

Quarter 2 progress - to end September 2013/14

Exception Report Summary

The following targets for this committee's area of responsibility in Part II of the Council's 2013/14 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 listed in the accompanying covering report.

Target no./Service	Target Status
2. Environmental – Waste Services and Off Street parking Team	Slippage possible
6. Environmental Services – CCTV at the Town Hall	Slippage possible
3. Amenities Resorts & Leisure – Hastings Country Park Nature Reserve and Combe Valley continued management	Slippage possible
11. Amenities Resorts & Leisure – White Rock Theatre	Slippage possible
4b Regeneration and Planning Policy – Development Management Plan	Will not meet target
1. Housing and Planning – viable development plans Ore Valley site	Slippage possible
4. Housing and Planning – Homelessness Strategy	Achieved
5. Housing and Planning – Townscape Heritage Initiative	Slippage possible
6. Housing and Planning – Pelham Arcade	Slippage possible
1. Marketing and Communications – Communications Service	Slippage possible
10. Cross Cutting – Hastings Castle	Slippage possible

The following updates are given against targets in the Council's Corporate Plan 2013/14 – 2015/16.

Targets are listed under the service responsible for delivery. By achieving these targets, the Council will be delivering our overarching priorities for 2013/14 shown below. These are listed in no particular order:

Fairness and Equality

To provide high quality services that meet the needs and improve the quality of life of all our citizens, promoting equality of opportunity through a culture of openness, fairness and transparency, enabling local people to hold us to account.

Economic & Physical Regeneration

To secure economic & physical regeneration that produces high quality new developments while preserving the best of our heritage, promoting infrastructure improvements, economic growth and employment, particularly in tourism, creative industries, and high-tech manufacturing & research.

Narrowing the Gap

To 'narrow the gap' between the opportunities of our most deprived communities and those of the rest of the town, as well as between Hastings and the rest of the South East.

Facing Financial Challenges

To meet the current financial challenges by maximising the resources available to us through efficiency improvements, income generation, attracting external funding and investigate sharing services, maintaining an organisation that values its staff and is good to work for.

Interventionist Council

To keep the town clean, safe and attractive, using direct actions to tackle enviro-crime, poor housing, eyesore properties, derelict land and improvements to the public realm.

Environmental Sustainability

To tackle climate change and improve the borough's environment by reducing our own carbon footprint, maintaining high-quality green spaces, promoting sustainable transport, and encouraging 'green' industries.

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.

Measures:

- a) Alcohol & drug related crime levels.
- b) Perceptions of residents (town centre) feeling safe outside after dark - measured by the Local Place Survey.
- c) Amendments to Licensing Act reviewed as they arise and implemented locally as appropriate.

Performance @ QTR 2 – On target

Progress –

- a) As reported under target 8 and the corporate plan indicators, overall crime rates in Hastings are continuing to reduce. These include crime rates for anti-social behaviour, acquisitive crime often associated with offenders feeding a drug habit, drug possession and trafficking, and violent crime in a public place.
- b) The 2013 survey results have very recently become available and a preliminary assessment of the 'perceptions of safety' question appear to show little change since the 2011 survey, suggesting that the significant improvement since 2009 has been sustained.
- c) So far in 2013/14 no amendments to the Licensing Act have been required.

The team continues to play an important role in maintaining and improving public safety through the various statutory licensing systems it administers and enforces.

In quarter 2 this included issuing 4 new licences under the Licensing Act 2003, one for a specialist wine shop, one for a café and two for small off licences. All had new conditions linked to the "Reduce the strength" campaign attached to their licences. In addition 2 applications for minor variations were received, and a major variation to a licence for a large public house, which has resulted in several representations and the need for consideration by the Licensing Sub-Committee, which refused the application. They also conducted a review of a premises licence in Queens Road following a trading standards operation. The licence for the premises was revoked and is currently subject to appeal in the Magistrates Court.

The team has been heavily involved with partners in the launch of the "Reduce the Strength" campaign to get off licences to restrict their sales of high strength beers and ciders. The launch took place on 18th October, and work continues to encourage licensees to apply to voluntarily have a new condition attached to their off sales licence, restricting the sale of strong beers, lagers and ciders with an alcohol by volume content of greater than 6.5%. This campaign will help to address issues associated with street drinkers in the town.

Environment and Safety Committee met to consider reports relating to several taxi drivers, and as a result 1 licence was revoked following a dangerous driving incident, 2 drivers were cautioned under our disciplinary procedure, and one new applicant failed to get a licence due to previous convictions. This highlights the important contribution that taxi licensing plays in making the town a safer place, an important component of the night time economy.

The team have also implemented the new licensing regime required by the Scrap Dealers Act 2013, which came into force in October.

2. Launch a new merged Waste Services and Off Street Parking Team focussed on maintaining and improving 'streetscene' through robust enforcement of envirocrime and dog laws, working closely with the Council's waste and cleansing contractor, and enforcement of parking rules in Council operated car parks.

Measures:

- a) Number of Fixed Penalty Notices and Penalty Charge Notices issued per quarter.
- b) Local Place Survey Results on improved street and environmental cleanliness.
- c) Independent local street cleanliness monitoring results.
- d) "Secured Car Park Award" for 12 car parks maintained.

Performance @ QTR 2 – Slippage possible

Progress –

- a) The number of Penalty Charge Notices (PCNs) issued for offences in our car parks continues to be greater than for the same period last year.

So far, the number of Fixed Penalty Notices issued in relation to enviro-crime & dog offences is slightly below the target, being a total of 85 during quarters 1 and 2 compared with a target of 100 for this period. This is in part due to the fact that we merged the Waste, Wardens and Off Street Parking services in April, and this led to a period of significant reorganisation and retraining for all concerned, and the service now has a wider remit. Also following the resignation of one of the 2 new Lead Wardens, and the subsequent promotion of one of the Wardens, there is a vacant Warden post that now needs to be filled.

Despite these pressures the Wardens have continued to take a robust approach to tackling enviro-crime as illustrated by the success of 3 recent cases in the Magistrates Court. One resulted in the prosecution and fining of a dog owner for taking their dog onto the beach at the White Rock in breach of the Exclusion Order. Another in the prosecution and fining of a person caught dropping smoking related litter, and another case where an application for a Dog Control Order was granted in relation to a dog that had attacked other dogs. The Order required the owner to keep the dog under proper control and muzzled at all times whilst in a public place. He was also made to pay the £200 court fee.

There are currently 6 other enviro-crime and dog offence prosecutions pending.

b and c) The 2013 local place survey results have recently become available, and a preliminary assessment shows that the satisfaction with street cleanliness has reduced for all aspects of street cleansing including street cleansing service overall. The next independent street cleanliness surveys are due later this year, and it will be interesting to see whether they continue to rate our streets as highly as normal. We're also anticipating improvements to street cleanliness resulting from the implementation of the new waste & cleansing contract, which includes better containerization of waste using seagull proof sacks, and improved street cleaning systems.

3. Improve the quality of life for residents by tackling statutory nuisances such as excessive noise, defective drainage, and common air quality issues such as inconsiderate use of bonfires and businesses operating inappropriate ventilation/extraction systems. Provide an effective emergency environmental health service to deal with serious statutory nuisances occurring outside office hours.

Measures:

- a) Residents contacting the Council in relation to statutory noise nuisance will receive a good service & where their complaint is substantiated it will be resolved.
- b) Notices and prosecutions served.
- c) Appropriate Educational initiatives such as noise awareness week activities completed.

Performance @ QTR 2 – On target

Progress – during this quarter 14 Noise Abatement Notices were served, 10 in relation to domestic premises, 3 in relation to commercial premises, and one in relation to a vehicle. Enforcement action against one of the commercial premises in the town centre causing noise nuisance, has so far resulted in a total of 3 formal seizures of hifi equipment, and related prosecutions are pending.

Closer links continue to develop with the Police and Social Landlords through the new Community Safety Hub based at Aquila House. A recent example involved working with them to support a high risk resident affected by noise nuisance and other serious antisocial behaviour which resulted in the arrest of the recipient of the Noise Abatement Notice.

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.

Measures:

- a) Achievement of our priority inspection programmes.

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

Performance @ QTR 2 – On target

Progress – this has been a very busy period, for example 109 programmed food hygiene inspections were scheduled but 141 were carried out. Health and Safety interventions were also carried out in 16 premises. One reason for the increased inspection workload is that we are still receiving more enquiries from people wanting to start new food businesses and we try and prioritise responding to these enquiries, as it is important that people get good quality advice on how to comply with hygiene and safety laws as early as possible. In spite of this higher than expected workload we still managed to respond to the majority of complaints within a reasonable timeframe on a prioritised basis.

The percentage of broadly compliant food businesses remains at approximately 93%. However, we continue to find a small number of food businesses that require intensive, detailed and regular follow up checks to ensure standards are raised to comply with food law. During this period another 3 businesses were voluntarily closed for very poor hygiene conditions and lack of hot water. Finding premises with no hot water is becoming a worryingly regular occurrence. Of course this seriously compromises the operator's ability to maintain the safe hygienic conditions necessary for a business selling food. We believe the recession is partly to blame, but clearly we need to remain vigilant and take swift action where we come across such dangerous non compliance with hygiene and safety laws.

The Food Standards Agency have provided Sussex local authorities with a number of free hygiene coaching sessions for takeaway premises scoring a 2 or below on the Food Hygiene Rating Scheme. In Hastings 11 premises were submitted for consideration and to date 9 of these have taken up the offer of free coaching.

Several prosecutions are also in progress, one for five serious food hygiene offences at a restaurant with the case likely to be heard within the next three months. Another is for failure to comply with two health and safety Improvement Notices at a takeaway premises. The case is listed to be heard in January 2014.

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.

Measures:

- a) Adequate training/exercises by appropriate staff completed.
- b) Feedback from public and partners following incidents requiring an emergency response from the council.

Performance @ QTR 2 – On target

Progress – in July 6 staff volunteers attended rest centre training sessions with volunteers from other Local Authorities in Sussex, and more staff volunteers are attending this training in November. Temporary rest centres are opened and managed by the Council in response to serious incidents when there is a need to temporarily evacuate residents to a safe place. Fortunately this is rare but we need well trained staff for this eventuality.

In September and October two of our 9 Silver Commanders attended the Emergency Planning College's Tactical Emergency Management course at Slaugham Manor in West Sussex.

In September an emergency planning workshop and debrief was held for all of our 9 Silver and 6 Gold Commanders in relation to the Marlborough House fire incident. This resulted in a range of suggestions for improving our emergency planning arrangements. It should also be noted that Tim Cookson and Kevin Boorman have been nominated for a Divisional Award by the Sussex Police in relation to the role they played in the emergency response to the Marlborough House fire.

It should also be noted that the Council has worked closely with the 2 surgeries and the pharmacy that were based at Marlborough House, and helped them with their temporary relocation arrangements.

Along with the other Councils in East Sussex, we have contracted to use iModus, a new web-based incident logging system to help improve our ability to log and disseminate information during an incident or event. We are also participating in the development of the local authority element of the new Sussex Alert service, to help ensure robust means of communication with the public are available during an emergency.

6. Manage the smooth transition of the Council's CCTV monitoring and out of hours call handling service from the existing facilities at Carlisle Base to new facilities at the Town Hall. Introduce more appropriate and cost effective operating hours and alternative call handling arrangements for late night emergency calls

Measure: A new cost effective service will be successfully established in the chosen location.

Performance @ QTR 2 – Slippage possible

Progress – as reported last quarter, since the end of May emergency calls received between midnight and 09.00 in the morning have been dealt with by an organisation called Welbeing and their contact centre based in Eastbourne. This service is continuing to liaise well with our CCTV Control Room staff who handle such calls from 09.00 in the morning until midnight seven days a week.

It should be noted that despite the abovementioned new operating hours, staff from the Council's Control Room volunteered to continue to operate all through the night on Sunday 27th October to ensure that we had our own experienced staff available monitoring the storm as it hit the South Coast.

No difficulties are anticipated in transferring our CCTV Control Room staff to the new town hall based control room facilities, once they have been completed. These works are part of the bigger project to renew the Council's CCTV infra-structure, and the detailed timeframe for these works has not yet been finalised. However, following a very constructive recent meeting with the Sussex Police and their CCTV contractors, it is thought that the procurement process should commence shortly.

7. Work with the East Sussex Waste Partnership and our waste and cleansing contractors to ensure the smooth and successful transition of the waste and cleansing contract from Veolia Environmental Services to KIER in July 2013.

Measures:

- a) Low level of substantiated customer complaints throughout the transition period and during the introduction of the new service developments;
- b) Improved recycling rate following introduction and bedding in of the new recycling services.
- c) Improved standards of 'streetscene' following introduction and bedding in of the new cleansing service, such as less litter and dog fouling, and improved public perception of 'streetscene', as measured by the modified BV195 indicator and public perceptions surveys specified within the new waste and cleansing contract.

Performance @ QTR 2 – On target

Progress –

- a) The level of complaints has remained reasonably low during the last 3 months during which Kier have provided the 'as is service'. The number of missed collections expressed per 100,000 per week remain low compared to the benchmark of 60. They were July – 43; Aug – 32 and Sept – 40, this represents very good performance.
- b) The recycling rate has shown a slight improvement in June/July due to increased garden waste, and the average for April to July inclusive is 27%. It is expected that overall this will increase in quarters 3 and 4 due to the much improved recycling service that started week commencing 21st October.
- c) This has already been reported under target 2.

Throughout the summer work continued to try and ensure that the mobilisation of the new improved waste and recycling services that started in late October was as smooth as possible. This included:-

- Recruiting and training a temporary stand alone team within the Contact Centre to deal with all waste enquiries for the duration of the mobilisation;

- Providing information on our website including a new post code look up facility so that residents who have lost their new calendars can easily check the new arrangements for their collections;
- Mailing all household detailed information about the new services;
- Doorstepping households where there will be collection day changes;
- Staging recycling roadshows at the Seafood and Wine Festival and the Hastings Bonfire Event;
- A stakeholder event for community champions such as residents associations;
- Delivering nearly 8,000 seagull proof sacks to weekly black sack households;
- Delivering about 33,000 boxes for the new kerbside glass collections.

This has involved management and staff from across the Council, not just Environmental Services. At the time of drafting this report, all the indications were that the mobilisation had been a success.

8. Play a lead role in the Safer Hastings Partnership, and work with partners to reduce crime and improve neighbourhood safety, including commissioning and delivering a range of dedicated community safety initiatives.

Measures:

- a) Run monthly Multi-Agency Tasking Team meetings and coordinate resulting interventions.
- b) Commission targeted interventions to reduce anti-social behaviour and crime against business, to support the evening economy, and to provide additional support to victims of hate crime and domestic violence.
- c) Play a full part in the Sussex Police and Crime Panel scrutiny arrangements.
- d) Contribute to the achievement of the Hastings Community Safety Plan targets.

Performance @ QTR 2 – On target

Progress:-

- a) The monthly Council led Multi Agency Tasking Team (MATT) meetings have been merged with Police led Antisocial Behaviour Risk Assessment Conferences (ASBRAC) meeting. This ensures that there is one key partners meeting to develop interventions to support high / medium risk victims of antisocial behaviour. The meeting also provides the opportunity to plan joint work in any emerging hot spot areas and to target the most problematic offenders.

- b) During quarter 2 the council / police funded detached youth work delivered by 'Youth in Motion' who were very active in emerging anti-social behaviour hot spot areas, particularly Ore village. Other work was also commissioned in collaboration with Brighton Housing Trust involving young people in supported accommodation. The Council has also facilitated the purchase of a quantity of relatively cheap domestic CCTV cameras which have been provided to high risk victims of antisocial behaviour and crime. They can provide vital evidence but their main asset is in providing a credible deterrent and considerable reassurance to victims. The Council also supported Sussex Police and Town Centre Management in purchasing and piloting the wearing of Body Worn Video equipment by Security Industry Authority accredited door staff and Taxi Marshalls in key locations in the town. Hastings is believed to be the first town on the south coast to adopt this approach, resulting in considerable media interest.
- c) Councillor Godfrey Daniel now represents Hastings Borough Council on the Sussex Police and Crime Scrutiny Panel. He draws on many years experience as a member of the Sussex Police Authority which preceded the election of Police & Crime Commissioners. Work is ongoing through the Council and Safer Hastings Partnership to ensure that local community safety partners are actively working towards the Commissioner's priorities.
- d) The current targets for reducing overall crime and criminal damage are on target and remain likely to be achieved within the current performance year. Public place violence is steadily improving and the longer term trend for this type of offence is downwards. Street drinking has emerged as a particular problem in the last quarter with associated alcohol related antisocial behaviour and crime. The Council has been actively encouraging Sussex Police to be proactive in using powers available under the 'Drinking in Public Place Order' to stop drinking and seize and dispose of alcohol. Council licensing officers compliment this work by facilitating the review and potential revocation of licences of Off Sales premises when evidence supports this. The council also works closely with 'Action for Change' the principal alcohol advice service provider locally, and strongly support work like their recent 'Front of House' intervention at the Conquest Hospital. Also see target one in relation to the 'Reduce the Strength' campaign.

PERFORMANCE INDICATORS

1.1 The street cleanliness survey figure is from the first of three surveys to be conducted through the year (this is the same figure as reported at the first quarter).

1.2 The recycling figure is for April to July inclusive.

1.5 The number of crimes committed in Council car parks is not currently available.

1.6 - 1.8 The crime rate figures are for the 12 months from August 2012 to September 2013 for the number of crimes per 1,000 residents in the Borough.

Environmental Services - Corporate Plan Indicators							
Indicator	Improvement Direction	Actual Sep 2012	DoT	Actual Sep 2013	Target Sep 2013	Target Mar 2014	
1.1 Improved street and environmental cleanliness (levels of litter)	Smaller is Better	5%	→	5%	▲	4%	4%
1.2 Percentage of household waste sent for reuse, recycling and composting	Bigger is Better	27.2%	✘	27.0%	▲	28.0%	28.0%
1.3 % nuisance/general public health complaints responded to within 4 working days (bonfires, noise, accumulations etc).	Bigger is Better	95.3%	✘	94.6%	▲	95.0%	95.0%
1.4 % of food establishments which are broadly compliant with food hygiene law	Bigger is Better	91.1%	✔	93.9%	★	90.0%	90.0%
1.5 Number of crimes reported in Council car parks	Smaller is Better	0				3	5
1.6 Overall crime rate / 1,000 population	Smaller is Better	77	✔	70	★	83	83
1.7 Public place violence / 1,000 population	Smaller is Better	9.9	✘	10.2	▲	9.7	9.7
1.8 Criminal damage / 1,000 population	Smaller is Better	15.0	✔	13.3	★	17.2	17.2

AMENITIES, RESORTS AND LEISURE SERVICES

1. Maintain and improve standards of quality and cleanliness in our parks, playgrounds and open spaces.

Measures:

- a) Green Flags retained at Alexandra Park, Hastings Country Park and St Leonards Gardens.
- b) New playground constructed at Celandine Drive following public consultation.
- c) Public satisfaction as evidenced by surveys
- d) Green Dog Walkers Scheme continued in Alexandra Park and Hastings Country Park and extended to St Leonards Gardens and Churchwood LNR.
- e) Ponds Wood declared a Local Nature Reserve.
- f) Old St Helens Church transfer to the Council completed and management implemented.

Performance @ QTR 2 – Target status – On target

Progress – Items a, b, d and f completed. The Ponds Wood declaration is going to Cabinet in November. No opinion surveys have been undertaken this year.

2. Lead the implementation of the new grounds maintenance and arboriculture contracts signed with partners Rother District Council and Amicus Horizon.

Measures:

- a) Structures for managing and monitoring the partnership and contract agreed and implemented.
- b) An action plan to maximise benefits resulting from the new contract agreed and implemented with partners.
- c) Negotiations for joint RDC/HBC parks management completed.

Performance @ QTR 2 – Target status – On target

Progress – Structures in place and operational. Action plan for benefit maximisation drafted. First meeting on joint parks management will take place in November with new Rother management.

3. Support the continued management of Hastings Country Park Nature Reserve and Combe Valley Countryside Park.

Measures:

- a) Potential partnership projects to support the future management delivery of Hastings Country Park Nature Reserve explored and completed.
- b) Interpretive Centre proposals worked up and partnership funding explored with project completion timelines agreed.
- c) A feasibility study on the benefits and costs associated with providing solar panels on the Pebsham land raise completed.

Performance @ QTR 2 – Target status – Slippage possible

Progress – Future subsidies for Hastings Country Park countryside stewardship have been negotiated and authorised by Cabinet. Final agreement has been delayed whilst scrutiny of our existing and new arrangements is completed by Natural England. We expect to have a new 10 year subsidy agreement in place on or before 1st December.

Draft leases have been finalised for tip aftercare at Pebsham with ESCC and Biffa. Under the agreement, Biffa will undertake the feasibility work on Pebsham solar panels for us. As the lease negotiations have taken far longer than expected, it is unlikely that this study will be completed in this financial year.

4. Maintain standards of safety and cleanliness on Hastings & St Leonards Seafront and Foreshore and the quality of our bathing water.

Measures:

- a) Quality Coast Award.
- b) Improved signs and steps.
- c) Cycle route maintenance improvements and signage delivered
- d) Preventive measures implemented (smart sponge, etc) and preparations underway for the new bathing water quality standards.

Performance @ QTR 2 – On Target

Progress –

The Quality Coast Award was successfully achieved for Pelham and Marina beaches and following an inspection, no advisory comments were made. The signage audit has been undertaken and we are in the process of agreeing the design and content of the replacement signs with our supplier, we will also identify further sets of steps to replace. Those adjacent to the Pier have been adapted to allow them to be closed to public access during critical works.

Contractors have made some signage improvements to the cycle route but these are of poor quality! As a result we have bought the materials and after training will now be able to replace white lining and stencils as required at short notice. A Pedestrian & Cycling Strategy is currently being produced jointly with ESCC and other partners and it's hoped a draft will be ready for wider consultation at the beginning of November.

In addition to the measures outlined in Q1 to improve Bathing Water Quality, the Overview & Scrutiny review has now met twice and agreed a range of questions for the Environment Agency to answer, and Southern Water at a later date. Additional meeting have been arranged for Council leaders and senior EA/SWS/HBC staff.

5. Work with partners to implement flood protection measures throughout the town.

Measures:

- a) The Surface Water Management Plan actions implemented.
- b) Cross-agency and community arrangements maintained.
- c) Flood emergency plans implemented.

Performance @ QTR 2 – On target

Progress –

ESCC have organised a Local Flood Risk Management Strategy seminar for relevant officers and councillors in November. Hastings Borough Council continues to play an active part in the East Sussex Flood Partnership and other bodies including the Combe Haven Catchment working group and East Sussex Internal Drainage District steering group. Updated Flood Maps have been produced as a result of new modelling. These do show an increased coastal flood risk to some parts of Hastings & St Leonards and we are currently awaiting confirmation of the detail of the extent of additional properties identified. This should strengthen our case for funding bids that have been made to DEFRA.

The Flood Response Plan for Bulverhythe will be reviewed in 2014.

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

Measures:

- a) Visitor targets achieved.
- b) Actions from the Cultural Regeneration Strategy implemented.
- c) Future museum management and funding options assessed, development plan agreed and implemented.

Performance @ QTR 2 – On target

Progress –

Figures at the OTH have exceeded the target, despite the closure on Mondays since 1 April.

At HMAG the figure exceeds the same quarter last year, but is marginally under the target set. The website figures have exceeded the target. Discussions on a redesigned website are underway.

There was a full programme of exhibitions and events during Q2. Two different temporary displays were on show at HMAG each with associated talks and family activities. 'Outside In' focussed on the work of marginalised artists in the South-east region, while '50 Years of Fred Bassett' inspired much regional press coverage. The Museum also hosted events for AfriKaba Festival and contemporary dance workshops and performances for Coastal Currents.

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 programme of Local history talks was also delivered during July.

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

Measure:

- a) External funding sourced and secured.
- b) All programme targets met.
- c) Sports and Physical Activity Strategy second year actions implemented.
- d) Usage targets for Summerfields and Falaise met.

Performance @ QTR 2 – On target

Progress –

- a) All sport development projects funded for this current year and beyond. Additional external funding opportunities were explored with partners during this period including a partnership approach with East Sussex County Council and Hastings and Rother Community Mental Health Service to potentially put together a funding application to Sport England for a 3 year project supporting people with mental health problems to achieve an active lifestyle. Our proposal is to seek approval to submit an application in December 2013. Street Games initiated 3 new neighbourhood sessions with new funding from the national Street Games Doorstep Sport Club initiative in this period.
- b) Programme targets and joint Physical Activity strategy targets progressed as planned. Regular positive liaison with external funders continued. Active Hastings Partnership continued to meet.
- c) Targets on track. Initial indication reflects increased usage of the new extended facilities.
- d) Achieved- Usage targets exceeded. Target for Summerfield's and Falaise 198,000 uses. Actual uses this quarter 200,551. Considering the buildings works at the site cause considerable disruption and the summer was hot (swimming decreased dramatically) we have achieved the target set.

8. Update the Play Hastings Strategy and action plan to ensure quality play opportunities and a regular programme of activities for children and young people town wide.

Measures:

- a) Play development action plan targets met with appropriate input from play partners and service users.

- b) Identify need for new or improved play areas delivered in areas of deficiency or low quality and work in partnership with residents' groups and other public agencies to identify means for delivery.
- c) Adventure Playground management arrangements negotiated and funding secured for 2014/2015 onwards.

Performance @ QTR 2 – On target

Progress –

- a) Play Development Officers continue to facilitate regular Hastings and St Leonards Play Forum meetings. Two large scale 'Play Days' were held during the Summer school holiday. Over 4000 people came to each event. Consultation regarding the new play strategy took place at the events and continue into next quarter.
- b) Popular play scheme held and community play sessions were delivered in Waterside Close and Harkness Drive throughout the summer in association with Orbit Housing. The play team supported the seafood and wine festival on the providing essential event support as well as play opportunities for participants. Crèches were also provided to support the Active Women project.
- c) Consultation with children, young people and their families took place at Highwater View and Rock Lane playgrounds. Results are currently being collated.
- d) In2play continue to operate the adventure playground. Land registry issues have yet to be finalised, the 2013/14 renewal of the management agreement with In2play will be signed once resolved. Our partnership with In2play continues in the spirit of the agreement. Our licence to operate has been extended until 31st January 2014.

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

Measures:

- a) Deliver Phase 2 of the Skate Park.
- b) Complete the extended refurbishment of Summerfields Leisure Centre.
- c) Funding bids submitted for playing field changing rooms, refurbishments implemented as funding is identified.
- d) Agreements reached with partners and funders to secure the future of the town's sports facilities – indoor bowls, 3G, track – and find new uses for surplus sites – tennis, bowls – as funding permits.

Performance @ QTR 2 – On target

Progress –

- a) Achieved- Phase 2 of the Skate Park was formally opened at the annual Boyley Jam on 1st September. The first phase continued to be accessible for use throughout the summer construction as planned. The partnership project group consisted of a number of skate park users and successfully

involved a large number of young people in the development. The new extension has proven popular and has dramatically increased the number of new 'street' orientated users to the park. Phase 2 has already been featured in national BMX media. Working group will continue to meet.

b) Achieved – Crèche, Gym, Spin Studio, Yoga / Pilates Studio and 2 Multi Purpose studios achieved. The programme required the centre to remain open which meant that areas required completion and decanting of users. The programme commenced in April 2013 and completed on time for the official opening on September 21, 2013. Usage levels have increased by approximately 40 a week for the new studio complex so far.

c&d) The initial plan to source funding to resurface the Alexandra Park MUGA has not been successful, but we continue to explore opportunities with partners including the F.A.

Falaise indoor bowlers submitted a preliminary funding application to Sport England to improve their facilities. Further funding will need to be sourced as the application currently shows a funding short fall. The club are also considering scaling down the costs of their proposed facilities.

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

Measures:

- a) Delivery of our annual programme of public convenience maintenance and refurbishment.
- b) Continue to extend our revamped fingerpost signage scheme.
- c) Review and rationalise our portfolio of decorative lighting; extend the Sticks of Rock as funding permits.

Performance @ QTR 2 – On target

Progress –

a) Achieved – Pelham Place and Rock-a-Nore Toilets have been refurbished, all other sites maintenance achieved. Refurbishments were completed on time for the Summer Season. Rock-a-Nore has been transformed into a multi use facility block with 5 x multi use facilities. Pelham Place has received an extensive external and internal refurbishment which has included future proofing the building to include energy and water saving fixtures and fittings. The installation of a Changing Places facility has been greatly received as this is the main seafront site for Disabled Parking adjacent to a Public Toilet.

b) Refurbishment ongoing. The need for new posts or fingers has been incorporated into the overall signage project for vehicles and pedestrians.

c) Next phase of Sticks of Rock scheduled for Q4.

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

Measures:

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

Performance @ QTR 2 – Slippage possible

Progress –

Attendance figures were relatively low for Q2 however this is a typically quiet period and also reflects a national trend. In addition to the 12,577 audiences, a further 2,844 people participated in community events and productions.

The Sussex Hall has been redecorated and the rolling maintenance programme for the building is on schedule. An independent assessment has identified that the main auditorium sound system does carry a risk of failing and is not fit for purpose and work is currently underway to investigate replacement options. Bookings for pantomime are 40% ahead and a strong autumn programme is indicated through advance sales for acts such as Nigel Kennedy, Jack Dee and the Russian State Ballet.

12. Deliver building works projects to maintain and enhance the Council's assets

Measures:

- a) 13-14 Repairs & Renewals works schedule is delivered on time and within budget
- b) Deliver scheduled inspections of HBC estate and conditions surveys/schedules of dilapidations as required on leased property
- c) Deliver refurbishment projects at Business Centre West and White Rock Baths

Performance @ QTR 2 – On Target

Progress –

- a) Progress on Repairs and Renewals works programme is on time and currently on budget.
- b) All requests for scheduled inspections either completed or programmed for completion to agreed timetables.
- c) Refurbishment of Business Centre West now at practical completion, refurbishment of White Rock Baths on site and currently on target for completion to the agreed programme.

PERFORMANCE INDICATORS

Amenities, Resorts & Leisure - Corporate Plan Indicators							
Indicator	Improvement Direction	Actual Sep 2012	DoT	Actual Sep 2013	Target Sep 2013	Target Mar 2014	
2.1 Number of people attending White Rock Theatre performances	Bigger is Better	19,835		20,201		25,000	75,000
2.2 Number of visitors to Hastings Museum and Art Gallery	Bigger is Better	22,523		22,125		22,300	40,000
2.3 Total attendances at Council Leisure Centres	Bigger is Better	204,909		200,551		198,000	390,000

Regeneration Directorate

REGENERATION AND PLANNING POLICY SERVICES

During 2013/14 we will:

1. Continue to promote business growth that provides a range of career and employment opportunities for local people and enhances the local economy.

Measures:

- a) Support inward investment and indigenous business growth
- b) Provision of information, advice and other support for inward investors, business expansion and start-up.
- c) Establish and facilitate a Green Business Forum to identify energy efficiencies and carbon reduction measures in business operations.
- d) Complete the refurbishment of 30 – 36 Theaklen Drive commercial units in accordance with the ACE Programme.
- e) Facilitate the Evening Economy Steering Group and continued development of recreational and leisure opportunities for students.
- f) Maximise the commitment of FLAG funding subject to Marine Management Organisation approval.

Performance @ QTR 2 – On target

Progress –

- a) and b) Officers continue engagement with businesses, including three “Business Watch” events on Ivyhouse, Ponswood and Ridge West estates. Officers supported organisation of the successful Tec 66 exhibition (September 16th) promoting the vacuum cluster. Our bid to the Regional Growth Fund (RGF) was successful, and we have secured a provisional offer of approximately £2m to provide a grants pot to support the creation and growth of creative businesses in Hastings, Thanet (Kent) and Tendring (Essex). HBC is the lead (accountable) partner, and officers are currently developing the required documentation to secure the formal offer. A launch of the grants programme – SUCCESS - is planned for late November 2013.
- c) Officers are supporting three green business networks:
 - The Sustainable Business Partnership – which works with businesses and the public sector to reduce costs through improving resource efficiency. Regular networking events are held in Hastings.
 - Building Links - an informal monthly business networking event for the construction industry facilitated by Sussex Coast College.
 - Energise Sussex Coast - set up in 2012 to find ways of promoting energy efficiency and renewable energy in the Hastings and Rother area.
- d) The ACE programme is progressing well. The refurbishment of 30 – 36 Theaklen Drive is on programme to be completed by February 2013. Additional works have also been identified to 12 – 16 Theaklen Drive under the ACE programme. This will be progressed in 2014, subject to Cabinet approval and the approval of the ACE major modification application to the European Commission.
- e) The Evening Economy Partnership met on 31st July 2013 and approved a refreshed action plan.

- Brighton University plans for the fresher's week is most ambitious to date and should have a big impact (on students) in the town this year. Events taking place during the commencement of the academic year include: Coastal Currents Festival, Afrikaba Festival and Hastings Week.
 - A number of commercial establishments that are appealing to students have opened, extended their hours, or diversified their offer including: Forbidden Fruit, Owl and the Pussycat, Funky Buddha, The Pelican, Moose's Kitchen, Costa Coffee and Café Nero
 - 'Reducing the strength' campaign announced by Cabinet in Sep 2013
- f) Nine projects approved or undergoing final compliance checks with the MMO totalling £183k of FLAG funding. Remainder of projects will be submitted in October and November to enable full commitment of our FLAG allocation of funding.

2. Play a lead role in the Safer Hastings Partnership, and work with partners to reduce crime and improve neighbourhood safety, including commissioning and delivering a range of dedicated community safety initiatives.

This target is now reported at under Environmental Services (target 8).

3. Support the further development of Hastings' cultural assets and creative activity, and deliver a cultural programme that engages with local residents and attracts visitors to the town.

Measures:

- a) Deliver second year of Stade Saturdays cultural programme.
- b) Cultural Strategy and action plan refreshed and implemented.
- c) Continued support for Black History month, Refugee week and Eat Global events.
- d) Investigate future funding opportunities to support delivery of a cultural programme beyond 2013-14.

Performance @ QTR 2 – On target

Progress –

- a) The 9 Stade Saturdays events from July – September 2013 all took place successfully despite severely wet weather in August for the Dromos and Tango Unchained events. This quarter's highlights were the Tiger Lillies and the spectacular As the World Tipped. Audiences for the 2013 Stade Saturdays programme have been higher than those for 2012.
- b) Planning for next year's Stade Saturdays will get under way in the next two quarters, informed by the audience surveys carried out during this year's programme.
- c) The St Leonards Festival in July brought together around 7,000 people and involved 18 food businesses. The Garden of Delights Festival in St Leonards Gardens involved many more stalls from local organisations, children's activities, painting and juggling and Chinese, Bengali and Indian cooking. In September, 138 players from 13 teams participated in the International Football Tournament.
- d) Work continues researching new funding opportunities to sustain a cultural programme following the ending of the Arts Council grant for Stade

Saturdays this year. The Council is a partner in a countywide Cultural Destinations bid which, if successful will provide comprehensive visitor and audience data collection and analysis to provide evidence of the economic impact.

4. Progress the development and adoption of the Local Plan and complete necessary work to determine the feasibility of a Community Infrastructure Levy for Hastings.

Measures:

- a) Progress Planning Strategy and accompanying documents through to adoption, responding to outcome of the Examination in Public as necessary.
- b) Complete consultation on the draft Development Management Plan, submit to Secretary of State and undertake necessary work prior to Examination in Public currently programmed for Q3 (subject to outcome of Planning Inspector's report on Planning Strategy and public consultation).
- c) Complete the Community Infrastructure Levy feasibility analysis.
- d) Develop the future planning policy work plan subsequent to the outcome of this year's Examinations in Public.

Performance @ QTR 2 – Three on target. One (b) will not be met.

Progress –

- (a) On target. The Local Plan: Planning Strategy underwent an additional day's hearing session as part of the Examination in Public (10 Sept.). The Inspector examined the Main Modifications and issues of objectively assessed housing targets and the "Duty to Co-operate." The Inspector's report is expected in Q3 and we expect to be able to progress the Planning Strategy to adoption in Q4.
- (b) Target will not be met, as reported in Q1. National policy changes prompted the Planning Inspector to recommend that consultation on the revocation of the South East Plan should be undertaken, thus delaying the completion of the Examination in Public of the Planning Strategy. Failure to follow the Inspector's recommendation would in all probability have led to the Planning Strategy being found to be unsound. This delay meant that the Council must now undertake a second consultation on the Development Management Plan following the adoption of the Planning Strategy, now programmed for February 2014.
- (c) The viability study received from external consultants has been analysed and a report will be presented to Cabinet for consideration during Q3.
- (d) A plan has been developed. As suggested in this update the major work will be centred on the consultation, submission and examination of the DMP. Other work includes an Affordable Housing Supplementary Planning Document (SPD); potentially the requirement for other SPD – e.g. Town Centre; some site specific work to aid deliverability and continued update and monitoring of policies and housing and infrastructure delivery.

5. Support programmes that equip local people with workforce skills and projects that provide work experience and employment opportunities for unemployed residents.

Measures:

- a) Subject to funding, deliver the Coastal Communities Fund project in partnership with the Hastings Pier and White Rock Trust and the College.
- b) Facilitate regular meetings of the Employability Forum and the coordination of partnership work to increase number of school-business links.
- c) Deliver JobCentre Plus funded work experience project targets.
- d) Continue to promote apprenticeships and work placements.
- e) Subject to Interreg funding approval, deliver In2Work project targets.

Performance @ QTR 2 – On target

Progress –

- a) Contract negotiations with delivery partners are nearing conclusion.
- b) Employability Forum met 9th July, focussing on improving links with schools. Officers working with Amicus Horizon through the Coastal Space framework to bring additional employability resource to St Leonards, and through partnership with Tomorrows People and Prince's Trust through lottery-funded Talent Match mentoring proposal, approved in September for launch in 2014.
- c) JCP Work Experience Project covers Hastings & Rother. This has identified a total of 225 work experience opportunities to March 2014 (target 200 in Hastings & Rother). A total of 68 placements were started to end of September, of which 65 were Hastings residents.
- d) Own Grown Partnership has reached 803 pledges toward 1,066 total (Hastings & Rother). Officers contributed to job fair and mock interview events at Hastings College.
- e) Continuing work with National Apprenticeship Service to promote apprenticeships to employers and young people.

6. Tackle social exclusion and improve community cohesion through dedicated support for marginalised and vulnerable communities.

Measures:

- a) Lead the Community Cohesion Steering Group and the development and adoption of a revised Community Cohesion plan.
- b) Facilitate the further development of the Youth Council through the active involvement of increased numbers of young people in the work of this organisation.
- c) Provide officer support to the Seniors Forum and Disability Forum.
- d) Manage the delivery of the Youth and Seniors small grants scheme.
- e) Continue to support the development and adoption of a Big Local business plan and governance structure for North East Hastings.

Performance @ QTR 2 – On target

Progress –

- a) The Community Cohesion Steering Group members have helped shape the Refreshed Community Cohesion Framework and discussed its impact on the role and membership of the Group. A report with recommendations on the way forward will be discussed at the LSP's October meeting.
- b) The first full Youth Council of the new academic year was attended by 25 young people who came from all six secondary schools, Sussex Coast College, community groups and via local housing associations. The Youth

Council now has four active themed groups: Youth Grants, Campaigns and Events, Social and Media, and a group focussed on the work of Hastings Borough Council at Full Council and Cabinet meetings. This new structure is aimed at enabling the Youth Council to better serve as the voice of young people in Hastings and influence decision makers.

- c) Officer support has been provided to monthly meetings and to special interests groups of the Seniors Forum to assist them in planning high profile events like the Hobbies and Craft event which attracted over 260 seniors. The Forum has also been busy with the local petition on the future of Isabel Blackman Centre. Engagement visits to other smaller seniors groups about particular issues have also been made. Officer support has helped the Disability Forum see an increase in members. A consultation day took place with members of the Forum listening to other people with disabilities and the problems they face. A recent campaign about the misuse of blue badges has been launched in partnership with East Sussex County Council and a large number of abuses have been discovered.
- d) Round Six of Hastings Youth Cash and Senior Small Grants is underway.
- e) The Big Local Interim Steering Group has now completed the 'getting started' phase of the programme (Sep 13). Full report is available and two workshops for the new volunteers identified have been held. The ISG has submitted a funding application to Local Trust to draw down development funding for a community development worker which will be hosted by Orbit.

7. Continue to work in partnership with key stakeholders and pursue funding opportunities to achieve regeneration priorities.

Measures:

- a) Develop and submit an application to the Reaching Communities fund.
- b) Continued facilitation of the Hastings and Rother Task Force working with SeaChange Sussex and other key partners to implement the 6-Point Plan objectives.
- c) Continue to play an active role in SELEP thematic groups and identify further opportunities for joint initiatives with coastal partners.
- d) Provision of administrative support and management for the Foreshore Trust grants programme.
- e) Manage and deliver:
 - o Community Partnership Fund and Small Grants programme.
 - o Answers in the Carbon Economy programme.

Performance @ QTR 2 – On target

Progress –

- a) The first stage application for the 'Community Based Business Advice' project was submitted on 2nd Oct 2013. There is now a six week wait for a decision. If successful, a more detailed secondary stage will be submitted in due course.
- b) Officers continue to facilitate Task Force meetings. Funding submissions for national and European funds (eg RGF, Coastal Communities Fund, Interreg IV-ACE, Interreg Safe-Ice cluster project) are all aligned to the 6-point plan objectives.
- c) Submissions made to SELEP and to BIS applying for 20 wards in Hastings & Rother to be included in revised map of Assisted Areas 2014-2020. This would help prioritise Regional Aid, and allow greater supported for business

under State Aid rules. Hastings has been shortlisted for the Academy of Urbanism's "Great Town 2014" award. Contributed to SELEP Growth Strategy at consultation events, and via thematic papers on Employability and Creative Enterprises.

- d) Foreshore Trust Small Grants – 19 applications totalling £65,533 (available funding = £50,000) received in the 3rd round call for applications which closed on 30 May 2013. The Grants Advisory Panel recommended approval of 13 of these, of which 12 were approved by the Charity Committee on 30 September 2013, with one recommendation being deferred until the December 2013 meeting of the Charity Committee. Foreshore Trust Events Grants – 6 applications approved by the Charity Committee on 1 July 2013 continue to deliver their outputs against agreed expenditure totals.
- e) Twelve projects are being supported through the Community Partnership Fund which commenced delivery on 1 April 2013. 14 applications to the Small Grants Programme, of which 10 were approved by Appraisal on 8 October 2013, with one recommendation being deferred pending receipt of further detail from the applicant.
- The Answers to the Carbon Economy Programme continues to deliver well across all 6 Partners. The 2nd and final allowable Major Modification transferring allocated budgets amongst Partners to ensure full spend against forecast will be submitted by the deadline of 10 November 2013.

PERFORMANCE INDICATORS

The following performance indicators are listed in the 2013/14 Corporate Plan but data is supplied by external agencies and is not updated quarterly. Figures will be updated at the end of the year.

Earnings by residence

Earnings by workplace

3-year business survival rate

Percentage of households in poverty

Percentage of those who are unemployed and seeking a job

Ratio of jobs to the working age population

Average number of people claiming JSA benefit

HOUSING AND PLANNING SERVICES

During 2013/14 we will:

- 1. Subject to the results of site feasibility studies, work with partners to bring forward viable plans for the future development and maintenance of the former Millennium Community sites at Ore Valley.**

Measure: Agree a revised implementation plan by September 2013.

Performance @ QTR 2 – Slippage Possible

Progress – discussions are taking place with the land owners Seachange regarding the possible marketing of phase 4 (former Hospital site) which is allocated in the emerging Local Plan for 40 units. If this can be successfully brought to market and developed out then development of phases 2 and 3 will be reappraised.

- 2. Through our zero tolerance approach to neglected and derelict buildings and land, take tough measures, including Compulsory Purchase if necessary, to remove eyesores and bring back empty homes or buildings to use.**

Measures:

- a) Return a minimum of 60 dwellings that have been empty for over two years to use.
- b) Improve 50 neglected/derelict buildings through the Grot Busting initiative.

Performance @ QTR 2 – On Target

a) A total of 46 Empty Homes have been back into use to date, 32 of which having been empty for over two years, making us above target at this point. Officers remain confident that the year end target will be met.

b) Since April 39 properties have been improved.

- 3. Build on the success of the existing HMO licensing schemes and explore options for extending licensing to other rented properties, where there is evidence to support its introduction.**

Measures:

- a) License a minimum of 250 Houses in Multiple Occupation in the four wards of Gensing, Central St Leonards, Braybrooke and Castle.
- b) Complete a feasibility study into further licensing options for the town during 2013/14 and progress accordingly.

Performance @ QTR 2 – On Target

Progress – 122 licenses have been delivered at the end of Quarter 2 with a further 16 Proposals to License issued. Although we are slightly below target for the quarter officers remain confident that the target will be met by year end.

The work on the feasibility study is progressing. However, matching police data on anti-social behaviour to housing tenure data has taken longer than originally anticipated. Nevertheless officers are confident that the Council will have a sound evidence base before year end upon which to conclude

the study and reach any decision regarding the possible extension of licensing.

4. Review the Council's Homelessness Strategy and produce a new Action Plan, taking into accounts the potential impact of Central Government welfare reforms to minimize growth in homelessness.

Measure: Adopt and implement a new Action Plan by October 2013.

Performance @ QTR 2 – Achieved

Progress – The Homelessness Strategy and Action Plan was adopted at Cabinet on 7th October 2013 following an extensive 12 week consultation period

5. Complete the Townscape Heritage Initiative for the conservation and repair of specific buildings in the Central St. Leonards Renewal Area.

Measures: Completion of grant works by March 2014.

Performance @ QTR 2 – Slippage possible

Progress – The target has been brought forward from July 2014. 2 grant aided schemes at 49 Marina and 12 Grand Parade are nearing completion. A grant offer has been accepted on 108 Marina and work is expected to start shortly. Work is underway on grant aided repair of the Congregational Church in London Road, but additional works have been identified that require further funding. It is anticipated that all THI grant-funded works will be completed by the July 2014.

6. Finalise improvements to the Pelham Arcade Restoration through English Heritage supported grant scheme.

Measures: Work with English Heritage and property owners to ensure that the programme is fully committed during 2013/14 and projects progress to work on site.

Performance @ QTR 2 – Slippage possible

Progress – Works are nearly complete on number 12 and are well underway on 6-8. Grants have been offered on 4-5 and 12a, but works have not yet commenced on site. English Heritage have agreed to extend the deadline for works to start on site at 4-5 and 12a to 31 March 2014. Progress has been slow on new grant offers with no interest from the owners of some key properties, such as 9-11. Officers are investigating other measures with English Heritage to encourage the take up of grant for the period of 2014/15 and bring forward the improvements.

7. 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 2 – On target

Progress – In the period 1 July to 30 September Pre Application Forums were held in relation to Holmhurst St Mary and The Pier. Not all

developers with sites falling within the threshold for a forum agreed to participate, but we have no power to require them to do so.

PERFORMANCE INDICATORS

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

4.03 Number of private sector dwellings (units) brought in line with the current statutory standard.

Below target. Performance has been affected by staff shortages in the first two quarters of the year. This has now been resolved and it is anticipated that performance will significantly improve during Q3 and Q4. Nevertheless there remains a risk that ground lost in the early part of year will not be fully recovered by year end.

4.04 Number of affordable homes delivered

5 x 1 bed affordable units at Torfield.

Torfield: a refurbishment of old studio accommodation to be replaced with 20 x 1 bed flats as part of AmicusHorizon's Housing for Older Peoples Strategy

The projection for delivery of affordable housing for 2013/14 is still on target.

4.07 % minor residential & commercial planning applications determined within 8 weeks

The target of 85% is challenging and significantly above the previous government target of 65%. Nevertheless, lower performance figures for Q1 have been partially offset by strong performance in Q2. The figures for Q2 were 93.62%

Housing & Development - Corporate Plan Indicators							
Indicator	Improvement Direction	Actual Sep 2012	DoT	Actual Sep 2013		Target Sep 2013	Target Mar 2014
4.01 Number of homelessness acceptances	Smaller is Better	37		52		73	145

Housing & Development - Corporate Plan Indicators							
Indicator	Improvement Direction	Actual Sep 2012	DoT	Actual Sep 2013	Target Sep 2013	Target Mar 2014	
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	910		963		900	1,800
4.03 Number of private sector dwellings (units) brought in line with the current statutory standard	Bigger is Better	50		41		100	200
4.04 Number of affordable homes delivered	Bigger is Better	10		8			88
4.05 Long term (2+ years) empty properties returned to use	Bigger is Better	38		32		30	60
4.06 % major residential & commercial planning applications determined within 13 weeks	Bigger is Better	68.8 %		73.3 %		70.0 %	70.0 %
4.07 % minor residential & commercial planning applications determined within 8 weeks	Bigger is Better	87.1 %		81.2 %		85.0 %	85.0 %
4.08 % householder planning applications determined within 6 weeks	Bigger is Better	71.4 %		66.0 %		65.0 %	65.0 %
4.09 Net number of new homes built	Bigger is Better	79		69			200
4.10 Number of neglected and derelict buildings improved	Bigger is Better	28		39			50

MARKETING AND COMMUNICATIONS SERVICES

During 2013/14 we will:

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

Measures: Web visits and page views increased by 10% year on year, increase number of twitter followers by 50%.

Performance @ QTR 2 – Slippage possible

Progress – In the year to date 938 000 pages were served to 212 324 visitors, compared to figures of 1 077 302 and 212 436 for the same period last year. Twitter followers are now 2580, up from 1986 at the end of September 2012.

2. Produce a tourism marketing plan for Hastings & 1066 Country for implementation in the 2014 season, acknowledging the changed funding and delivery structures for tourism nationally and regionally.

Measures: Plan completed by September 2013 and subsequently delivered.

Performance @ QTR 2 – On target

Progress – Draft marketing plan produced by end of September, currently being finalised. We continue to work with tourism partners across East Sussex, and sit on the main board of 'British Destinations', the trade organisation for visitor destinations.

3. 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, recognising the reduced funding available.

Measures: All HBC-supported events delivered successfully in partnership with their respective organisers, acknowledging that the support for and delivery of these events may be different, and the 2013 Seafood and Wine Festival delivered successfully.

Performance @ QTR 2 – On target

Progress – Hastings Old Town Carnival Week was a great success, greatly helped by the weather; the seafood & Wine Festival was hampered by a very poor weather forecast for both days. The poor weather finally arrived Sunday afternoon with very high winds and driving rain, meaning the event had to close early. This was also the first year the event has been charged for. Nevertheless, feedback from stallholders has been generally very positive, especially for the Saturday, with a number reporting sales up. The fact that the site was not so heavily over-congested was seen as a real benefit.

4. Continue to develop the new 'FamouslyHastings' brand and website

Measures: More partners using 'Famously Hastings' branding in their marketing, and further content added to the 'FamouslyHastings' website, ensuring it is the 'go to' website for those living in, visiting, or wanting to study or invest in Hastings.

Performance @ QTR 2 – On target

Progress – Famously Hastings will feature prominently in the new SCCH prospectus, and we are working with other organisations to get their ‘buy-in’ to the famously Hastings brand. We are now rolling out window stickers and car stickers, and continue to add content to the website.

5. Refresh a strategic plan for investing in IT, continue to maintain the Council’s IT network, and provide IT support to enable the smooth running of the Council.

Measures: Strategic IT plan developed and implemented, 95% of all Helpdesk calls within target time resolved and a network availability of 99% achieved.

Performance @ QTR 2 – On target

Progress – work continues on the IT Strategy, although this has taken longer than expected and hoped for. 95.8% of the 3107 IT Helpdesk calls were dealt with within the target time, and network availability was 99.99% :- effectively 100% year to date.

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

Measures:

- a) Lobbying for improvements to road transport links in light of link road build.
- b) Campaigning to retain, improve and develop rail links to serve the town.

Performance @ QTR 2 – On target

Progress – We continue to lobby to improve road and rail links, and attend the stakeholder meetings organised by the two train operating companies, Southern and southeastern, serving the town.

PERFORMANCE INDICATORS

Marketing & Communications - Corporate Plan Indicators							
Indicator	Improvement Direction	Actual Sep 2012	DoT	Actual Sep 2013		Target Sep 2013	Target Mar 2014
5.1 Unique Visitors to the Borough Council's websites	Bigger is Better	212,436		212,324		222,500	445,000
5.2 Page Views on the Borough Council's websites	Bigger is Better	1,077,302		938,300		1,100,000	2,200,000

CROSS-CUTTING TARGETS 2013/14

The following internal and outward facing projects will occupy considerable time and resources during 2013/14. Delivery of these projects involves a cross-section of services and staff from across the Council. Successful implementation depends on the co-operation and support of our staff, Members and our partners. The relevant Overview and Scrutiny (O & S) Committee will monitor progress via quarterly updates against targets.

7. REGENERATION IN ST. LEONARDS

Brief: To support the delivery of a broad based programme of regeneration activity in Central St Leonards in partnership with Amicus Horizon, community, local business, Police and other agencies.

Director: Simon Hubbard

Contributions: All Heads of Service

Lead Member: Cllr Forward

O & S: Services

2013/14 Targets

- (a) Fund, acquire and improve a minimum of 50 units of privately let or vacant dwelling over the period 2011-14 through AmicusHorizon.
- (b) Work with the HCA and YMCA to acquire and improve empty properties in the area and wider Borough.
- (c) Work with the partners and the local community to develop and implement a new regeneration action plan for St Leonards complemented by dedicated support to the St Leonards Town Team.
- (d) To support a wide range of community safety, marketing, business support and community development activities in the St. Leonards area.
- (e) To review the existing renewal area status and extend its life subject to consultation and Cabinet approval.
- (f) To work with other coastal authorities and partners to develop and lobby for action that will encourage improvement to the private rented sector.

Performance @ QTR 2 – On Target

Progress –

a) On target:

- 17 Carisbrooke Road (5 units): in AmicusHorizon ownership, works started.
- Nursing Home, Carisbrooke Road (11 units): in AmicusHorizon ownership, tenders out for works contract (deadline 11th November 13), anticipate on-site Dec 13
- 61 Western Road (3 units): anticipate completion of contracts with vacant possession Jan 14
- 14 Carisbrooke Road (1 unit): completion of contracts Dec 13, works to start Dec 13/Jan 14

b) On target:

YMCA:

- 4 units let at Chapel Park Road since July 13. 2 more units due to be ready in this property in Dec 13.

- 4 units let at Vicarage Road since July 13.
- 2 units let at Grand Parade since September 13. 4 more units due to be ready in this property, 2 by end of Oct 13 and 2 by end of Nov 13.

c) and d) (On target)

Progress on the action plan is being monitored and reported to the Project Board regularly. The main highlights are as follows: St Leonards Festival successfully delivered and plans currently being discussed on how to prepare for next years event. The Town Team now has an agreed constitution with a new committee and chair. It is also planning for events during Christmas and the regular (quarterly) market. AmicusHorizon now has a part-time worker in place to develop employment and community engagement project in the area. HBC officers are planning a public Wayforward meeting on 26th Nov 2013 where partners will be invited to discuss and present their work in this part of the town. Sussex Police will be conducting a resident's survey in the 'seven streets' over the next few months. The purpose being to provide some baseline data on community safety perception against which progress could be measured.

8. HASTINGS PIER

Brief: To support the Pier's renewal and the programme of activity which will give it long term sustainability.

Director: Simon Hubbard

Contributions: Head of Regeneration and Planning Policy, Head of Corporate Services, Head of Marketing and Communications

Lead Member: Cllr Chowney

O & S: Services

2013/14 Targets

- To complete the CPO and transfer of Hastings Pier subject to the availability of funding and agreement of legal terms between the Council and Pier Company.
- To support fundraising efforts, particularly further bids for external funding.
- To support the Pier Company in bringing forward its longer term plans for the leisure, community and commercial activity which will support the economic life of the Pier and seafront.

Performance @ QTR 2 – On target

Progress –

- Target met
- HBC secured additional funding from Coastal Communities fund to support Hastings Pier development.
- CCF grant will enable Hastings to reconstruct one of the buildings on the apron for restaurant and other commercial activities. Part of the White Rock Baths is undergoing refurbishment prior to leasing the space to the Pier for their community based activity prior to the Pier's opening.

9. SEAFRONT STRATEGY

Brief: Our current Seafront Strategy and supporting action plan is overseen by a member/officer Seafront Regeneration Group. The supporting action plan seeks to deliver and maximise the economic, social, environmental and health benefits within the available resources. This action plan needs to be

refreshed to consider the potential for the renovation of the Pier and associated regeneration opportunities.

Director: Simon Hubbard
Contributions: All Heads of Service
Lead Member: Cllr Chowney
O & S: Services

2013/14 Target(s)

- a) To review and revise the Seafront Strategy and action plan.
- b) To deliver the programme of the Foreshore Trust as contained within the Charity's business plan.
- c) Refurbishment of the Pelham Car Park and toilets.
- d) To complete the business case for improved seafront transport.
- e) To proactively market White Rock Baths and take forward any interest.
- f) Complete the CPO of the Pier and support its regeneration subject to funding.
- g) Promote and stimulate commercial opportunities on Hastings and St Leonards Seafront and Foreshore, including:
 - New Seafront Catering facilities/kiosks.
 - Improving car parking as the first phase of Bottle Alley improvements.
 - Install next phase of Stick of Rock lights and seek funding for further phases.

Performance @ QTR 2 – On Target

Progress –

- a) Review of seafront strategy underway.
- b) White Rock Baths Community Hub construction underway. On target for 1st December completion. Upgraded surfacing for Pelham play area agreed and funded for Q4 installation. Winch road resurfacing quotes have been obtained and submitted for grant funding to FLAG programme. Beach steps refurbishment completed
- c) Completed
- d) Options for securing the funding to make the 'minitrans' project viable once the pier has reopened, post 2015, are being explored
- e) Proactive marketing on hold pending completion of refurbishment works of part of the promenade level for use by Hastings Pier Charity and outcome of preliminary investigations in relation to interest by other parties in other parts of the building.
- f) Progress against this measure reported in Item 8.
- g) Assessment of the legal restrictions on seafront trading kiosks completed. Report on locations and marketing will be coming to senior officers and members in November. The technical evaluation and cost estimation for Bottle Alley car parking has been completed. ESCC has been contacted to confirm their agreement and begin negotiations on cost and income sharing. Funding identified for next tranche of Sticks of Rock. We will install them in Q4.

10. HASTINGS CASTLE

Brief: Work up a Stage 1 bid for Heritage Lottery 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

2013/14 Target(s) 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.

Performance @ QTR 2 – Slippage Possible

Progress – Following very successful workshop on Hastings Castle was held in April, attended by community groups and stakeholders. As a result, a brief was prepared and architects engaged to prepare an outline scheme for use in our bid. Three options were presented to officer, stakeholders and the public in early September, and consensus reached on a way forward: - a fourth option combines the preferred elements of two of the plans.

We are now aiming at an HLF bid application by 18th November, and a decision by mid-March 2014.