

Quarter 3 2012/13 Exception Report Summary

The following targets in Part II of the Council's 2012/13 Corporate Plan have been identified as exceptions.

Please note 'exceptions' are defined as those targets not meeting expected performance and targets achieved.

Full details of target status are included in the accompanying covering report.

Environmental Services

<i>Target no./Service</i>	<i>Target Status</i>
2. Street scene Enviro Crime (Environmental Services)	Slippage possible
6. Parking Enforcement Scheme (Environmental Services)	Slippage possible
10. Waste, recycling and Street Cleanliness (Environmental Services)	Slippage possible
11. Joint Waste Contract (Environmental Services)	Achieved
11. White Rock Theatre Amenities, Resorts and Leisure Services)	Slippage possible

Regeneration Services

<i>Target no./Service</i>	<i>Target Status</i>
3. Support the Fishing Industry (Regeneration Services)	Slippage possible
10. Localism Act (Regeneration Services)	Achieved
11. Community Partnership fund review (Regeneration Services)	Achieved
1. Housing at Ore Valley (Housing and Development Services)	Will not meet target
2. Addressing Empty Homes (Housing and Development Services)	Achieved
5. Local Space (Housing and Development Services)	Will not meet target
8. Neglected and derelict Buildings (Housing and Development Services)	Achieved
5. Next Gen Broadband take up (Marketing and Communications Services)	Slippage possible
9. Hastings Castle (Cross Cutting)	Will not meet target

Quarter 3 2012/13 – Performance

The following updates are given against targets in the Council's Corporate Plan 2012/13 – 2014/15.

Targets are listed under the service responsible for delivery. By achieving these targets, the Council will be delivering our 6 overarching priorities for 2012/13 shown below (the number included after each target shows which priority the activity is contributing to).

Priority 1: To continue to do everything we can to promote economic growth, employment and economic inclusion in partnership with others and through leading work on the growth of the cultural economy

Priority 2: Improve the quality of life of local people by working closely with partners to make the town safe and clean

Priority 3: Making sure we're efficient, customer-focussed and a good organisation to work for

Priority 4: Promoting equality and an inclusive, supportive community and narrowing the gap – bringing the quality of life of people in the most deprived parts of Hastings and St Leonards up to those of the rest of the town, and the town up to county and national averages

Priority 5: Tackling climate change and making Hastings more environmentally sustainable

Priority 6: Establishing a culture of openness and transparency about everything the Council does, enabling local people to hold us to account

ENVIRONMENTAL SERVICES DIRECTORATE

ENVIRONMENTAL SERVICES

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. Amendments to Licensing Act reviewed as they arise and implemented locally as appropriate. Investigate proposed new licensing provisions for additional licence fees for investment in community safety and public order issues and implement as appropriate.

Performance @ QTR 3 – On Target

Progress – In addition to the routine licensing work of processing applications, dealing with enquiries from prospective licensees, and liaising with the other agencies involved, the Licensing Team:-

- Completed the separate consultation processes for the statutory reviews of the Council's Gambling Policy, and the Cumulative Impact (Saturation Area) element of the Council's Liquor and Entertainment Licensing Policy. The updated Gambling Policy was approved by Council on 19 December 2012 and published in January 2013. The Cumulative Impact review is to be reported to Cabinet on 4 February 2013 then Council.
- Carried out operational visits to high profile licensed premises over the busy period leading up to Christmas.
- Provided a training session for East Sussex County Council Trading Standards Officers to help them fully utilise the licence review provisions of the Licensing Act 2003 in relation to premises selling illicit/counterfeit tobacco and alcohol products, and selling to underage customers.
- Worked closely with the applicants and other statutory agencies in relation to a high profile application for a new nightclub in Robertson Street. The application was approved with conditions to safeguard the 4 licensing objectives, and it is hoped that it will make a valuable contribution to the night time economy in the town centre.

2. Improve the local street scene environment including standards of street cleanliness, and continue to take a robust approach to enforcing environmental crime such as littering, dog fouling and fly tipping. (2)

Measures: Number of Fixed Penalty Notices issued per quarter. Local Place Survey Results on Improved Street and environmental cleanliness. Independent local street cleanliness monitoring results.

Performance @ QTR 3 – Slippage Possible

Progress – An Independent 'Street Cleanliness Survey' is carried out 3 times a year by specialist contractors in accordance with Defra approved methodology. The latest survey was carried out last Autumn, and the overall results were very good. The 'headline score' of 5% for litter was the same as in Spring 2012 survey, which means that of all the 'street gradings' carried out by the specialist contractor, only 5% failed, meaning

95% passed. Although this does not quite meet our ambitious target of 4%, our performance is good compared with the national benchmark of 9%. The scores are summarised below:-

NI 195 Indicator	Score Achieved	Target Score	Comments
Litter	5%	4%	1% worse than target
Detritus	9%	10%	1% better than target
Graffiti	2%	2%	On target
Flyposting	1%	2%	1% better than target
Average	4.25%	4.5%	0.25% better than target

The table below shows the number of enviro-crime Fixed Penalty Notices issued in quarter 3 was significantly higher than the same period last year. This continues the trend we have seen throughout the year so far. There were notable increases in relation to dog offences and smoking related litter. This reflects the renewed focus on enforcement including early and late patrols in littering & fouling hotspots. We set an ambitious target of 250 fixed penalty notices for 2012/13 and are unlikely to meet this by year end. However, we are on track to have issued far more than in 2011/12. We are also taking more prosecutions, 7 in quarter 3 this year, compared with 2 in quarter 3 the previous year.

Type of FPN	Total no. Issued in Quarter 3 2012/13	Total no. Issued in Quarter 3 2011/12
Littering	4	5
Smoking Related Litter	17	5
Dog Fouling	7	4
Dog off Lead	13	4
Dog Exclusion Area/Time	1	0
Trade waste Documents	0	1
TOTAL	42	19
False IDs so couldn't be pursued	3	2
Youth referral instead of FPN	4	6

3. Improve the quality of life for residents at night, by tackling statutory noise nuisance caused by noisy neighbours and inconsiderate businesses and provide an effective 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. Notices and prosecutions served. Appropriate Educational initiatives such as Noise awareness week activities completed.

Performance @ QTR 3 – On Target

Progress – in addition to dealing with about 300 complaints about problems such as noise nuisance and defective drainage systems, the Environmental Protection Team served 6 Noise Abatement Notices in

quarter three, 5 in relation to residential premises and 1 in relation to a commercial premise.

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. Good performance in relation to local 'broadly compliant' data for catering premises. Food hygiene rating system scores for local catering premises improved.

Performance @ QTR 3 – On Target

Progress – the Food and Safety Enforcement team continue to be on target for the year. Overall performance against the 'broadly compliant indicator' monitored by the Food Standards Agency has actually improved from 86.1% inspected being broadly compliant in December 2011 compared to 91.8% in December 2012.

5. Work with partners in the Sussex Resilience Forum, such as the Police and Fire and Rescue Services, to ensure emergency planning management and response systems are able to respond effectively to issues such as severe winter weather. (2)

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

Performance @ QTR 3 – On Target

Progress – both of the shared Emergency Planning Officers employed by Hastings and Rother Councils retired in quarter 3. A countywide review of the options for delivering local authority emergency planning officer resources is now underway, and will be concluded later this year. In the meantime the emergency planning arrangements which the previous officers helped to establish in Hastings are continuing, and the Council's remaining staff continue to implement our existing emergency plans to a high standard. The way we responded to the severe weather in mid January is a good example.

6. Deliver an effective and efficient parking enforcement scheme that supports the local economy reduces congestion and maintains traffic flow whilst the parking Agreement with ESCC remains in place. (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 3 – Slippage Possible

Progress – Comparison of data from quarter 3 this year and last year shows that the proportion of penalty charge notices (PCNs) issued to illegally parked vehicles within the bus stop corridor routes has dropped slightly from last year, but it is still averaging out at 5% of the total number issued on street. In terms of PCNs issued across the town for yellow line and bus stop clearway contraventions, this has risen from 25% last year to 29% this year. The actual number of on street PCNs issued for the quarter was 10% down on last year.

The total number of PCN's issued for off street contraventions has fallen by 26% compared to Q3 last year, this follows a fall of 9% for Q2.

This could be attributed to many factors. There is evidence nationally of a reduction in car use, and this is reflected nationally by a decline in car park income. There is also a view that motorists are more compliant as the impact of a fine on their finances is more significant. The loss of one CEO and another who retired in December, and the fact that we cannot fill these vacancies with the TUPE transfer of on street parking enforcement services to East Sussex County Council due to be completed on 31st March 2013, may also have contributed to this reduction.

7. Manage the seamless transition of on street parking enforcement back to East Sussex County Council and their Contractor by January 2013.

Measure: Staff transfer under TUPE and arrangements in place during 2013.

Performance @ QTR 3 – On Target

Progress – the Project team comprising of staff from the Council, ESCC and their contractor (NSL) met several times in quarter 3 to work through the technical transfer issues, and work is progressing according to the agreed program.

8. Develop and implement revised arrangements for the management and enforcement of off street car parks owned by the Borough Council and Foreshore Trust by January 2013

Measure: New arrangements in place during 2013.

Performance @ QTR 3 – On Target

Progress – quarter 3 saw the conclusion of the staff consultation process for the proposed merger of the waste and streetscene services team and the off street parking enforcement service. This new team will commence on 1st April 2013 when remainder of the staff employed within Parking Services will TUPE transfer to East Sussex County Council (ESCC). We also carried out the recruitment/selection process for the new merged team, which enabled us to identify the staff that would transfer to ESCC.

Management are working closely with the management and staff of Parking Services to ensure that off street parking enforcement and administrative support systems are established prior to the majority of parking staff transferring to ESCC at the end of March. Staff training is also underway to ensure the new teams are equipped with the appropriate knowledge and skills to deliver the new generic service.

9. Work with East Sussex County Council and Sussex Police to identify and implement a sustainable option for operating and monitoring the Council and Police CCTV camera network, and the other essential services such as the emergency out of hours response and co-ordination system, that are currently co-ordinated via the Council's CCTV Control Room. (2)

Measures: Conclude review commenced in 2011, present options to partners, and agree option to be implemented.

Performance @ QTR 3 – On Target

Progress – a more cost effective method of operation has been agreed and will be implemented during 2013/14. This includes the replacement of the existing obsolete back office monitoring equipment, and the relocation of the control room to the Contact Centre in a modern facility with the potential for further staffing efficiencies in the future.

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

Measures:

- Work with the member/residents to trial improvements to the containment of domestic waste particularly in the weekly collection areas .e.g. Seagull proof sacks.
- Improved facilities and targeted recycling campaigns within areas with poor recycling rates.
- Public satisfaction with cleanliness as evidenced by surveys.

Performance @ QTR 3 – Slippage Possible

Progress – work to enhance and improve the existing on street communal bins, adding co-mingled collection of recyclables in parts of Central St. Leonards, (“seven streets”) was approved in quarter three following consultation with local Ward Members and residents, and the installation work started in January.

Unfortunately our recycling rate has actually dropped to 26.3% compared to 26.9% in December 2011, and we are most unlikely to meet our target of 28% by year end. This is very disappointing given the amount of work we have put into improving recycling facilities for residents , such as the very well received improvements reported last quarter at the ‘Four Courts’ in Stonehouse Drive. We are currently unable to fully explain this negative trend. However, there is a national trend of reduced paper and glass tonnages both of which are a heavy constituent of our dry recycling, and we have seen reductions in tonnages locally. Following a change of policy by DEFRA we are also no longer able to compost leaf fall collected as part of our street cleansing operation. Last year this amounted to 200 tonnes. We are very optimistic for the future, as the newly procured East Sussex Joint Waste contract will see very positive improvements in our kerbside recycling service starting about October 2013, and the overall recycling target for the partnership is 50%.

As reported against environmental services target 2, the standard of street cleanliness assessed through independent specialist contractors remains very good overall.

11. Work with the East Sussex Waste Partnership to procure a new waste, recycling and cleansing contract that will deliver good standards of service, good value for money, and improved recycling for Hastings. (1, 2 & 5)

Measures:

- Continue to participate in the joint procurement process;
- Successful award of a new contract delivering these services within Hastings starting July 2013.

- Investigate the use of new technology to improve efficiency and performance as part of the procurement process, including the introduction of mobile software applications to facilitate community reporting of fly tipping etc.

Performance @ QTR 3 – Achieved

Progress – Kier Environmental were appointed as waste and cleansing contractor for the new East Sussex Joint Waste contract in December 2012, and will take over the services in Hastings in July 2013, with the main service improvements for refuse and recycling being introduced in October 2013, and improved street cleansing services starting straight away in July 2013.

Officers are currently working with the other local authorities and Kier on the mobilisation of the new contract to ensure a smooth transition from the existing contract and the effective communication of service changes to the community.

CORPORATE PLAN PERFORMANCE INDICATORS

This information will be reported to Overview & Scrutiny and **published on our website after the Performance Review.**

Environmental Services - Corporate Plan Indicators						
Indicator	Improvement Direction	Actual Dec 2011	DoT	Actual Dec 2012	Target Dec 2012	Target Mar 2013
1.1 Improved street and environmental cleanliness (levels of litter)	Smaller is Better	7 %		5 %		4 %
1.2 Percentage of household waste sent for reuse, recycling and composting	Bigger is Better	26.9 %		26.3 %		28.0 %
1.3 % nuisance/general public health complaints responded to within 4 working days (bonfires, noise, accumulations etc).	Bigger is Better	80.7 %		92.7 %		95.0 %
1.4 % of food establishments which are broadly compliant with food hygiene law	Bigger is Better	86.1 %		91.8 %		90.0 %
1.5 Number of crimes reported in Council car parks	Smaller is Better	4		0		7

AMENITIES, RESORTS 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.

Measures:

- Green Flags retained at Alexandra Park, St. Leonards Gardens and Hastings Country Park
- Achievement of Community Strategy target for quality open space
- Improving scope and quality of playground portfolio with Amicus Horizon

- Public satisfaction as evidenced by surveys
- Introduce a Green Dog Walkers Scheme, to encourage responsible dog ownership, in Alexandra Park, in partnership with the Friends group, at Summer 2012 events.

Performance @ QTR 3 – On Target

Progress – Green Flag target met. Applications being considered for 2013.

Boyne Road play area completed and opened. Continuing discussions with Amicus regarding completion of Oxford Road.

Green Dog Walker Scheme ongoing and will be rolled-out to Churchwood and St. Leonards Gardens in 2013.

2. Complete the tender and implement the new contracts for grounds maintenance, highways maintenance and arboriculture, in partnership with Rother District Council and Amicus Horizon.

Measures:

- Contractor(s) appointed July 2012.
- New contract(s) start November 2012.
- Joint HBC/RDC contract management, including staff transfers, completed November 2012.

Performance @ QTR 3 – On Target

Progress – Joint contract awarded to The Landscape Group.

Contract started 6th November 2012.

Work commenced on agreeing procedures to ensure the joint partnership works efficiently.

Discussions regarding possible joint HBC/RDC management will recommence in 2013.

3. Create a forward plan to sustain and develop Hastings Country Park.

Measures:

- Feasibility report on new interpretive centre costs and funding options completed.
- Assessment of options for farming subsidy and countryside stewardship completed in advance of 2013 applications to EU and DEFRA.

Performance @ QTR 3 – On Target

Progress – Continuing to discuss with prospective partners such as The Conservation Volunteers (TCV) on proposals to create a new centre.

Elected Members on the Management Forum undertook a site visit to a TCV Centre in Ashford.

Continuing to work with Natural England on future subsidies. The matter is out of our hands for the time being; the shape of the future subsidy programme is currently the subject of Government negotiations on reforms of the Common Agricultural Policy and budget setting at a European level.

4. Lead the development of Pebsham Countryside Park in partnership with Rother District Council and East Sussex County Council.

Measures:

- Proposals developed for new activities and investment in the Pebsham Countryside Park activity zone in the south of the park.
- 2012 Infrastructure work on paths and gates delivered.

Performance @ QTR 3 – On Target

Progress – Discussions are continuing with interested parties such as Bourne Leisure and the Rugby Club regarding investment opportunities in the southern part of the Park.

Progress continues to be made on delivery of the Implementation plan with new footpaths, entrance signs and way markers erected. New bridleway proposed for Pebsham riding stables.

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

Measures:

- The Surface Water Management Plan action plan implemented.
- Cross-agency and community arrangements established and maintained.
- DEFRA application for Harbour Arm funding submitted.
- Flood emergency plans implemented.

Performance @ QTR 2 – On Target

Progress – HBC is an active member of the East Sussex Flood Forum, which has assumed responsibility for County surface water management plans. ESCC is consulting on its draft Local Flood Risk Management Strategy between the 19th December 2012 and the 12th March 2013. A key strategy objective is for ESCC to work with HBC to deliver actions arising from the Hastings Surface Water Management Plan. It also confirms HBC's responsibility as a Risk Management Authority for Coastal Erosion.

Works to repair and refurbish coast protection structures are currently being tendered as part of the annual capital programme. These support the recently completed Condition Survey of Coastal Defence Structures and Asset Management Plan implemented from 2012/13 onwards.

HBC is participating in a Beach Management Plan development project with the Environment Agency and other partners and we are hopeful that Hastings will be selected as an early trial for the new format. We are in discussion with two potential partners to develop Medium Term Plan submission for 2013/14 onwards for improvements to the Harbour Arm and frontage at Carlisle Parade.

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.
- Actions from the Cultural Regeneration Strategy implemented.
- Future museum management and funding options assessed, development plan agreed and implemented.

Performance @ QTR 3 – On Target

Progress – Visitor numbers met the target for the Johns Place Museum but not the Old Town Hall Museum. There was no obvious reason for the lower numbers, other than weather and possibly slower trading generally, and sales from the shop increased from the same period last year. There were no school visits after October.

The Johns Place Museum is showing a very high rating on TripAdvisor, with 19 reviews, all but 2 above average or excellent.

Website visitor numbers also failed to meet the target. This is a trend as the website needs refreshing. Work is underway to redesign the site within the 'Famously' brand.

The main exhibition at John's Place was 'Telling Stories', an Arts Council supported exhibition of work by contemporary artists from Hastings and Margate. There were also associated events for families and adults. In the Upper Walkway there was a display of the photographic project 'Hidden Youth' run with 16-21 year olds at Xtrax. This was shown as part of the Brighton Photo Fringe.

Artist-led workshops for schools and other events were held as part of the AfriKaBa Festival and its celebration of Black History Month. In October there were free activities and new trails for The Big Draw.

Weekly Play and Learn sessions continue to be held in term-time in partnership with Hastings & St Leonards Children's Centre, In2Play and Hastings Children's Library. The Local Studies Room is open every Wednesday for researchers and those interested in family history. A series of Local History lectures by Edward Preston was very popular.

At the Old Town Hall Museum the display of work by FdA Contemporary Crafts practice students from SCCH continued into this quarter. New activities and trails were added to the family activity area.

A meeting of the group looking at the future of the OTH was held and an updated report on Museums Trusts submitted to Overview and Scrutiny Committee. As the trust option does not appear viable for the OTH on its own, other options for future management will be pursued, including increased use of volunteers or partnership with other organisations. Plans have been drawn up for partial winter closure at the OTH, to meet our contribution to budget savings, and will be subject to consultation in January.

7. Continue to deliver the Active Hastings, Active Streetgames, Hearty Lives and new Active Women programmes; deliver the objectives of our sports and physical activity strategy.

Measure:

- All Programmes targets met.
- Sports and Physical Activity Strategy adopted and first year actions implemented.

- Usage targets for Summerfields and Falaise met.

Performance @ QTR 3 – On Target

Progress – Active Hastings Partnership continued to meet. Joint action plan targets progressing as planned. Street Games and Active Hastings/Women interventions continue to ensure prioritised groups are engaged to realise the greater community benefit. External evaluation for the Active Hastings programme has been completed and demonstrates positive community impact.

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

Measures:

- Play development action plan targets met with appropriate input from play partners and service users.
- The Adventure Playground attracts children from across the town, as evidenced by monitoring data.
- Adventure Playground management arrangements negotiated and funding secured for 2013-2015.

Performance @ QTR 3 – On Target

Progress – Action plan targets met in partnership with local Play Forum. Weekly neighbourhood play sessions in areas of need continued. Playground consultation events held for Boyne Road and Oxford Road. Approx £2k of external funding achieved this quarter to support community street play sessions and crèches. Consultation held with schools regarding lunch time and after school play opportunities for younger children.

Adventure Playground continues to work towards wider engagement; activities this quarter include continuation of children's private parties, youth service and housing association-funded new youth club session and Hastings Academy partnership project. Regular evening sessions engaged approx 20-30 children per session. In2Play is now through to final round of Children in Need grant; results expected in early February. This is a 2 year revenue funding grant and could reduce the HBC contribution by roughly 10%.

9. Develop plans for sustaining and enhancing leisure facilities across the town in cooperation with other providers and users.

Measures:

- White Rock area plan developed in consultation with tenants and users.
- Funding bids submitted, in partnership with the Boyley Trust, to extend the Skate Park within agreed phase 2 plans
- Hollington BMX trail delivered.
- Assessment of playing field changing rooms completed, funding bids submitted and facilities refurbishments implemented as funding is identified.
- Align our plans with the commitments of the Anti-Poverty Strategy's 2012 action plan.

Performance @ QTR 3 – On Target

Progress – Discussions are underway with Indoor Bowls and Freedom Leisure over proposals for new or expanded White Rock facilities. These proposals will be incorporated into an area plan to determine new uses of disused areas (greens, tennis courts).

Tender process initiated for skate park extension. User involvement and consultation continues.

BMX trail is a seasonal activity and will reopen in the Spring.

Potential funding streams for changing rooms continue to be explored with Sport England. The required condition assessments will be undertaken in Quarter 4.

The Sports Strategy and Physical Activity Strategy was adopted in 2012. The joint action plan is being monitored by Active Hastings Partnership and links to the commitments of the Anti-Poverty Strategy for affordable activities and reducing barriers to participation.

10. Deliver refurbishment of public realm assets, particularly where justified by energy efficiency and reductions in maintenance liabilities.

Measures:

- Delivery of our annual programme of public convenience maintenance and refurbishment.
- Revamped fingerpost signage scheme extended through the town centre.
- Review and rationalisation proposals for decorative lighting agreed.

Performance @ QTR 3 – On Target

Progress – Ore Village public conveniences refurbishment completed and opened in November. Included additional works for water ingress. Cross Street refurbishment completed and opened in October. Rock-a-Nore gent's facility and the land to the western side are to be sold. Rock-a-Nore ladies refurbishment scheme will commence in January 2013. Planning permission has been granted under Section 12 permitted development. Pelham Place refurbishment due to commence next quarter. Planning permission has been granted under Section 12 permitted development.

The second phase of the revamped fingerpost signage scheme is underway in the town centre, towards the seafront and up Queens Road. Refurbishments will take place throughout Quarter 4.

Decorative Lighting: Prices have been agreed for an extension of the promenade 'Sticks of Rock II' scheme (incorporating LED lamps and remote computer controls). Location to be agreed for a Spring installation.

Floodlighting to Butler's Gap has been replaced with fewer, higher efficiency lamps.

11. Monitor the quality and popularity of programming at the White Rock Theatre and its role in the delivery of the Cultural Regeneration Strategy.

- Attendance targets met.
- Actions from the Cultural Regeneration Strategy implemented.

Performance @ QTR 3 – Slippage Possible

Progress – This year’s pantomime production of “Peter Pan” has been very successful and audiences continue to grow year on year. Attendance figures of 17,404 were 2.6% up on last year and a 30% increase since HQ Theatres took over the operation of the theatre.

Other successful productions were the Hasteleons ‘Oliver’ attracting 2805 attendees and the local Scouts Gang Show was similarly popular with 3,220 attendances.

The Theatres “White Rock Friends” scheme has been completely reviewed and re-launched with several offers attached making the scheme more attractive and beneficial to members. Benefits include no booking fee, 10% discount in the cafeteria, invitations to Friends events, discount vouchers, email offers and priority on-sale announcements.







The Theatre has continued to develop community, education and youth activities, expanding the use of the Sussex Hall and encouraging need double the number of schools to visit.

From the start of the next financial year, attendances at community hirings and participants of community hirings events will be monitored and reported. This should help to provide a more rounded understanding of the impact and benefit of the theatre on and to the local community.

Although the overall attendance figure has not achieved the target of 80,000 visitors, the number of shows and the capacity per show continue to rise.

CORPORATE PLAN PERFORMANCE INDICATORS

This information will be reported to Overview & Scrutiny and published on our website after the Performance Review.

Amenities, Resorts & Leisure - Corporate Plan Indicators							
Indicator	Improvement Direction	Actual Dec 2011	DoT	Actual Dec 2012	Target Dec 2012	Target Mar 2013	
2.1 Number of people attending White Rock Theatre performances	Bigger is Better	44,295		50,289		62,905	80,000
2.2 Number of visitors to Hastings Museum and Art Gallery	Bigger is Better	26,644		30,303		26,800	35,000
2.3 Total attendances at Council Leisure Centres	Bigger is Better	278,039		292,460		268,000	366,000

REGENERATION DIRECTORATE

REGENERATION SERVICES

1. In partnership with others, encourage the creation of sustainable employment, particularly by the private sector, and the ability of local people to gain and maintain employment (1)

Measures:

- To develop and deliver an employability project aimed at assisting people to gain employment.
- To develop an inward investment strategy

Performance @ QTR 3 – On Target

Progress – Jobcentre Plus funding was successfully applied for, to deliver 200 new work experience places across Hastings and Rother, set up a web-based point of information (which Hastings Direct has agreed to host), develop a network of mentors, and link work experience to apprenticeships. This will run from March 2013.

A work experience toolkit has been drafted in consultation with local partners, aiming to give employers information for offering work experience (including for school students and unemployed people) – to be published in Q4

Working with the College and the Observer Group, a campaign has been agreed to run from February, to promote more employer activity in work experience and schools contacts.

The Equalities Impact Assessment for the Apprenticeships Initiative led to draft information for employers on equalities – to be published in Q4.

Contract negotiations are underway between East Sussex County Council and the preferred contractor to deliver the countywide inward investment service.

2. Work with key local and regional partners to build on the success of the Five Point regeneration plan and attract new inward investment into the area. (1)

Measures:

- To lead the development of an action plan for agreement by the Hastings & Rother Task Force by the end of Q2 2012/13 and then monitor its implementation.
- Play an active part in supporting the work of East Sussex Energy & Infrastructure & Development Limited (ESEID) in bringing forward new employment and housing schemes in the Hasting and Bexhill area.

Performance @ QTR 3 – On Target

Progress – The Hastings and Rother Task Force met in October. A working group was established to consider the feasibility of an Enterprise Zone for the area and has met for initial discussion. The first stages of the Link Road construction have commenced. Sussex Coast College is leading on the

development of an Adult Skills Strategy for the Hastings-Rother area for implementation in 2014-15.

3. Support the fishing industry through implementation of the Fisheries Local Action Group (FLAG) business plan. (1)

Measures:

- £430k of Axis 4 funding spent or committed on FLAG projects in line with the Business Plan.
- Seafood Training Kitchen installed and operational in the Classroom on the Coast, Stade Hall.

Performance @ QTR 3 – Slippage Possible

Progress – The first two FLAG projects have been awarded funding. This enabled purchase of 3 bull-dozers to manage shingle gradients on the fishing beach and delivery of the first Hastings Herring fair which was a great success despite the appalling weather.

The possible slippage is due to the continuing delays and regulatory changes imposed by the Marine Management Organisation (MMO), the national accountable body. This situation is affecting all six English FLAG programme. We are currently awaiting the MMO's decisions on three further applications. If approved, these will fund the installation of the Seafood Training Kitchen in Stade Hall, upgrading works to Hastings Fish-Market and the employment of a full-time FLAG programme development officer. Total cost for the 5 projects is £205k which includes £144k of Axis 4 funding.

Matched funding for the Seafood Kitchen was approved by the Foreshore Trust Charity Committee. The timing of this project is dependent on the MMO decision. The works will not require planning permission.

4. Lead the implementation of an international programme to identify effective measures to reduce the carbon footprint of industrial estates through management of the EU Interreg funded Answers in the Carbon Economy programme. (5)

Measures:

Complete modification process (by June 2012). Meet outputs and targets arising from this process

Performance @ QTR 3 – On Target

Progress – 2nd Financial Claim successfully completed, with Interreg funds now received and redistributed to Partners as appropriate.

3rd Partner Steering Group meetings and events held successfully in Ghent in November. Planning for mid-term conference in Dunkerque now being planned for March 2013.

Architects have been appointed to offer design options for the refurbishment 30-36 Theaklen Drive. Consultation and discussions have also commenced with local businesses to consider their own solutions for carbon reductions with the help of the project and design team where possible. These discussions are also being facilitated by Bausch and Lomb (lens manufacturer) and Remade (an EU funded business carbon reduction project).

5. Continue to promote the cultural regeneration of Hastings through a series of events and projects that involve residents in creative activity and that attract audiences into the town. (1, 4)

Measures: Delivery of an agreed programme of cultural events between April – October. Performance Indicators: Audience numbers, qualitative audience consultation, residents engaged in interactive workshops/performances, number of performances and workshops.

Performance @ QTR 3 – On Target

Progress – Initial figures in relation to the successful inaugural Stade Saturdays programme were reported in Q2. The results of the qualitative audience consultation, the on-line surveys, media coverage and feedback from performers are currently being compiled, and planning and programming for the 2013 season is underway.

6. Support the work of Area Management Boards, members of the community and voluntary organisations in identifying and implementing measures to improve local neighbourhoods. (1, 4)

Measures: Achievement of Local Area Management Plan targets.

Performance @ QTR 3 – On Target

Progress – In November 2012, the Council's Cabinet agreed that the dedicated officer support for AMBs cease at the end of March 2013. It was also agreed that the focus for the remainder of this year be on supporting each AMB to develop and implement an appropriate exit plan. The regeneration team will work with residents and other partners to develop these plans where possible.

7. Continue to promote and work with other agencies and local residents to achieve a more cohesive and inclusive community. (4)

Measures:

- Cultural activities including Black History Month, Chinese New Year; International Women's Day, White Ribbon Day, and Refugee Week delivered.
- Increased opportunities for intergenerational interaction through workshops and the Senior Forum's and Youth Council's grant awards process enabled.
- Continue to support the work of groups such as the BME Practitioners Group, the Interfaith Forum and the Hastings Intercultural Organisation.

Performance @ QTR 3 – On Target

Progress –

Black History Month – the now annual festival took place during the month of October with some showcase events at Stade Open Space, Hastings Museum, Stables Theatre and at the Azure in St Leonards.

White Ribbon Day - HBC co-ordinated a multi agency series of activities leading to an event in the town centre on 23rd November 2012. Activities include Penny Beale providing talks at SCCH, updating the Hastings White Ribbon leaflet, providing information packs to schools, media coverage and pledge signing across the town to 'Never commit condone or remain silent about domestic violence'. This year there was considerable efforts to raise awareness of domestic abuse and violence in secondary schools.

International Children's Day - took place on 24th November in St Mary's in the Castle. The event, coordinated by Women's Voice, attracted over 300 individuals. A number of partners including HBC, ESCC and Children's Centres supported activities on the day.

Eat Global – plans for the Eat Global event in March 2013 has been set in motion with the help of some key BME businesses in the town.

Cultural Calendar - a single page 'cultural calendar' is being produced by the council showing how 'famously diverse' Hastings has become. Details of all the events listed will be available on the Borough Council's website: - <http://www.famouslyhastings.com/live/culturalevents2013/>

8. Work with the police and other partners and lead the Safer Hastings Partnership and dedicated community safety activities to reduce crime and improve neighbourhood safety. (2, 4)

Measures: Achievement of Community Safety Plan targets;

- Continue to fund additional support to victims of hate crime and domestic violence over and above County wide provision
- Convene and support a Hastings Hate Crime Steering Group
- Achievement of Community Safety Plan targets
- Run monthly Multi Agency Tasking Team meetings and co-ordinate resulting action plans/interventions
- Commissioned targeted interventions to reduce crime against business and support the evening economy.
- Commission targeted interventions which reduce antisocial behaviour by supporting families with multiple problems.
- Play a full part in the Police Crime Panel scrutiny arrangements following the election of the local Police & Crime Commissioner.

Performance @ QTR 3 – On Target

Progress – The Hate Crime steering group continued to oversee work to support victims of hate crime and raise awareness of this issue. Delivery of funded interventions is on target.

In total 673 fewer crimes have been reported year on year including 24 fewer burglaries to people's homes, 45 fewer vehicles stolen and big reductions in criminal damage. An area of concern remains around violent crime with an increase of 11.5% (101) in public place violent crime. There has however been a reduction of 31% (15) in offences of serious violence.

All current council led / commissioned initiatives put in place to reduce crime and ASB are delivering effectively and contributing towards the achievement of council and partnership targets.

Examples of other activities undertaken are:

- Playing a lead role in community safety events promoting responsible dog ownership
- The Hastings Community Alcohol Partnership (CAP) is playing a key role in coordinating actions to reduce the harm caused by alcohol.

- Providing enhanced support to Police / Partnership Neighbourhood Panels ensuring community concerns about crime and ASB are responded to.
- Supporting Sussex Police in re-establishing a fully constituted Neighbourhood Watch Committee in Hastings & St Leonards.
- Providing continuity of coordination of the Safer Hastings Partnership following two changes of Community Safety Support Officer.

The new Police & Crime Commissioner Katy Bourne has now been appointed. She is expected to outline her five plan priorities for crime and policing in January 2013 together with budget proposals. An initial summary of Hastings Community safety issues & achievements has been provided in a composite document and more detailed local profile is being developed ahead of a planned visit by the Commissioner to see what progress has been made and assess future challenges.

9. Progress the Hastings Local Plan (Formerly the Local Development Framework) by preparing the Spatial Strategy, and the Development Management Plan. (1, 4 & 5)

Measures: The Planning Strategy will be the subject of public consultation during quarters 1 and 2, a final version submitted to the Secretary of State in quarter 3, and the Examination in Public is programmed to commence in quarter 4. A draft Development Management Plan will be prepared and published for further public consultation in quarter 3 and 4, and then submitted to the Secretary of State in quarter 1 of 2013/14.

Performance @ QTR 3 – On Target

Progress – The proposed submission of the Planning Strategy was the subject of formal public consultation under Regulation 19 from May to August and the results of that exercise were reported to Cabinet on 8th October. The document with the required additional submission documentation and a schedule of suggested minor amendments were formally submitted to the Secretary of State on 31st October. It will be the subject of an Examination in Public with the hearings due to commence on 5th February. The appointed Planning Inspector will determine whether the document is legally compliant and sound and make suitable recommendations in a report likely to be submitted in April. A programme officer was appointed to manage the examination progress on behalf of the Inspector. She will liaise with everyone who made a formal representation at the Regulation 19 stage.

The Development Management Plan (DMP) with associated documents were finalised during Q3 taking full account of the earlier public consultation undertaken during 2012. The proposed submission version of the DMP was considered and agreed by Cabinet on 5th November and full Council on 19th December and will be the subject of public consultation under Regulation 19 for a 12 week period commencing 21st January. Subject to satisfactory progress of the Planning Strategy the DMP is programmed to be the subject of an Examination in Public from November.

Proposals for dealing with community asset nominations were developed and approved by Cabinet in 2013. A nomination from the Hastings Pier and White Rock Trust for Hastings Pier to be listed as a community asset was processed and confirmed in early January.

10. Respond to the Council's responsibilities contained in the Localism Act in relation to neighbourhood planning. (6)

Measure: Present a report to Cabinet during 2012/13 setting out the additional responsibilities, duties and challenges to the Council following changes relating to neighbourhood planning in the Localism Act.

Performance @ QTR 3 – Achieved

Progress – The duties and obligations in relation to Neighbourhood Planning were reported to Members (CAP) in April. As reported in Q2, training for members has taken place, and information about Neighbourhood Plans are published on the Council's website and updated as necessary.

11. Support to the Voluntary and Community Sector through the Community Partnership fund to be reviewed (4)

Measures: Conclude review of Council's financial support commenced in 2011 and agree options to be implemented. Seek the views of community based organisations on the outcome of the review.

Performance @ QTR 3 – Achieved

Progress – Review of Community Partnership Funding process has been completed and the results published. The outcome of this review informed the next round of the CPF programme which covers the two year period 2013-14 – 2014-15. Cabinet approved CPF allocations in December, subject to the Council's budget decisions in February 2013 and February 2014.

CORPORATE PLAN PERFORMANCE INDICATORS

This information will be reported to Overview & Scrutiny and **published on our website after the Performance Review.**

All crime rate figures below are per 1,000 population, and given for the rolling year - i.e. the 12 months to the end of the month shown below. Targets for the end of the quarter and the end of the year are the same because a rolling year figure is reported.

Regeneration & Planning Policy - Corporate Plan Indicators						
Indicator	Improvement Direction	Actual Dec 2011	DoT	Actual Dec 2012	Target Dec 2012	Target Mar 2013
3.1 Overall crime rate / 1,000 population	Smaller is Better	86	↓	76	★	84
3.2 Public place violence / 1,000 population	Smaller is Better	10.1	↓	10.9	▲	9.7
3.3 Criminal damage / 1,000 population	Smaller is Better	18.0	↓	14.2	★	17.4

HOUSING AND DEVELOPMENT SERVICES

1. Subject to the results of site feasibility studies, assist a second phase of housing at Ore Valley by March 2013. (1)

Measure: Secure planning permission, funding and agree revised implementation plan with partners.

Performance @ QTR 3 – Will Not Meet Target

Progress – The Bellway Homes have confirmed that they will not be proceeding with second phase of housing. Discussions are now underway with Seaspace successors regarding the best options for securing and safeguarding the land for future uses. This will be the subject of a revised corporate plan target for 2013/14. The long held desire for a health facility on the site is now being realised with recent confirmation that a pharmacy and local doctors surgery will be built close to phase 1 of the development adjoining Hughenden Road and Parker road.

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

Measure: Reduction in the total number of dwellings empty for more than 2 years (Target of 30 returned to use per annum).

Performance @ QTR 3 – Achieved

Progress – A total of 73 Empty Homes have been back into use to date, 58 of which having been empty for over two years. This has been an exceptional year for returning empty homes back into use with our target having been well exceeded.

3. License a minimum of 175 Houses in Multiple Occupation to protect tenants and improve standards. (1, 4 & 5)

Measure: 175 licenses issued in the 4 wards of Gensing, Central St Leonards, Braybrooke and Castle per annum.

Performance @ QTR 3 – On Target

Progress – The Additional Licensing Scheme has now been in operation since September 2012. The number of applications received continues to grow. Significant progress has been made in processing applications during the last quarter with a total of 143 licenses having now been issued. We anticipate that the target will be met by year end.

4. Undertake a review and produce revised policies for the allocation of affordable housing within the town. (4 & 5)

Measure: Cabinet adoption of revised allocation and strategic tenancy policies.

Performance @ QTR 3 – On Target

Progress – The draft Housing Allocation Scheme was approved by Cabinet on 3rd December 2012 to go out for public consultation for 12 weeks (consultation ends 26th February 2013). It is anticipated that the revised Allocation Scheme will be implemented on 1st April 2013.

On 3rd December 2012 Cabinet also approved the Council's draft Tenancy Strategy for circulation with Registered Providers and stakeholders for comment. The deadline for comments is 26th February 2013.

5. Work with Local Space and other partners to implement new regeneration plans for Central St Leonards, including the acquisition of a minimum of 20 units of HMO accommodation in 2012/13. (1, 4 & 5)

Measure: Implement a new housing enforcement programme and assist Local Space Housing association in securing funding for the delivery of the 100 unit scheme over the period 2011-15.

Performance @ QTR 3 – Will Not Meet Target

Progress – As reported previously Local Space are not proceeding beyond the pilot projects. However, The Council has made considerable progress with AmicusHorizon and the HCA in developing an alternative proposal that will secure the continuation of this major regeneration project. A funding proposal is being considered as part of the Councils budget setting at Cabinet 18th February 2013. If approved, significant inward investment will have been secured for the area, and a range of regeneration activity will be reflected in revised corporate targets for next year

6. Continue to 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)

Measures: Taking up of final grant offers and completion of site works.

Performance @ QTR 3 – On Target

Progress – On Target –grant offer made and accepted in respect of the Congregational Church, initial works underway on site. Works are anticipated to complete in late 2013.

7. Progress improvements to the Pelham Arcade Restoration through English Heritage supported grant scheme. (2)

Measures: Encourage the taking up of grant options; facilitate processing of parallel grant submissions to English Heritage and the Council and taking projects to start work on site.

Performance @ QTR 3 – On Target

Progress - Works underway at western end of the arcade. Planning Permission granted for works to 6-8 Pelham Arcade, and Listed Building application referred to Secretary of State. Works will commence shortly. However, there is little interest from other owners, and confirmation of funding from English Heritage for the next financial year is yet to be confirmed.

8. 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

Performance @ QTR 3 – Achieved

Progress – Target Exceeded – 46 completed

9. Convene the Council's Pre application Consultation Forum where appropriate bringing together developers, councillors and the community to consider significant planning developments in advance of planning applications being submitted.

Measure: TBD

Performance @ QTR 3 – On Target

Progress – No applications have met the criteria for a forum during this reporting period.

CORPORATE PLAN PERFORMANCE INDICATORS

This information will be reported to Overview & Scrutiny and published on our website after the Performance Review.

No targets have been set before the end of the year for the following indicators as it is not possible to predict completion of works on a quarterly basis. Targets are therefore only shown for the end of the year for these indicators:

4.04 Number of affordable homes delivered

4.09 Net number of new homes built

4.10 Number of neglected and derelict buildings improved

Housing & Development - Corporate Plan Indicators							
Indicator	Improvement Direction	Actual Dec 2011	DoT	Actual Dec 2012	Target Dec 2012	Target Mar 2013	
4.01 Number of homelessness acceptances	Smaller is Better	50		68		60	80
4.02 Homelessness prevention - households who considered themselves as homeless, who approached the local housing authority's housing advice service, and for whom housing advice casework intervention resolved their situation	Bigger is Better	1,334		1,461		1,350	1,800
4.03 Number of private sector dwellings (units) brought in line with the current statutory standard	Bigger is Better	71		125		90	120
4.04 Number of affordable homes delivered	Bigger is Better	30		50			53
4.05 Long term (2+ years) empty properties returned to use	Bigger is Better	31		58		22	30

Housing & Development - Corporate Plan Indicators							
Indicator	Improvement Direction	Actual Dec 2011	DoT	Actual Dec 2012		Target Dec 2012	Target Mar 2013
4.06 % major residential & commercial planning applications determined within 13 weeks	Bigger is Better	31.3%		60.9%		60.0%	60.0%
4.07 % minor residential & commercial planning applications determined within 8 weeks	Bigger is Better	87.2%		83.1%		85.0%	85.0%
4.08 % householder planning applications determined within 6 weeks	Bigger is Better	58.3%		68.1%		60.0%	60.0%
4.09 Net number of new homes built	Bigger is Better	178		131			200
4.10 Number of neglected and derelict buildings improved	Bigger is Better	31		46			45

4.01 - Homelessness presentation and Applications have increased significantly as result of increased demand for assistance. The main cause of homelessness is relationship breakdown and termination of AST in the private sector.

4.07 The target was increased from 65% to 85% two years ago. This is a near miss, but it seems that in the long term a target of 80% might be more sustainable. This is still well in excess of the 65% target sought by government.

MARKETING AND COMMUNICATIONS SERVICES

1. Provide a comprehensive communications service for the Council (internal and external).

Measures: Web visits increased by 10% year on year, increase number of twitter followers by 50% and increase in Facebook friends % TBD.

Performance @ QTR 3 – On Target

Progress – There were 83 570 visits to our websites in this quarter, and 408 354 page views, compared to figures of 61 040 and 389 918 respectively for the same quarter last year.

Twitter followers are up from 1000 on December 2011 and have now passed the 2000 threshold to a current figure of 2118. Facebook is no longer seen as the most appropriate medium for this type of communication.

2. Produce a tourism marketing plan for Hastings & 1066 Country for implementation in the 2013 season, acknowledging the current and expected changes in the funding and delivery structures for tourism nationally and regionally.

Measures: Plan completed by September 2012 and subsequently delivered.

Performance @ QTR 3 – On Target

Progress – The tourism plan was finalised, and is now being worked upon. Our 2013 holiday guide will of course be 'Famously Hastings' and is currently being finalised (see below).

We continue to work well with Tourism South East, and continue to achieve some very good editorial coverage in newspapers and magazines, both domestically and internationally.

3. Support Hastings' different festivals and events, and organise the Olympic Torch Relay visit, and Seafood & Wine Festival, to attract visitors and make the town a better and more inclusive place to live.

Measures: All HBC-supported events delivered successfully in partnership with their respective organisers, and the Olympic Torch Relay visit, and the 2012 Seafood and Wine Festival, delivered successfully.

Performance @ QTR 3 – On Target

Progress – As reported in the Q2 report, Hastings Week was affected by very poor weather. There was heavy rain on the second Saturday (causing the Battle re-enactment to be cancelled the following day), but all events went ahead as planned. Crowd numbers for the torchlight procession, bonfire and fireworks were down, because of the weather, although the procession itself was one of the biggest ever, and the fireworks were exceptionally good, thanks to the volunteer organisers.

The 88th Hastings International Chess Congress took place between 28th December and 6th January and achieved national media coverage, notably in the broadsheet newspapers. Hastings Borough Council's continued support of the event was widely and gratefully acknowledged.

4. Introduce a new 'LivinginHastings' website, continue to maintain the Council's IT network, and provide IT support to enable the smooth running of the Council.

Measures: New website introduced using our Content Management System, 95% of all Helpdesk calls within target time resolved and a network availability of 99% achieved.

Performance @ QTR 3 – On Target

Progress – The new 'famouslyHastings.com' website was launched at 'Let's Do Business' on 1st November, and has been well received, with a number of other organisations and businesses already saying they are interested in using it. The website continues to be added to, and has some excellent content.

In Q3, 97.36% of 1325 helpdesk calls were closed within target. In the year-to-date, 97.45% of 3886 helpdesk calls have been closed within target. In Q3, computer network availability was 99.97%.

5. Support the roll out and take up of next generation broadband to the town

Measure: All Hastings exchanges broadband-enabled. Work with other partners to maximise broadband coverage of Hastings

Performance @ QTR 3 – Slippage Possible

Progress – As previously noted, the Castleham exchange is now included in the next phase of BT OpenReach's commercial rollout of Next Generation Broadband, with a go live date of 'by the end of 2013'. Next Generation Broadband can now be ordered on the Baldslow and Hastings exchanges.

BT OpenReach has continued its work to enable the 'green boxes' in the Baldslow and main Hastings telephone exchange areas. As work on each green box completes, it is 'released for service' and customers connected to that box are then able to order next generation broadband from a range of Internet Service Providers.

We continue to press BT for a summary of the final coverage that these works will provide, and also to produce co-branded marketing material to advise the public on both the availability and benefits of next generation broadband.

6. Contribute to a number of partnerships to further the town's infrastructure regeneration efforts by:

- Lobbying for improvements to road transport links e.g. Hastings Bexhill Link Road, Tonbridge to Pembury A21 dualling.
- Campaigning to retain, improve and develop rail links to serve the town

Performance @ QTR 3 – On Target

Progress – Preliminary work on constructing the link road is now under way, of course, with the tree clearance work attracting some publicity.

As reported previously the Highways Agency announced in October that it is to resume the statutory process for dualling the A21 between the Tonbridge and Pembury bypasses. HBC's news release welcoming the decision featured prominently on the BBC south-east today website.

We submitted our responses to the consultation document on the next Southern and southeastern rail franchises during this period, although the timetable for letting these is now being delayed following Virgin's successful challenge of the West Coast Main Line franchise tender.



CORPORATE PLAN PERFORMANCE INDICATORS

This information will be reported to Overview & Scrutiny and **published on our website after the Performance Review.**

The total number of visits to the Council's websites from the start of April to the end of December 2012 was 296,006, of which 83,570 were in the third quarter. The new website was launched in August 2011, so there are no comparable figures before the third quarter of 2011, when there were 61,040 visits.

The total number of page views from the start of April to the end of December was 1,485,656, of which 408,354 were in the third quarter. There were 389,918 in the third quarter of 2011.

No targets have been set until a full year's data for the new website is available.

Marketing & Communications - Corporate Plan Indicators						
Indicator	Improvement Direction	Actual Dec 2011	DoT	Actual Dec 2012	Target Dec 2012	Target Mar 2013
5.1 Unique visitors to the Borough Council's websites	Bigger is Better	61,040		296,006		
5.2 Page Views on the Borough Council's websites	Bigger is Better	389,918		1,485,656		

CROSS CUTTING TARGETS

7. SEAFRONT STRATEGY

Brief: The Council adopted a Seafront Strategy in 2005 and has a member/officer Seafront Regeneration Group. This oversees a seafront action plan which seeks to deliver and maximise the economic, social, environmental and health within the available resources.

Director: Simon Hubbard

Contributions: All Heads of Service

Lead Member: Cllr Chowney

O& S: Services

2012/13 Target(s)

- a) To support the opening of part of the White Rock Baths during the financial year including the delivery of enabling works.
- b) Bottle Alley feasibility study review and agreed options implemented or planned.
- c) Seafront play and exercise facilities completed.
- d) Beach management plan delivered.
- e) Forward plan of action for Charity Committee delivered.
- f) Programme of cultural activities on the Stade.
- g) To investigate potential sustainable seafront transport schemes.

Performance @ QTR 3 – Target Requires Amendment

Progress –

- a) Marketing of the White Rock Baths is underway.
- b) Discussions commenced with ESCC over new parking spaces adjacent to Bottle Alley.
- c) Completed
- d) Beach management plan completed and being monitored by Coastal Users Group
- e) Updated forward plan adopted by Charity Committee at their December meeting.
- f) Stade Saturdays programme concluded for 2012-13.
- g) Work on possible sustainable seafront transport schemes has been undertaken, and a paper will be brought forward to Cabinet in February

8. HASTINGS PIER

Brief: Seek to acquire the Hastings Pier through a Compulsory Purchase Order and transfer it to the Hastings Pier and White Rock Trust.

Director: Simon Hubbard

Contributions: All Heads of Service

Lead Member: Cllr Chowney

O & S: Services

2012/13 Target(s)

- a) Service of a Compulsory Purchase Order on the current owners of the Pier.
- b) General vesting declaration and transfer of ownership to the Hastings Pier Charity (subject to a successful bid by the HPWRT for Heritage Lottery Funding).

Performance @ QTR 3 – On Target

Progress – Hastings Pier and White Rock Trust was successful in its application for £11.4m grant from Heritage Lottery Fund. Grant award negotiations now underway. General vesting declaration process awaiting the conclusion of these. We are awaiting the outcome of our joint Coastal Communities Fund bid which, if successful, will support further development of Hastings Pier.

9. HASTINGS CASTLE

Brief: Following the earlier, unsuccessful bid to the HLF, work up a Stage 1 bid for HLF funding for improved access (physical and intellectual) to Hastings Castle, and improved visitor and staff facilities.

Director: Simon Hubbard

Contributions: All Heads of Service

Lead Member: Cllr Chowney

O & S: Services

2012/13 Target

To work with English Heritage, the local community and other stakeholders to submit a revised bid to HLF, taking into account their feedback on the failed bid, by end Q3 2012/13, for approval by end Q1 2013/14

Performance @ QTR 3 – Will Not Meet Target

Progress – The project board has met for its first meeting. Following on from the major HLF award (£11.4m) to the Pier in November 2012, it was thought that another major bid from Hastings was less likely to be successful if submitted so soon after that announcement. The 2013/14 draft Corporate Plan are to work with English Heritage, the local community and other stakeholders to submit a revised bid to HLF, by end of Q2 2013/14, for approval by end Q4 2013/14; work to be completed by end of Q2 2016/17

10. REBRANDING HASTINGS

Brief: To promote Hastings as a place to live, work and invest, utilising the many positive assets and opportunities that exist in the Hastings area.

Director: Simon Hubbard

Contributions: All Heads of Service.

Lead Member: Cllr Chowney

O & S: Services

2012/13 Target

- a) To agree and begin to implement an inward investment strategy together with partners on the Hastings & Rother Task Force.
- b) To work with the Town Centre Management Committee and other to improve and maintain the public realm in the town centres and market the retail offer.
- c) To work with partners to improve the evening economy in the town.
- d) To work with partners to agree and deliver an image improvement plan.
- e) To continue to market Hastings as a visitor destination, emphasising the growing cultural and artistic vibrancy found in the area including the opening of the Jerwood Gallery.
- f) To work with South Coast College Hastings and University Centre Hastings and Town Centre businesses to improve the attractiveness of Hastings to students as a place to live and study.

Performance @ QTR 3 – On Target

Progress –

- a) The Six point plan has been adopted by the Hastings and Rother Task Force. This plan builds on the regeneration to date. Negotiations are underway for a new countywide inward investment service which is anticipated to be launched early in 2013/14.
- b) We have contributed to the new ESCC public realm policy, currently in consultation. An agreement in principle has been reached on like-for-like replacement of ESCC assets (street lighting and paving) in town centre or other sensitive areas with HBC contributions. The town centre fingerposts are undergoing refurbishment and Wellington Place planters and seating will be upgraded in early Spring
- c) and f) The Council continues to facilitate regular meetings of the Evening Economy steering group and the delivery of promotional activities and incentives to encourage greater use of Hastings night-time venues, particularly by university students. A successful student led market was held in the Trinity Triangle area in December, and this is due to be repeated at Easter. A regular student night has been established on Tuesday nights at Bar Moda.
- d) As noted above, our overarching brand image for Hastings, for use by any organisation with a connection to the town, 'famously Hastings', launched at Let's Do Business on 1st November. It includes a brand new website, www.famouslyhastings.com, showing Hastings as a great place to live, visit, study and invest, and branding guidelines are being produced for organisations wanting to use the new brand. As noted in the 'Marketing & Communications' area above, this has been very well received, with a number of other organisations and businesses already saying they are interested in using it..
- e) Our tourism marketing work (advertising, PR, etc.,) emphasises the improved cultural offer here in Hastings, including the Jerwood Gallery, Stade Saturday, Coastal Currents, as well as the artists' quarters in the Old Town and central St Leonards. The 2013 visitor guide will of course be 'famously Hastings', again as noted above.