Meeting: Council
Date: Wednesday 7 May 2014
Subject: Corporate Plan 2014/14 refresh
Report of: Councillor David Tutt on behalf of the Cabinet

The Council is asked to consider the minute and resolution of the Cabinet meeting held on 19 March 2014 as set out below.

Further copies of the report to Cabinet are available on request – please see end of this report. A copy may be seen on the Council’s website by following the link below:
http://democracy.eastbourne.gov.uk/ieListMeetings.aspx?CId=125&Year=0

The Council is recommended to:

Approve the refreshed Corporate Plan.

*89 Corporate Plan 2014/15 refresh

89.1 Councillors Patrick Warner and Philip Ede addressed the Cabinet on aspects of this matter.

89.2 Cabinet considered the report of the Head of Corporate Development. The refreshed corporate plan contained updates on the Local Futures data and included references to data from other more timely sources (such as East Sussex in Figures) where available in order to give an overall picture of Eastbourne which was as up-to-date as possible.

89.3 Extensive consultation on the corporate plan priorities had been conducted with the community and stakeholders each year since the new format and priorities were adopted. This being the final year of the current strategy, the results of the annual consultations had been brought together with recent community feedback such as the Youth Fair, the new ward walk initiative, and the ‘Big Local’ project in west Devonshire ward and presented to Cabinet in December 2013. The full consultation report would be made publicly available alongside to the corporate plan once published online. Development of projects and targets had also been influenced by the recent service and financial planning process, reference to the local development framework and the sustainable community strategy.

89.4 A year-end report summarising the 2013/14 actions and related performance indicator outturns was being reported to Scrutiny and Cabinet and would be made
available to the public alongside the refreshed plan on the Council’s website. Feedback received as part of reviews from GOSE, iESE and the LGA Peer Challenge were very positive regarding the format and content of the plan.

89.5 The refreshed plan built upon previous year’s versions and retained the same four priority chapters – each owned by a senior member of the corporate management team and Cabinet lead member who were responsible for managing the overall delivery of projects in that theme. An overview of the projects for each chapter was as follows:

89.6 **Prosperous Economy**

Tourism marketing and brand development:
- New tourism and economic development strategy.
- New brand development and marketing campaign.
- New walking festival.
- Grow the Beer and Cider by the Sea event into a regional food and drink festival.

Employment - town centre:
- Process new planning application.
- Assist with land assembly.
- Assist developers to crystallise development on other sites.
- Specify and tender plans for the environmental improvement to Terminus Road.
- Review the existing ring road.

Business support scheme:
- Use of technology to promote local services including procurement.
- Maximise Business Rate Relief giving £800k back to small businesses.
- Revised Eastbourne Loyalty Scheme.

Employment - Sovereign Harbour:
- Process planning applications by Sovereign Harbour Ltd and SeaChange Sussex.
- Progress the provision of the Community Centre.
- Deliver the Harbour Innovation Mall.

89.7 **Quality Environment**

Managing waste responsibly:
- Improve Recycling rates

Improving the cleanliness of the street and public areas:
- Prevention campaigns to reduce environmental crime.
- Renovation of public conveniences.

Allotment provision:
- Continue to build extra allotment in phases throughout the year.

Towards a low carbon town:
- Continue to implement environment strategy action plan.
- Implement actions to reduce the carbon use of the Council’s own buildings.

Transport – cycling provision:
- Implement cycle strategy – revise proposed cycle routes following consultation.
- Complete 3 new routes and next phase of Horsey Sewer cycle route.

Eastbourne Park:
• Form a land owners group and stakeholders group to implement action plan for the Park.
• Carry out feasibility work for new flood mitigation measures.

Pride in Our Parks:
• Finalise design, apply for planning permission and build Hampden Park Skate Park.
• Biodiversity report on Hampden Park Lake.
• Hampden Park management plan.
• Old Town Recreation ground management plan.
• Publish the Princes Park development plan.

89.8 Thriving Communities

Develop youth services and activities:
• Deliver new youth strategy to be implemented in 2015.
• Deliver Youth Fair 2014 for young people to showcase their skills and achievement.
• Deliver Youth Network meeting for service and activity providers
• Implement current youth strategy.

Improving neighbourhood delivery:
• Deliver improvements to health and wellbeing.
• Develop Shinewater Park project.
• Deliver grants to community and voluntary organisations.

Best use of housing resources:
• Housing Futures – Agree how to best deliver housing management arrangements to start April 2015.
• Work with Eastbourne Homes to identify options for housing repairs contract and begin procurement.
• Deliver New Homes programme, Empty Homes programme and Driving Devonshire Forward.
  - Coventry Court
  - Tenterton
  - Belmore/Longstone

Support to vulnerable households:
• Deliver welfare reform action plan.
• Develop community resources for tackling economic hardship.
• Tackle rough sleeping.
• Housing benefit and council tax system migration

Cultural provision:
• Establish new charitable company.
• Transfer Towner to trust.
• Progress work with English Heritage to secure funding for the development of the Redoubt as an accessible, living museum.

Tennis development:
• Refurbish courts at Hampden Park and Old Town recreation ground with new free membership scheme launched.

Active Eastbourne:
• Complete and implement the first priorities of the Active Eastbourne strategy

Devonshire Park
• Complete the concept design stage for the whole complex.
• Undertake next iteration of the business case.
• Complete Phase 1 – new façade to Congress Theatre.
89.9 **Sustainable Performance**

Asset management:
- Restructure service to create a corporate landlord team.
- Market test the Wish Tower site for a restaurant.

Sustainable service delivery strategy (SSDS):
- Implementation of Future Model phase 2.
- Exploring a range of partnerships to achieve further efficiencies.

*89.10 **Resolved (budget and policy framework):** (1) That the draft 2014/15 refresh of the Corporate Plan be approved subject to detail on performance indicators, actions and final formatting being agreed by senior heads of service and lead Cabinet members.

(2) That full Council be recommended to give the plan final approval.

For a copy of the report please contact Local Democracy at 1 Grove Road, Eastbourne, BN21 4TW. Tel. (01323) 415022 or 415021.
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