 500th Building improved by Grotbusters*

Performance @ QTR 1 – On Target

Progress – 16 properties improved in the first quarter. In total 499 properties now improved over the life of the Grotbusters initiative so number 500 will be achieved during Quarter 2.

3. Implement the second phase of the Townscape Heritage Initiative for the conservation and repair of specific buildings in the Central St. Leonards Renewal Area. (2)

Measure: Completion of programmed improvements.

Performance @ QTR 1 – On Target

Progress – In year 5 and scheme closed to new applications. Ongoing improvement works to the final application addresses to continue throughout 2011/12. Final grant offers on major sites at St Leonards Congregational Church and 37-40 Marina imminent but subject to budget limitations.

4. Ensure the completion of improvements to the Pelham Arcade Restoration as part of a three year programme. (2)

Measure: Completion of programmed improvements.

Performance @ QTR 1 – On Target

Progress – February 2011 withdrawal of initial three year grant scheme by English Heritage necessitated re-negotiation of new scheme. Alternative scheme now in place but now restricted to Pelham Arcade properties with restrictions also on availability in future years. Approval currently awaited from English Heritage on first address in Arcade. Co-ordinated Arcade frontage and above Arcade lantern light design now developed with view to July 2011 submission of application for planning permission and listed building consent. Work has been undertaken to obtain planning permission

and listed building consent as the agreed design pattern for future Arcade development and a submission is to be made in August. We will continue to encourage other Arcade property owners to take up opportunity of short term grant funding.

5. Establish the Council’s new ‘Planning Consultative Forum’ bringing together developers, councillors and the community to consider significant planning developments in advance of planning applications being submitted. (2 & 4)

Measure: Impact of new consultative method evaluated.

Performance @ QTR 1 – On Target

Progress – No appropriate applications have been received to trigger consideration by the Forum.

PERFORMANCE INDICATORS

Planning Services						
Indicator	Impr dir	Actual Jun 2010	DoT	Actual Jun 2011		Target Jun 2011
⊕ 4.1 % major residential & commercial planning applications determined within 13 weeks (NI 157a)	Bigger is Better	83.3 %	✖	25.0 %	▲	60.0 %
⊕ 4.2 % minor residential & commercial planning applications determined within 8 weeks (NI 157b)	Bigger is Better	76.6 %	✔	89.6 %	★	85.0 %
⊕ 4.3 % householder planning applications determined within 6 weeks	Bigger is Better		»	83.3 %	★	50.0 %
4.4 Net number of new homes built (NI 154)	Bigger is Better	46	✖	45		
4.5 Number of neglected and derelict buildings improved	Bigger is Better	16	➡	16	★	11

4.1 Only 4 major applications were determined in the quarter, one was in time but 3 not. Two of the three were old applications which had to await Section 106 legal agreements to be completed. The other major application which went over time was one the Planning Committee decided to defer consideration at one meeting and by the time it was reported back it had exceeded the 13 week target period for determining major applications.

4.3 % householder planning applications is a new indicator for this year and no figures for previous years are available.

4.4 Net number of new homes built - the target for the year is 210. No targets have been set before the yearend. The current target is derived from the South East Plan but the Plan will be removed when the Localism Bill becomes an Act later this year.

COMMUNICATIONS AND MARKETING SERVICES

1. Provide a comprehensive communications service for the Council (internal and external), promote and review how we market Hastings as a great place to live, invest in, work and visit. Improve the efficiency of our communications by increasing the use of electronic media (including websites and social media). (1)

Measures: New website and Content Management System introduced and web visits increased by 10% year on year.

Performance @ QTR 1 – On Target

Progress – Our new website www.hastings.gov.uk was launched at the beginning of August. Visits to the current www.hastings.gov.uk have declined by 3.5% against Q1 last year due to the removal of several large areas that were attracting dead traffic and will not be part of the new site. We continue to expand the use of social media, and have doubled the number of our 'twitter' followers.

2. Work with key partners to develop a joint marketing/communications strategy to continue to improve the image of Hastings. (1 & 6)

Measures: Group established and agreed action plan produced by July 2011.

Performance @ QTR 1 – On Target

Progress – A very positive meeting with private and public sectors partners/stakeholders took place July 2011, and a number of pieces of work are now underway following that meeting.

3. Produce a tourism marketing plan for Hastings & 1066 Country for implementation in the 2012 season, acknowledging the current and expected changes in the funding structures for tourism nationally and regionally. (1)

Measures: Plan achieved by September 2011.

Performance @ QTR 1 – On Target

Progress – Work is already in hand on preparing the tourism marketing plan for Hastings & 1066 Country for the 2012 visitor season.

4. Support Hastings' different festivals and events, and organise the Seafood & Wine Festival, to attract visitors and make the town a better and more inclusive place to live. (1 & 4)

Measures: All HBC-supported events delivered successfully, and the 2011 Seafood and Wine Festival delivered satisfactorily.

Performance @ QTR 1 – On Target

Progress – This year's Jack In The Green was generally felt to be one of the best ever, helped by very good weather (not seen for JITG for some years now!). Work is well underway planning for Hastings Old Town Carnival Week, the Seafood & Wine Festival, and Hastings week. Work has also now started on preparing for the arrival of the Olympic Torch Relay, which will arrive here for the evening/night of Tuesday 17th July 2012:- this promises to be a very big event indeed, involving the whole of Hastings.

5. Introduce a content management system for the www.hastings.gov.uk website, continue to maintain the Council's IT network, and provide IT support to enable the smooth running of the Council.(3)

Measures: 95% of all Helpdesk calls within target time resolved and a network availability of 99% achieved.

Performance @ QTR 1 – On Target

Progress – Work on the Contact Management System progressed though this period, and the new website will be launched in Q2.

During this period 1113 calls were handled by the IT Helpdesk, 1062 (95.4%) resolved within the target time; network availability was 99.96%

6. Contribute to a number of partnerships to further the Town's infrastructure regeneration efforts by (1):

- **Lobbying for improvements to road transport links e.g. Bexhill Link Road, Tunbridge Wells to Pembury A21 duelling.**
- **Campaigning to retain and develop rail links to serve the Town**

Performance @ QTR 1 – On Target

Progress – Lobbying continues to improve the town's infrastructure; considerable energy is currently being devoted to ensuring that Hastings retains a direct service to the City of London once the new Thameslink service is introduced.

7. Go for World Heritage Site status for Hastings Old Town*

Measure: - World Heritage site status applied for.

Performance @ QTR 1 – On Target

Progress – It appears that the next 'call' for World Heritage Status is some time away, but we will respond when the call is made.

***NB: This target will be set aside.**

PERFORMANCE INDICATORS

Communications & Marketing - Corporate Plan Indicators						
Indicator	Impr dir	Actual Jun 2010	DoT	Actual Jun 2011		Target Jun 2011
5.1 Number of customers in the Contact Centre	Bigger is Better		»»	68,677	★	68,000
5.2 Number of formal complaints received by Hastings Borough Council (L092)	Smaller is Better	62	📉	41	▲	38
5.3 Visits to the Borough website	Bigger is Better		»»	323,150		

5.1 & 5.3 due to changes to these areas information is not comparable with previous years. No targets have been set for 5.3, and targets will be set for 2012/13 when figures for 2011/12 are available.

HOUSING SERVICES

1. Undertake with partners and the community, a review of the later phases of the Ore Valley redevelopment plans. (1)

Measure: New master plan considered by Cabinet by year end.

Performance @ QTR 1 – On Target

Progress – Bellway Homes are undertaking financial viability assessments of later phases pending further discussion with the Homes & Communities Agency and HBC.

2. Take tougher measures, including Compulsory Purchase, to bring long term empty homes back into use. (1, 4 & 5)

Measure: *The number of empty homes returned to use through the granting (or threat) of a CPO*

Performance @ QTR 1 – On Target

Progress – 8 long term empty homes (over two years) were brought back into use in qtr 1.

Of the 7 properties that Cabinet agreed to pursue compulsory purchase (CPOs), one is back in use after 15 years and another is well on the way to being fully renovated. CPOs have been confirmed in respect of 3 of the remaining properties but these are not being implemented as the owners have agreed undertakings (a legal agreement to renovate and bring back into use) with the Council. The remaining 2 properties are subject to appeal and are scheduled for enquiry in September.

Further work is now being carried out to identify further long term empty homes suitable for Compulsory Purchase. These will form part of a report to Cabinet in October 2011.

3. Subject to consultation, implement an additional tough licensing scheme for certain categories of privately rented accommodation to protect tenants. (1, 4 & 5)

Measure: New licensing scheme introduced in 2011/12 subject to consultation results.

Performance @ QTR 1 – On Target

Progress – The Additional Licensing Scheme for HMOs received Cabinet approval in June 2011 and is due to be implemented, in line with legal requirements, mid September 2011.

4. Assist households to access private rented sector housing through the Council's 'Letstart' service in order to prevent homelessness. (4 & 5)

Measure: 40 households settled in private rented sector.

Performance @ QTR 1 – On Target

Progress – 10 households assisted into the private rented sector during Quarter 1. This is on target to meet the 2011/12 target of assisting 40 households.

5. Investigate how new investment models might be used to maintain progress made in improving housing standards and regeneration within St Leonards. (1, 4 & 5)

Measure: Completion of a pilot project within Central St Leonards











Performance @ QTR 1 – On Target

Progress – Cabinet have agreed to work with Local Space (a Registered Provider) on a pilot acquisition & repair programme linked to regeneration in Central St Leonards during 2011/12.

The scheme, which has attracted funding from the Local Space and The HCA, will see at least 10 units of HMO accommodation brought in to social ownership and refurbished for letting to local households. Officers are currently working with Local Space to identify suitable properties

If successful, the pilot will help the Council and Local Space to develop a more comprehensive programme of funding and intervention in St Leonards leading to the purchase and improvement of up to 100 units of accommodation over the period 2011-15 as well as other community and environmental benefits. The programme will be complemented by the new licensing scheme and proactive enforcement activity in the area.

PERFORMANCE INDICATORS

Housing Services						
Indicator	Impr dir	Actual Jun 2010	DoT	Actual Jun 2011		Target Jun 2011
6.1 Number of homelessness acceptances (L343)	Smaller is Better	8		17		12
6.2 Number of homelessness cases prevented (L368)	Bigger is Better	217		416		200
6.3 Number of private sector dwellings (units) brought in line with the current statutory standard	Bigger is Better			27		45
6.4 Number of affordable homes delivered (NI 155)	Bigger is Better	25		0		13
6.5 Long term (2+ years) empty properties returned to use	Bigger is Better	7		8		7

6.3 due to changes to this area information is not comparable with previous years.

Cross Cutting Targets

5. Stade Regeneration

Brief: Finish the 'build' elements of the Stade project to include the completion of and opening of the café, the quality open space and the 'Classroom on the Coast' (seafood training kitchen). Develop and implement a comprehensive cultural programme for the Stade, in conjunction with the Jerwood Foundation.

Corporate Director: Simon Hubbard

Contributions: Marketing and Communications, Finance, Legal, Regeneration, Estates, Amenities, Parking and Highways, Environmental Services as well as direct participation by partner and community organisations.

Lead Member: Cllr Chowney

O & S: Services

2011/12 Target(s) Develop a quality programme of cultural activities for the open space and community facilities in conjunction with partner and community organisations scheduled to start with the official opening of the Jerwood Gallery and the Stade open space during 2011

Quarter 1 Update: Will not meet Target

Progress: - The Stade café and Stade Open Space opened during this quarter, both opening in May. This means that, with the exception of the surfacing work delayed pending completion of the Jerwood Gallery, the original deadline of completion by the end of June 2011 was beaten.

'Creative Coast' have been commissioned to provide cultural/artistic activity during the Stade Hall this summer, and work is now underway on an event to mark the completion of the whole site, when the Jerwood Gallery opens in early 2012.

9. Hastings Pier

Brief: To support Hastings Pier & White Rock Trust (HPWRT) in developing a future for Hastings Pier

Corporate Director: Simon Hubbard

Contributions: All Heads of Service

Lead Member: Cllr Chowney

O & S: Services

2011/12 Target(s) (a) To seek funding for the stabilization of Hastings Pier and bring forward a scheme if funding is available
(b) To ensure that the Council is able to secure the Pier for HPWRT at the appropriate time through a CPO and back to back transfer between the Council and the Trust.

Quarter 1 Update: On Target

Progress: - Successful bid to English Heritage for a grant towards the urgent works to stabilise that part of the Pier deemed to be most vulnerable to collapse. The Council has contracted for these urgent works, which are now underway following no response by the owners to an Urgent Works Notice. Council officers continue to work closely with the

Hastings Pier and White Rock Trust on achieving the necessary steps to secure the best prospects for a successful CPO of the Pier.

10. Hastings Castle

Brief: If Stage I HLF bid (submitted February 2011) successful, work up Stage II bid for HLF funding for improved access (physical and intellectual) to Hastings Castle, and improved visitor and staff facilities.

Corporate Director: Simon Hubbard

Contributions: Finance, Legal, Regeneration, Estates, Amenities, Resort Services, Museum, Marketing & Communications

Lead Member: Cllr Chowney

O & S: Services

2011/12 Target(s) To follow.

Quarter 1 Update: Will not meet target

Progress: - Very disappointingly, our HLF bid for Hastings Castle was unsuccessful. A debrief session is being arranged with HLF so that we can re-prepare and re-submit in the future.