

## CABINET

3 NOVEMBER 2014

Present: Councillors Birch (Chair), Chowney (Vice-Chair), Cartwright, Forward, Hodges, Lock, Poole and Atkins

### 37. MINUTES OF THE MEETING HELD ON 6 OCTOBER 2014

**RESOLVED** – that the minutes of the meeting held on 6 October 2014 be approved and signed by the chair as a correct record.

#### MATTERS FOR CABINET DECISION

### 38. MEDIUM TERM FINANCIAL STRATEGY (2015/16 TO 2017/18) (INCLUDING 2014/15 MID YEAR FINANCIAL REVIEW)

The Head of Finance presented the medium term financial strategy and 2014/15 mid-year financial review. The council reviewed its current year spending against the budget, to assist with the budget setting process for future years and to align the council's available resources with its corporate objectives.

The report set out variations in the council's income and expenditure throughout 2014/15. The report acknowledged the ongoing economic uncertainty within which the council was operating. The strategy explained the council intended to use some of its reserves over the next three years to support the transition to a lower spending authority. Potential recurring underspends in the mid-year review would also be identified and investigated, to assist with the budget setting process in future years. However, the budget shortfalls, projected in the Medium Term Financial Strategy in each of the next three years, meant that it was still critically important for the council to continue to identify further efficiencies, income generation opportunities and cost reductions in order to achieve a balanced budget.

Councillor Birch moved approval of the recommendations of the report, which was seconded by Councillor Cartwright.

**RESOLVED** (unanimously) that the Medium Term Financial Strategy be approved.

The reason for this decision was:

The council matches its available resources to its priorities across the medium term. The report provides the opportunity to assess the council's resources to assist the review of corporate priorities given the continued reductions in funding and the need to continually ensure limited resources are properly aligned to targets.

### 39. EAST SUSSEX PEER CHALLENGE - "OPEN FOR GROWTH"

The Director of Regeneration presented a report which recommended a response to the Local Government Association (LGA) Peer review of economic development and support to businesses in East Sussex.

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Peer challenges replaced the previous national performance framework of inspection, and allow council's to review performance in a way which is improvement focused. The scope of each review is agreed by the councils involved, in order to take account of local needs and specific requirements.

The East Sussex Leaders and Chief Executives Group had agreed to undertake an open for growth peer challenge, which examined the county wide mechanisms in place, for councils to support their local economy and businesses. The review was undertaken in March 2014 and had included extensive input from stakeholders, before a report was agreed at officer level in July 2014.

It was acknowledged that there was a positive relationship in place between the East Sussex authorities, and key partners including local colleges, the University and business groups. The report made a series of recommendations around the 5 priority areas of economic growth, planning, housing, education and training for skills and procurement. It had also been agreed that economic inclusion should also be a key area of consideration. An action plan would be developed between the authorities to implement the recommendations contained within the LGA report.

Councillor Birch moved approval of the recommendations to the report, which was seconded by Councillor Hodges.

### **RESOLVED (unanimously) that –**

- 1) The Cabinet support the recommendations contained in the report of the LGA Peer review Team subject to the comments in this report, and;**
- 2) The development of an Action Plan is supported with decisions in this respect delegated to the Director of Regeneration in consultation with the Leader and Deputy Leader.**

The reason for this decision was:

In order to allow the council to work with other partners in Team East Sussex (TES) to implement the report's recommendations.

### **40. REGULATION 7 DIRECTION - SEAFRONT ESTATE AGENTS' BOARDS**

The Director of Regeneration presented a report which advised Cabinet of the making of a new direction relating to estate agents boards and recommended that the council reaffirms its policy for the area.

The existing direction, which came to an end on 31 December 2014, had resulted in a marked improvement in the appearance of the seafront. At its meeting in March 2014, Cabinet had resolved to apply to the Secretary of State for the renewal of the Direction. An Inspector had visited the site, and accepted that the area covered by the Direction was of special visual importance to the town. Following advertisement in the London Gazette and local paper, the new Direction, which covered the majority of Hastings and St Leonards seafront between Grosvenor Gardens and Pelham Crescent, would come into effect from 1 January 2015. The Direction had been granted in perpetuity, which meant it would not be necessary for the council to reapply in future.

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Councillor Chowney moved approval of the recommendations to the report, which was seconded by Councillor Cartwright.

**RESOLVED (unanimously) that Cabinet welcomes the making of the new Direction and re-affirms its policy within the area of the Direction for not granting consent under the Advertisement Regulations for any estate agents boards except in the most exceptional circumstances.**

The reason for this decision was:

The secretary of State for Communities and Local Government has made a new Direction restricting the display of estate agents boards along the majority of the seafront and it is now necessary for cabinet to consider its policy for the area.

### 41. **MUSEUM FORWARD PLAN**

The Head of Amenities, Resorts and Leisure presented the Museum Forward Plan for 2014 – 19.

The museum was required to produce a forward plan as part of the national accreditation scheme, which was run by the Arts Council. The accreditation scheme assessed a variety of criteria, including; organisational health, collections care and management, and the visitor experience. It was intended that accreditation would assist the museum in obtaining loans of artefacts and collections and ensure eligibility for various grant programmes.

The Hastings Museum and Art Gallery and the Old Town Hall Museum had been accredited since 2007. The report considered the achievements over the previous forward plan, which had covered the period from 2010- 2013, and recommended that the museum reapply for accreditation by the deadline of February 2015.

Councillor Poole moved approval of the recommendations to the report, which was seconded by Councillor Cartwright.

**RESOLVED (by 6 votes to 0, with 2 abstentions) that Cabinet adopt the Museum Forward Plan and key actions to support our application for reaccreditation by the Arts Council.**

The reason for this decision was:

A forward plan for the Museum Service is a requirement of the Museum Accreditation scheme, which is run by the Arts Council. The plan was presented in draft form to the Museums Committee on 16 June 2014. Suggested changes were incorporated and presented to the Museums Committee on 15 September 2014 where it was resolved that the committee accepted the report and were satisfied with the comments in the report, subject to minor changes which have since been made.

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**42. MINUTES OF THE CHARITY COMMITTEE MEETING AND THE ANNUAL PUBLIC MEETING OF THE HASTINGS AND ST LEONARDS FORESHORE TRUST HELD ON 29 SEPTEMBER 2014**

The minutes of the meeting of Charity Committee and the Annual Public Meeting of the Hastings and St Leonards Foreshore Trust held on 29 September 2014 were submitted.

**RESOLVED – that the minutes of the Charity Committee and the Annual Public Meeting of the Hastings and St Leonards Foreshore Trust held on 29 September 2014 be received.**

(The Chair declared the meeting closed at. 7.08 pm)