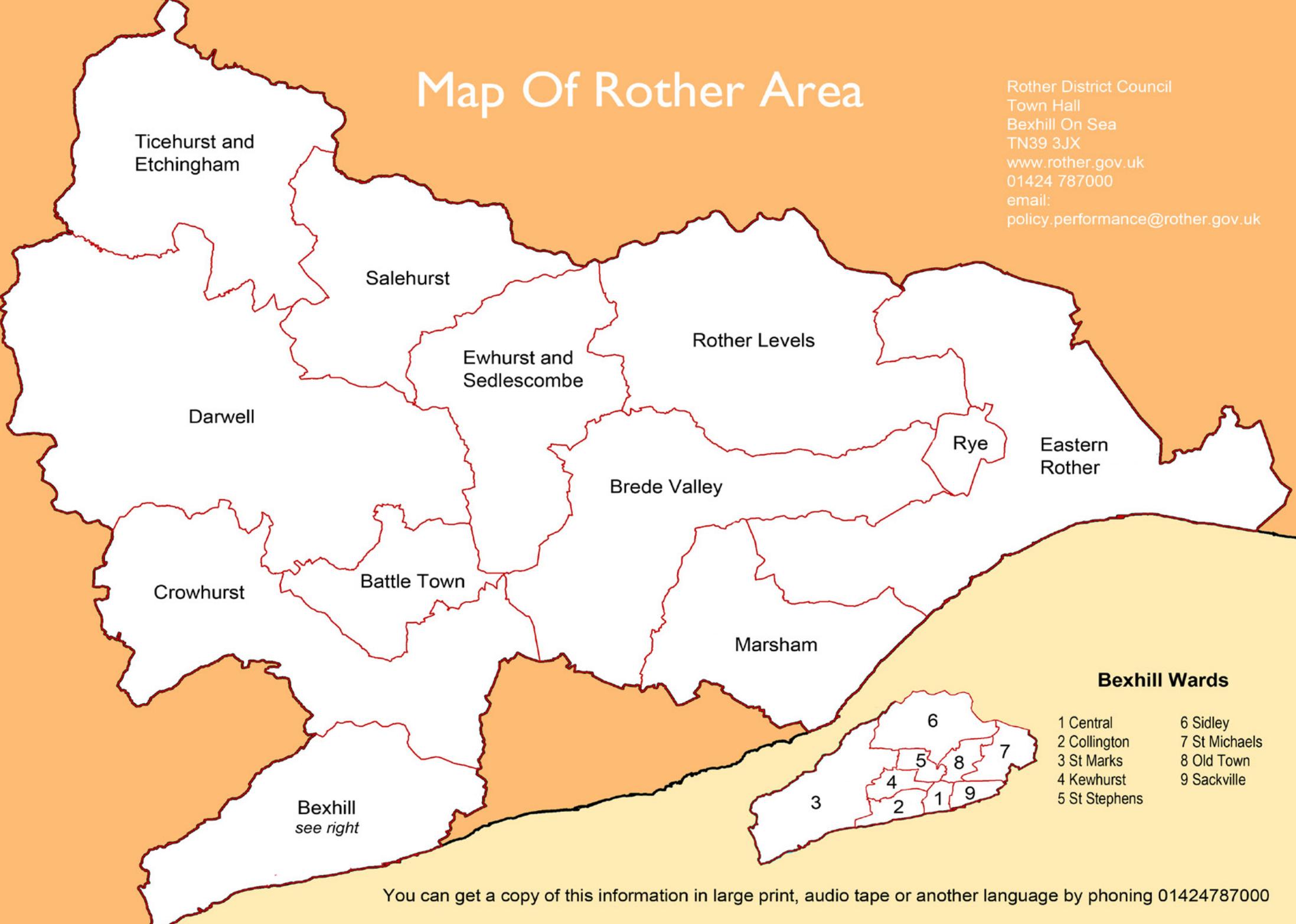


Rother District Council Annual Report & Performance Plan 2011



Map Of Rother Area

Rother District Council
Town Hall
Bexhill On Sea
TN39 3JX
www.rother.gov.uk
01424 787000
email:
policy.performance@rother.gov.uk



Bexhill Wards

- | | |
|---------------|---------------|
| 1 Central | 6 Sidley |
| 2 Collington | 7 St Michaels |
| 3 St Marks | 8 Old Town |
| 4 Kewhurst | 9 Sackville |
| 5 St Stephens | |

You can get a copy of this information in large print, audio tape or another language by phoning 01424787000

Rother District Council: “Working with the community to improve the overall well-being of the District”

Zip wire at Etchingham playground

Annual Report and Performance Plan 2011

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Foreword by the Leader of the Council and the Chief Executive



Councillor Carl Maynard
Leader of the Council

Welcome to Rother District Council's annual report and performance plan for 2011. Inside you will find our report on the progress we made during 2010/11 and our plans for 2011/12. By presenting clear data and an account of our activities and funding we give readers a chance to make up their own minds about the quality of service that the Council is achieving.

As we look back at 2010, there is no doubt it was a year of great achievements as many of our Corporate Plan projects came to fruition. Investment in the economy of Rother included a successful new employment site at Elva Way, Sidley, and the completion of a new road junction on the A21 to open up industrial sites in the Battle area. We invested in the health and well being of our residents with new sport and recreation facilities for all ages including the adult exercise area adiZone, in Egerton Park, Bexhill. We protected the health of residents with a number of prosecutions for dangerous fly-tipping and emergency closures for food safety.

Access to our services improved with the new community help point at Rye. It was a good example of this Council working in partnership with other organisations for the benefit of our residents. We rolled out the kerbside collection of cardboard to ensure that we continue reducing the amount of waste sent to landfill.

The foundations laid in 2010 will bring more improvements for residents in 2011. A successful bid for European funding will improve Egerton Park, Bexhill, and visitor facilities at Camber. The first sections of the western half of Bexhill seafront re-opened to the public and the remainder of the project will be completed by the end of the year. We have started talking to local businesses, organisations and residents about a new vision for Bexhill's town centre.

We have pledged that the funding cuts, announced by the Government in 2010, will be tackled mainly through internal changes. The delivery method may be different but our services to residents and visitors will still be available. Our small workforce is even smaller. We will look actively for new ways to stretch our reduced resources to make sure residents get good quality service delivery in 2011 and beyond.



Derek Stevens
Chief Executive

Contact Information: Elected Members of the Council

Cllr Lord Ampthill

Rye

Conservative, Tel. 01797 227106
Chairman of the Council: able to sit on all Committees (ex-officio)



Cllr Charles Clark

Bexhill St Michaels

Independent
Tel. 01424 221603
Vice-Chair: Resources OSC



Cllr Simon Elford

Bexhill St Michaels

Conservative, Tel. 01424 736425
Licensing & General Purposes;
Resources OSC; Services OSC



Cllr Mrs Mary Barnes

Ticehurst & Etchingham

Conservative, Tel. 01580 819142
Planning; Resources OSC



Cllr Angharad Davies

Crowhurst

Conservative, Tel. 01580 831969
Resources OSC; Services OSC



Cllr Robert Elliston

Ticehurst and Etchingham

Conservative, Tel. 01580 200609
Planning; Resources OSC



Cllr Roger Bird

Marsham

Conservative, Tel. 01424 813636
Licensing & General Purposes;
Services OSC; Standards



Cllr Kevin Dixon

Battle Town

Liberal Democrat,
Tel. 01424 774435
Leader of the Liberal Democrat
Group: Licensing & General
Purposes; Standards



Cllr Kathryn Field

Battle Town

Liberal Democrat,
Tel. 01424 772132
Services OSC; Standards



Cllr Graham Browne

Salehurst

Conservative, Tel. 01580 860118
Resources OSC; Services OSC



Cllr Patrick Douart

Bexhill Sackville

Conservative, Tel. 01424 733254
Licensing & General Purposes;
Standards



Cllr Mrs Joanne Gadd

Bexhill St Marks

Conservative, Tel. 01424 844228
Vice-Chair: Licensing & General
Purposes; Planning



Cllr Jim Carroll

Bexhill Sidley

Conservative, Tel. 01424 892658
Planning; Services OSC



Cllr Stuart Earl

Bexhill St Marks

Independent, Tel. 01424 225386
Leader of the Association of
Independents. Services OSC;
Standards



Cllr Tony Ganly

Ewhurst & Sedlescombe

Conservative, Tel. 01580 830704
Cabinet: Portfolio: Recycling and
Waste, Rural Affairs; and Town
Council Liaison



Key: OSC – Overview and Scrutiny
Committee

Cllr Mrs Bridget George
Bexhill St Stephens
Conservative, Tel. 01424 848212
Cabinet: Portfolio: Strategic
Planning & Voluntary Sector
Liaison. Planning



Cllr Mrs Joy Hughes
Bexhill Central
Vice Chairman of the Council
Conservative, Tel. 01424 221469
Licensing & General Purposes;
Planning



Cllr Ian Jenkins
Rother Levels
Conservative, Tel. 01424 883475
Cabinet: Portfolio: Transport,
Communications & Working in
Partnership (public sector).
Licensing and General Purposes



Cllr Jonathan Johnson
Brede Valley
Conservative, Tel. 01424 882414
Cabinet: Portfolio: Young
People, Sport and Equalities



Cllr Brian Kentfield
Bexhill Kewhurst
Conservative, Tel. 01424 842966
Chair: Planning; Resources OSC



Cllr Martin Kenward
Bexhill Kewhurst
Conservative, Tel. 01424 219784
Cabinet: Portfolio: Culture,
Tourism and Leisure



Cllr John Lee
Bexhill Collington
Independent, Tel. 01424 219977
Licensing, & General Purposes;
Planning



Cllr Paul Lendon
Bexhill St Stephens
Conservative, Tel. 01424 225430
Licensing & General Purposes;
Vice-Chair: Services OSC



Cllr Tony Mansi
Bexhill Collington
Conservative, Tel. 01424 845715
Resources OSC



Cllr Carl Maynard
Brede Valley
Conservative, Tel. 01424 752178
Leader of the Council
Cabinet: Portfolio: Strategic
Overview & Regeneration.



Cllr Martin Mooney
Rother Levels
Conservative, Tel. 01797 253223
Chair: Resources OSC; Services
OSC



Cllr Paul Osborne
Eastern Rother
Conservative, Tel. 01797 222415
Resources OSC; Chair: Services
OSC



Cllr Robin Patten
Marsham
Conservative, Tel. 01424 812479
Deputy Leader of the Council
Cabinet: Portfolio: Finance,
Value for Money; Member
Training & Development
Champion; Chair: Licensing &
General Purposes



Cllr Mrs Susan Prochak
Salehurst
Liberal Democrat,
Tel. 01580 881309
Planning



Cllr Nick Ramus
Eastern Rother
Conservative, Tel. 01797 223088
Vice-Chair: Planning; Services
OSC



Cllr Sam Souster
Rye
Labour, Tel. 01797 224305
Leader of the Labour Group
Planning; Services OSC



Key: OSC – Overview and Scrutiny
Committee

Cllr David Vereker

Darwell

Conservative, Tel. 01435 882621
Planning; Services OSC



Cllr Maurice Watson

Bexhill Sidley

Labour, Tel. 01424 210563
Planning; Standards



Cllr Bob White

Darwell

Conservative, Tel. 01424 774284
Cabinet: Portfolio: Housing &
Older People. Licensing &
General Purposes



Cllr Mrs Deirdre Williams

Bexhill Sackville

Conservative, Tel. 01424 225386
Planning; Services OSC



Cllr Mrs Frances Winterborn

Bexhill Old Town

Liberal Democrat,
Tel. 01424 819033 Licensing
& General Purposes;
Resources OSC



Cllr Stuart Wood

Bexhill Old Town

Liberal Democrat,
Tel. 01424 222969
Services OSC; Standards



Plus 4 Co-opted Members of the Council
that are Members of the Standards
Committee

You can write to all Councillors:

c/o The Town Hall,
Bexhill,
TN31 3JX
or chiefexec@rother.gov.uk

All councillors can be contacted by email
using a standard format –

cllr.firstname.lastname@rother.gov.uk

Key: OSC – Overview and Scrutiny
Committee



Contact Information: Officers

Rother District Council
Town Hall
Bexhill on Sea
TN39 3JX
Telephone 01424 787000
Fax 01424 787879

Chief Executive: Derek Stevens

Tel. 01424 787801
Fax 01424 787879
Email: chiefexec@rother.gov.uk

Head of Policy & Partnerships:

Brenda Mason

Tel. 01424 787860
Fax 01424 787807
Email: policy.performance@rother.gov.uk
Performance management framework, community planning, emergency planning/civil contingency, consultation, research & citizens panel, communication, community safety.

Director of Services: Anthony Leonard

Tel. 01424 787510 Fax 01424 787520
Email: directorofservices@rother.gov.uk

Head of Amenities: Kim Ross

Tel. 01424 787500 Fax 01424 787520
Email: amenities@rother.gov.uk

Abandoned vehicles, allotments, arts development, beach & seafront, museums, parks & open spaces, sport & recreation facilities, sports development, recycling, street cleaning, waste collection

Head of Environmental Health:

Richard Parker-Harding
Tel. 01424 787550 Fax 01424 787547

Email: envhealth@rother.gov.uk
Dog control, food safety, health & safety, licensing, noise, pest control, pollution, taxis.

Head of Planning: Tim Hickling

Tel. 01424 787600 Fax 01424 787627
Email: planning@rother.gov.uk

Advertisements, building control, development management, conservation, listed buildings, Rother Local Plan, planning applications, tree preservation, environmental policy.

Head of Regeneration & Estates:

Graham Burgess

Tel. 01424 787833 Fax 01424 787837
Email: economic@rother.gov.uk

Regeneration and economic development, tourism, estates and asset management.

Director of Resources: Malcolm Johnston

Tel. 01424 787703 Fax 01424 787710
Email: directorofresources@rother.gov.uk

Head of Corporate Services: Suzanne Collins

Tel. 01424 787716 Fax 01424 787879
Email: chiefexec@rother.gov.uk

Email: customerservices@rother.gov.uk
Byelaws, councillors & committees, elections, land charges & searches, legal services, internal audit services, Customer help points at Bexhill, Battle & Rye and the Contact Centre, complaints.

Head of Finance: Robin Vennard

Tel. 01424 787711 Fax 01424 787710
Email: finance@rother.gov.uk

Financial services, Council Tax, Housing & Council Tax benefits, NNDR (business rates), payments, Treasury services.

Head of Housing: Anne Fennessy

Tel. 01424 787596 Fax 01424 787520
Email: housing@rother.gov.uk

Housing advice and homelessness, private sector housing standards, grants, housing development.

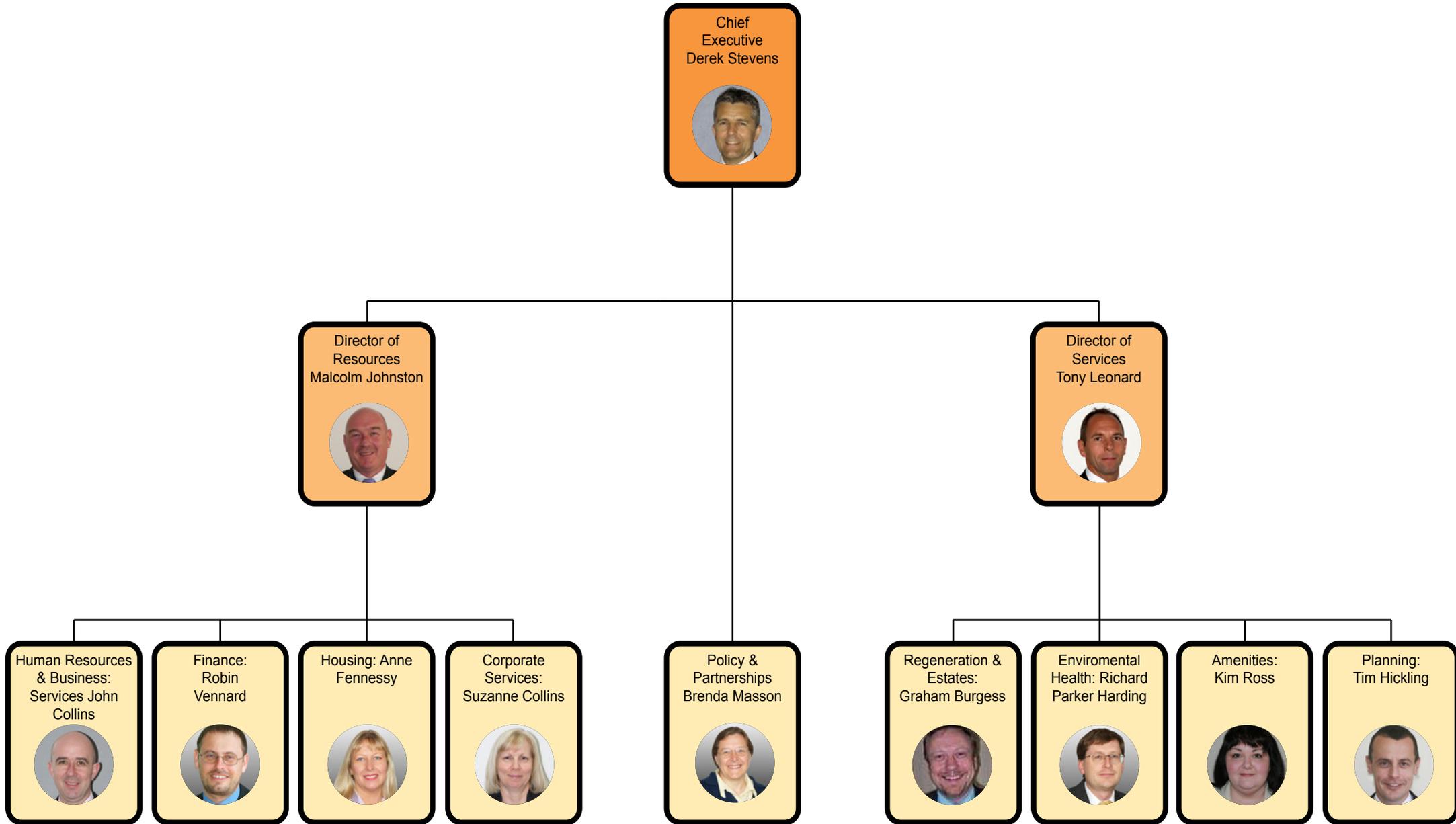
Head of Human Resources

& Business Services: John Collins

Tel. 01424 787704 Fax 01424 787710
Email: hr@rother.gov.uk

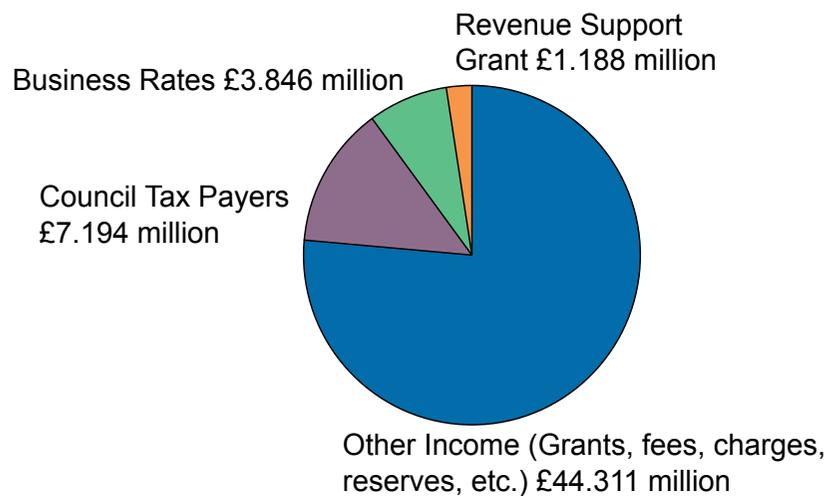
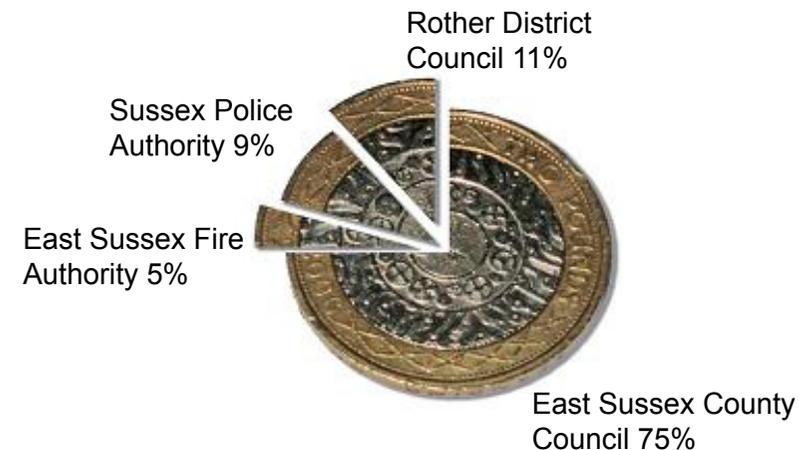
Email: technology@rother.gov.uk
Recruitment and training, equality & diversity, internal health & safety, workforce planning, Information technology, printing & reprographics.

Rother District Council Senior Officer Structure 2011



Who funds us?

Rother's portion of the total Council Tax for 2011 for a Band D Property is £161.19 - £3.10 a week. No change from 2010



Gross Income

Spending on Services

Net Revenue Budget Summary

Service	2010/11	2011/12		Net Operational Expenditure
	Net original budget	Gross Expenditure	Income	
	£	£	£	£
Central Services to the Public: council tax collection & benefits, elections, emergency planning, etc.	671,170	9,746,150	9,137,570	608,580
Corporate and Democratic Core: committee services, community help points, contact centre, policy, performance.	2,602,750	3,038,500	239,950	2,798,550
Cultural and Related Services: arts, sports, museums, allotments, beaches, leisure centres, parks & open spaces, tourism.	2,843,570	2,996,460	167,870	2,828,590
Environmental Services: cemeteries, coast protection, environmental health services, public conveniences, community safety, street cleansing, refuse collection.	4,870,090	5,881,780	1,191,430	4,690,350
Planning and Development: planning & regeneration services	1,522,910	2,454,420	1,074,730	1,379,690
Highways and Transportation: car parks	5,560	455,190	1,070,860	-615,670
Housing: housing service	626,430	28,266,610	27,764,000	502,610
Other Operating Income and Expenditure: land and buildings	-2,685,030	319,770	2,885,010	-2,565,240
Support Services: legal, finance, human resources, corporate resources, etc	3,322,100	3,381,000	116,120	3,264,880
Net Revenue Budget	13,779,550	56,539,880	43,647,540	12,892,340

Cultural & Related Services Community grants, Bexhill seafront remaining project work	
Total	£3,861,000
Housing Disabled Facilities Grants, Housing Aid Grants	
Total	£950,000
Support Services Equipment replacement programme	
Total	£100,000
TOTAL CAPITAL PROGRAMME	£4,911,000

Figures are provisional, pending the final closure of accounts.

Rother District Council had 236 full time equivalent employees at the end of March 2011, providing over 50 different services. This is a ratio of 2.6 staff for every 1000 residents. Compared to other councils this is a very low number of employees. Recruitment was frozen in 2010 and a number of post are being held vacant. An additional 30 staff are taking voluntary redundancy during 2011. This will reduce the number of full and part time staff by 50 posts or about 17% by December 2011.

- 60% employees are female and 40% are male.
- 70% work full time and 30% work part time.
- The average age of staff is 44.
- 4% of employees are disabled or have a limiting long term illness, compared to the 11% of the working age population of Rother that has a disability (source: 2001 Census, ONS).
- 3% of employees are from black and ethnic minority groups compared to the 1% of the working age population of Rother who are from an ethnic minority (source: 2001 Census, ONS).

Rother District Council holds Investors in People status and will apply for renewal during 2011. The Investors in People standard is an improvement tool designed to advance an organisation's performance through its people. The Council is committed to having well trained and developed staff because they are more able to deliver good quality services.

Every year in February we get together with all staff to talk about the achievements of the past year, our future direction, and any new challenges for the coming year. We have an internal staff magazine that is distributed electronically. Well informed and motivated staff are more able to deliver the Council's objectives.

In Numbers: Our Service to Our Customers in 2010

247,600

website visits with 977,000 views of our website pages

8,000

tonnes of compostable green waste collected

18,289

new and existing benefit claims processed

117,100

telephone calls to our Contact Centre

3 families we helped
2 prevent being
3 made homeless

4

filthy or verminous premises cleared

2241

planning permission applications processed

58 new affordable homes for local residents

689 premises treated for rats

370 kilograms of rubbish collected from each household

35,700

visitors to our Customer Help Point in Battle, Bexhill & Rye

20

sanctuary schemes to protect domestic violence victims

1,465

statutory environmental health inspections completed

64 formal committee meetings, open to the public

29 potentially contaminated land sites inspected and assessed

Recycling from Our Offices



Cardboard



Paper



Household batteries



Printer cartridges

We added the collection of cans and plastic bottles during 2010.

Environment Officer Group (EOG)

In 2009 we set up a new officer group to take a lead on environmental matters, researching new ways to reduce the Council's carbon emissions. Reducing our carbon emissions means we're using less energy and reducing our costs.

The Council's new Environment Policy (adopted April 2010) tasks the group with a number of actions to improve the council's performance.

2010 Achievements:

During 2010 the Group worked extensively on reducing carbon emissions. Voltage optimisation regulators were operational in the three main buildings in April 2010. The Group has investigated solar panels on the roofs of the main buildings, undertaken the research for a new lighting scheme, and research on dropped ceilings to reduce the use of electricity and heating.

The Council worked with Eastbourne Borough Council to enter a framework agreement to help future partnerships to reduce energy use and save money.

The EOG commissioned a water audit to reduce water use and the majority of recommendations have already been implemented.

The Carbon Trust did a survey of energy use and the EOG are working on their recommendations. In addition, the EOG are working on a draft energy strategy to reduce energy usage even further and reduce carbon emissions in 2011.

2011 Plans:

During 2011 the Environment Officers Group will be supporting the following projects that will all reduce carbon emissions, cut energy usage and save money for the council.

- New energy contracts.
- Education campaigns to get staff to reduce energy use.
- Increased monitoring and reporting on energy use.
- Installation of a new lighting scheme.
- Roof repairs to Bexhill Town Hall and at the same time installing new roof insulation.
- Reducing the number of computer servers and as a result reducing the use of air conditioning in technical areas.



Rother District Council's Commitment to Data Quality

This Council is strongly committed to producing accurate data, created on time and reported clearly, so that it can be used to make well informed decisions to create better services for our residents.

We put in place internal controls to make sure that our performance indicators are measured correctly and reported accurately and openly.

We encourage all staff, councillors and our partners to take a role in ensuring high quality data.

Key to the Indicator Tables:

All results for 2010 are final and signed off as accurate unless it states that the result is provisional (may be indicated as 'Prov.').

All performance indicators are measured on the financial year 1 April to 31 March unless it states otherwise, such as 'calendar year' or 'CY'.

Key to Corporate Priority Programme

Achieved = an achieved output, already delivered.

Under Way = an output that is currently being worked on, usually started in 2010 and to be achieved over the year.

Our Aim: Delivering Value For Money

Rother District Council has long been committed to providing excellent value for money to its taxpayers, residents and partners. The Council defines value for money as getting the best and most appropriate outcomes for the community from the range of resources available to us. It is about obtaining the best balance of economy, efficiency and effectiveness. We measure value for money in the broad context of the resident's or user's perspective as well as taking a balanced view across a range of outcomes.

Some Achievements in 2010 in Delivering Value

Resetting Programme of Projects: In 2010 the Council responded to Government cuts of £1.7 million over two years and started a programme of 48 individual projects designed to save money in the short and long term. Projects included:

- Merging our Building Control service with Hastings Borough Council's service to reduce staff and costs for both authorities.
- Transferring film licensing to Hastings Borough Council to get a higher income and better service.
- Re-organising how we process orders, invoices, applications and forms to become more efficient with fewer resources.
- Planning to close our Beeching Road offices in 2011 and adopted new ways of working so that we can fit all our staff on one site at the Town Hall, Bexhill.

Vacancy Management: We stopped recruiting new staff and offered voluntary redundancy so that we could reduce the number of staff we employ. We re-organised most of our services to make sure we can still deliver services to customers even though we have fewer staff.

Planning Appeals Review: We improved how we handle planning decision appeals sent to the Planning Inspectorate, a national body. As a result, the Planning Inspectorate upheld our decisions in a bigger percentage of cases during 2010. This reduced our costs and increased our efficiency.

Putting Staff Where We Need Them: We transfer staff around the authority to support services where they need more help. A good example in 2010 was the Planning Service supported by staff from several other departments to help them tackle a backlog in planning applications.

Channel Shift: It is cheaper for the Council to provide services on-line than provide them to visitors at our offices or even over the telephone. In 2010 we put more services on our website. As a result we had 8,000 fewer visits to our offices.

Management Standards: In 2010 we put in place new standards for all our managers, against which they have to improve every year. Then we went further and developed a similar set of standards for all staff to use in their annual appraisals from March 2011.

Summary of our actions for 2011:

- Review the Council's Corporate Plan 2006-2016 at the mid point in this long term strategy in order to provide an up to date vision for the future and a programme of work and services to deliver that vision.
- The devolvement of services and facilities to independent groups at a local level, empowering and supporting them to manage the service effectively, in line with the Big Society ethos.
- Review contracts looking for joint delivery and cost reduction opportunities.
- Working in partnership with the East Sussex Waste Management Group on a single contract for waste & recycling collection and street cleansing.
- Review of car parking services and monitoring, increasing income by 2013.
- Ensure that newly elected Members of the Council and existing Members receive appropriate training and support in order to carry out their role effectively, including a Post-Election Induction Programme.
- A campaign to ensure that small businesses know what the Council can offer them for business relief for non-domestic rates.
- Drive down the costs of Council publications while maintaining the quality of communicating with residents regarding what the Council is doing, how it is spending the money and what services and facilities are available.

Corporate Priority Programme

Projects in the Corporate Priority Programme are designed to deliver the vision, aims and objectives set out in the Council's Corporate Plan.

Camber Visitor Management Initiative (EP46)

Objective: To secure economic improvements in central Camber.

Outputs: Improved facilities at Camber Central Car Park, as a significant contribution to the visitor management initiative.

Achievements in 2010: Received notification of Interreg funding. Undertook partnership workshops to identify issues and key requirements of all partners. Adopted a more inclusive approach to master planning in Camber.

Actions for 2011: A Camber Master Plan document to be produced and a workshop with Interreg partners.

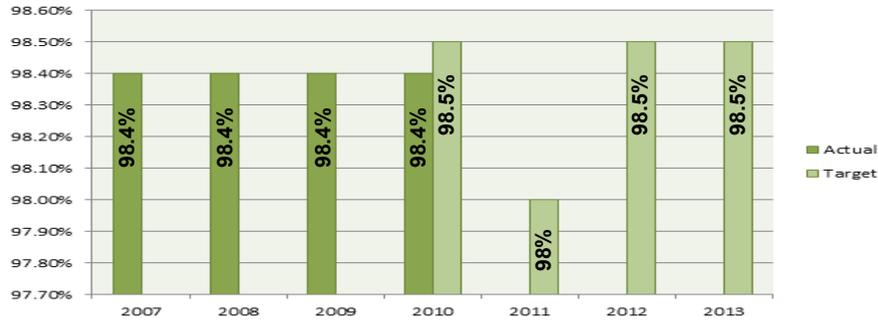


How we measure our success:

How much Council Tax owed have we collected?

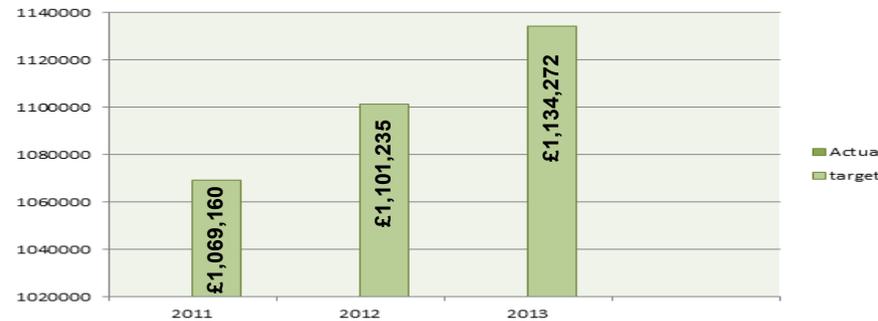
Good collection improves the Council's cash flow, interest earnings, and the ability to fund the provision of services. This indicator is commonly used as one of the key measurements on the quality of an authority's financial management.

Responsibility: Robin Vennard, Head of Finance



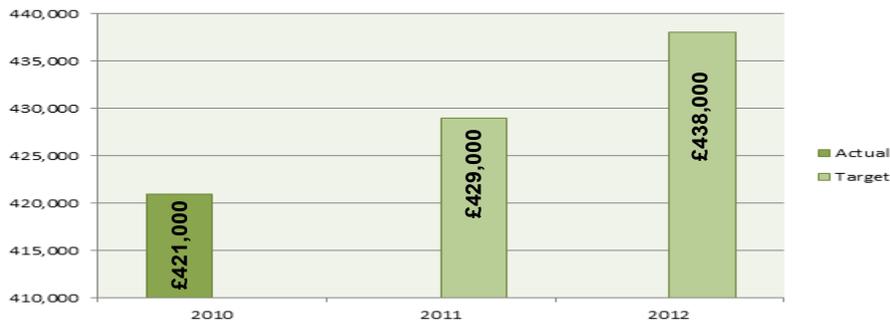
How much income do we get from car parking?

Responsibility: Kim Ross, Head of Amenities



How much income do we get from planning fees?

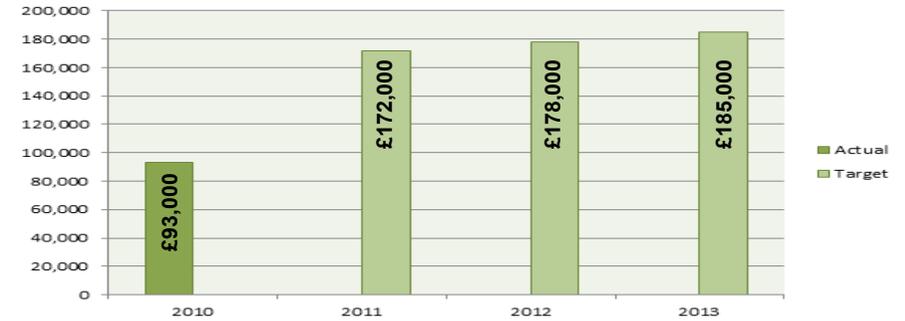
Responsibility: Tim Hickling, Head of Planning



How much income do we get from business units?

With more business units at Elva Way, the income will go up.

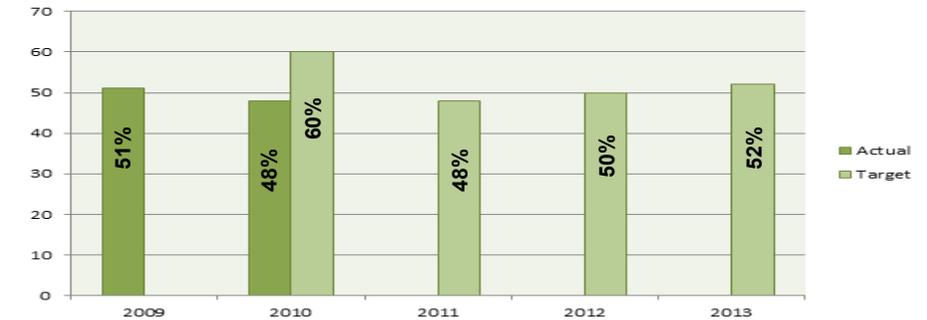
Responsibility: Graham Burgess, Head of Regeneration



What proportion of customers get our services on-line?

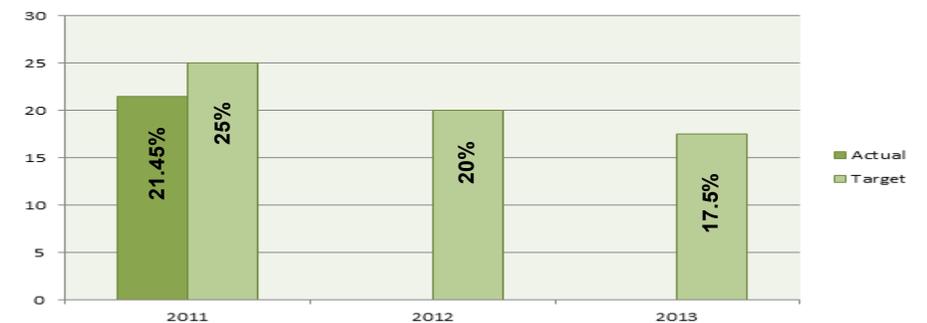
Online access is the cost effective delivery method to operate compared to visits and telephone calls. It provides more self-service and more access for customers as the website is available out of hours.

Responsibility: Suzanne Collins, Head of Corporate Services



What proportion of customers in person visit our community help points?

Responsibility: Suzanne Collins, Head of Corporate Services



Our Aim: Building Stronger Safer Communities:

As community leaders we place considerable importance on our part in creating stronger, safer communities in the District.

The Council has recognised the importance of the provision of quality, affordable housing in all tenures and the role this plays in creating sustainable, thriving communities. We aim to address town centre vitality, rural isolation, improve public spaces and foster an environment that will grow businesses, especially in high technology and tourism. We wish to improve the capacity of local communities to help themselves. We wish to maintain the overall attractiveness of the area; carefully manage our environmental resources and the distinctive and diverse local characteristics. We are committed to working with local communities to reduce crime, increase reassurance and to tackle the underlying causes of crime. We wish to ensure Rother continues to be a sustainable place to live, work and visit with the best possible quality of life.

Some Achievements from 2010:

Cardboard Recycling: Our waste and recycling service rolled out cardboard recycling from January 2011. This was much requested by our residents. That put Rother even further ahead of all the other authorities in the county in terms of the amount of recycled material taken out of household rubbish.

Elva Business Park opened in the former Sidley Goods Yard: Already 60% of the businesses in the Park are either new businesses or existing 'kitchen table' ones moving into their first professional business premises. We've also had the first successful business expand into bigger premises within the park. This was the delivery of a key part of our regeneration strategy to provide good quality premises to encourage new and existing businesses to set up in Rother. The lack of premises is a key reason why rural districts in East Sussex, including Rother, have difficulty getting new businesses into the area.

Protecting Public Health: We've had three successful emergency closures and prosecutions of food premises that have not reached the proper standards of health and hygiene. Our Sense of Place team completed a tricky and complex investigation to expose an illegal waste operation. At the Crown Court, the perpetrators got 8 months imprisonment and the Council was awarded £28,000 in costs.

Tackling Domestic Abuse: Councillors and officers signed a giant white ribbon on White Ribbon Day as a symbol of their pledge to act against

domestic abuse and violence, to speak out where it is found and to help those suffering at the hands of abuse. The day included sharing information on domestic violence and ways to get better communication between the Council and its partners. The Council provided 20 'sanctuary schemes' for victims of domestic abuse, providing more security measures so that they and their families can remain in their own home.

Elva Business Park



New Play Facilities Opened: In May 2010 pupils from Sidley All Saints and Sidley Community Primary School officially opened the new play facilities. This was followed by the official opening of Etchingham play facilities in June. Pett's play area was opened in July.

Cleaner Bexhill: Young offenders serving their community punishments cleared up unsightly graffiti in Bexhill when the Council worked in partnership with Community Payback.

Rother District Council Environmental Policy 2010 - 2015: This new policy was finalised and published. It sets out what the Council will do to reduce its environmental footprint, reduce carbon dioxide emissions and adapt its estates and services to climate change.

Bexhill Seafront: We kept our pledge to keep the seafront open for walking on the promenade for most of the works during 2010. The only exception was approximately 6 weeks during November and December but the promenade re-opened for the Christmas holidays. Work continues on all areas through the summer of 2011 but is on track to be completed soon.

Visit1066Country.com 14 October 2010, anniversary of the Battle of Hastings, saw the re-launch of the newly designed Visit1066Country.com website. The site gives visitors access to events, highlights and news as well as accommodation, attractions, shops, restaurants and descriptions of the area. 1066 country also have dedicated Facebook, Twitter, Flickr and YouTube pages.

National recognition of taxi penalty points scheme: A handbook to help councillors understand the key issues for taxi and private vehicle licensing quoted Rother District Council's system for penalty points as an example of national best practice. The scheme gives the elected members of the Council a more influential role in the licensing process, allowing drivers to understand that the Councillors make the decisions on the fitness and propriety of drivers and not officers. Many other councils have introduced similar schemes.

Regeneration Strategy 2010-2015: The new strategy, published in 2010, is directing the work of the Regeneration Service and its partners in three main areas: Innovation, Inclusion and Inspiration.



The new play equipment in Etchingham

Summary of our actions for 2011:

- A new food health rating scheme for restaurants and cafes in Rother will have its first formal launch with presentations to 30 of the highest scoring premises in the first batch of businesses inspected in Rother. From now on all residents will be able to go online and find the health and hygiene rating of their favourite place to eat.
- Bexhill Seafront: completing the project with new landscaping at West Parade and the De La Warr lawns and re-development of the Colonnade including new premises for Bexhill Rowing Club.
- A New Beach Management Plan: particularly to ensure public safety combined with providing good access.
- Develop the new extension of Bexhill Cemetery.
- Finish the review of coastal and seafront bye-laws in order to provide modern bye-laws for those areas.
- Lead and develop a review of the Multi-Agency Flood Plan for Rye and Rye Bay.

Corporate Priority Programme

Projects in the Corporate Priority Programme are designed to deliver the vision, aims and objectives set out in the Council's Corporate Plan.

Rural Exception Site Development (EP14)

Objective: To improve the process for identifying rural housing development opportunities.

Outputs:

1. Systems for identification of exception sites (an exception site is land located outside a permitted development boundary in rural towns and villages). **Achieved**

2. Delivery of average five new homes a year on exception sites in rural villages in order to reduce the number of rural households living in housing need.

Achievements in 2010: A dedicated rural affordable housing web-site including news, photos, press releases, past developments and an opportunity for residents to 'talk' to the project teams for their area. An updated pamphlet on rural affordable housing. A rural Rother affordable housing video for use at local meetings and public events to highlight the issues and facts for Rother's rural communities around affordable housing provision, produced in partnership with Lewes and Wealden District Councils.

Milestones for 2011: At least one negotiated exception site.

Bexhill Seafront Improvements (Next Wave) (EP43)

Objective: to make improvements to the seafront.

Outputs:

1. West Parade designs, Colonnade and Marina Arcade feasibility studies. **Achieved**
2. Improved hard and soft landscaping at Bexhill seafront. **Under way**
3. Improved or enhanced public art. **Under way**
4. Refurbishment or re-development of the Colonnade. **Under way**
5. Re-design and upgrade of the Marina Arcade public realm.
6. Potential refurbishment and development of Marina Arcade area.

Achievements in 2010: Most of the landscaping work at the seafront was completed. The refurbishment of the Colonnade and creating new premises for the Rowing Club are underway.

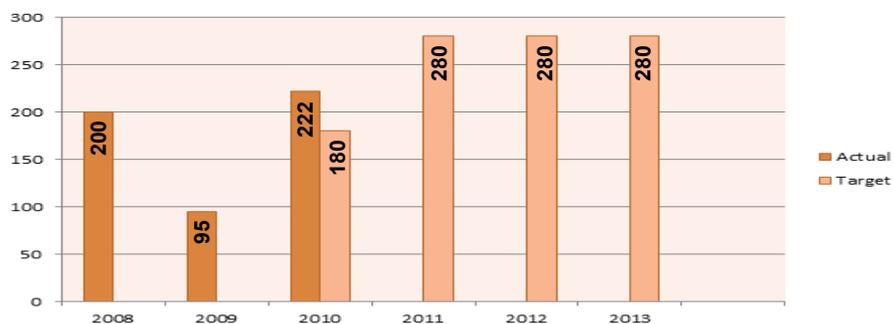
Milestone for 2011: Installation of new shelters; completion of all works started in 2010; launch events; commencement of further works.

How we measure our success:

How many new homes have been built?

This indicator measures the net amount of new homes built in Rother, each year. It shows the health of the housing market as well as the success of our work in strategic planning. 2010 saw an improvement.

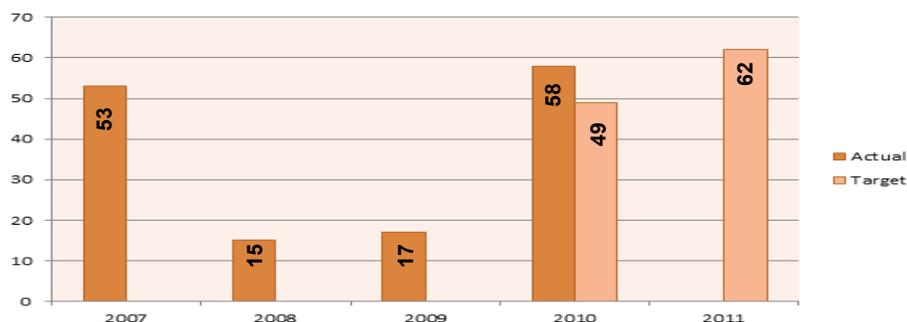
Responsibility: Tim Hickling, Head of Planning



How many affordable new homes have been built?

It is a priority for the Council to have sufficient decent quality homes for residents, including enough affordable new homes for local people on lower incomes. Affordable housing includes homes provided by housing associations, key worker schemes, shared ownership and supported housing like extra care housing for the elderly. 2010 was a successful year and we aim for even better in 2011.

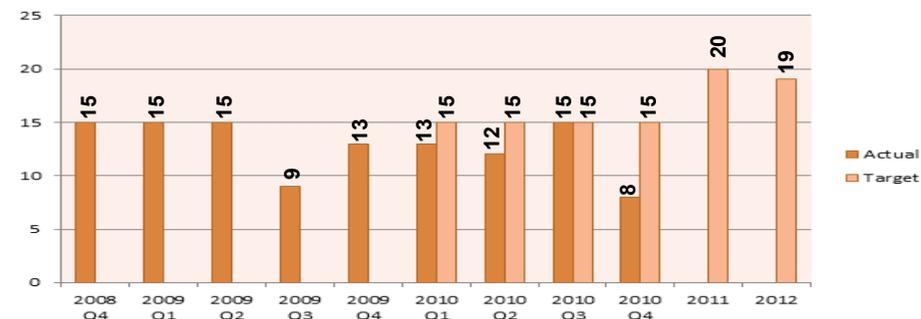
Responsibility: Anne Fennessy, Head of Housing



How many homeless households have to be in temporary accommodation?

At the end of each quarter of the financial year we measure how many households are in temporary accommodation such as bed and breakfast, hostels and other short term solutions. It is one of the measures for the impact of quick decision making on cases and effectively finding permanent homes for vulnerable households. We have the lowest rates for people in temporary accommodation in East Sussex and some of the lowest levels in England.

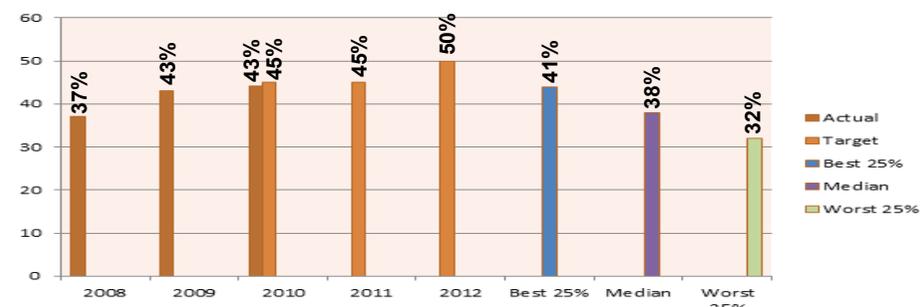
Responsibility: Anne Fennessy, Head of Housing



What proportion of household waste we collect is sent for re-use or recycling or composting?

The Council's goal is to get to 50% of collected rubbish going to re-use, recycling or composting instead of other disposal methods.

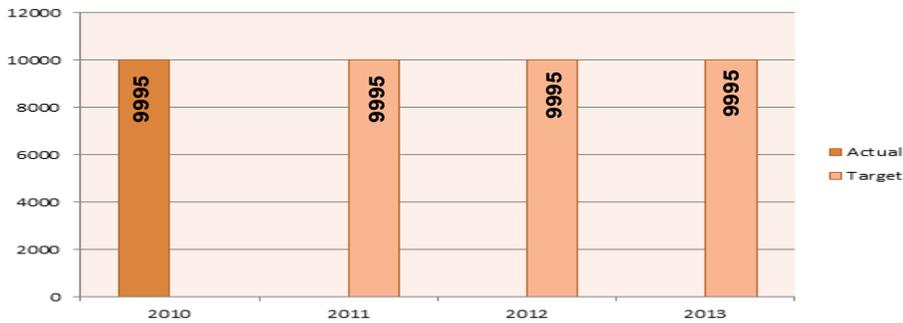
Responsibility: Kim Ross, Head of Amenities



For every 10,000 households from which we collect rubbish, how many on average get their bin collected correctly?

Almost everyone living in Rother receives this service from the Council and so we measure how many get their bin or bins collected as scheduled. We aim to maintain a high level of service.

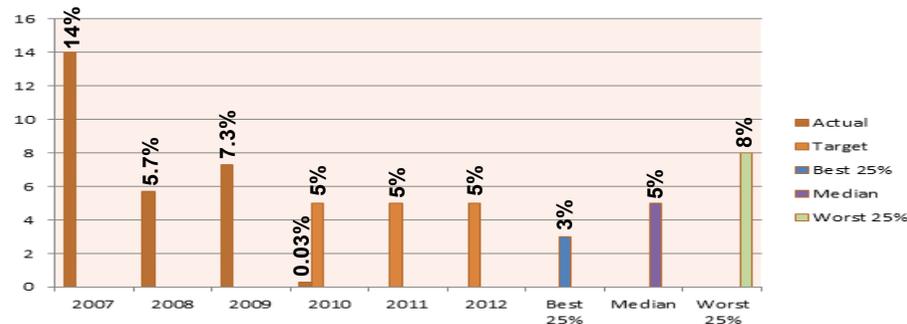
Responsibility: Kim Ross, Head of Amenities



What percentage of land has litter when we survey?

This indicator measures the success of our work with our contractor in reducing litter. We survey a wide range of types of land and locations across Rother three times a year and the result is an average of the three surveys. 2010 was our best result for many years.

Responsibility: Kim Ross, Head of Amenities



Our Aim: Putting Customers First

Our Council is committed to making Rother a better place to live, work, and to visit. Within our available resources we, as a Council, aim to provide all of our customers the best possible service, in line with our Customers First commitment.

Our customers:

- Residents
- Businesses
- Visitors to the District
- Specific service users
- The public at large
- Customers beyond the district including sub-regional, regional and central government and other agencies

Some Achievements in 2010:

Rother Young People's Strategy: We published a strategy to support young people in the district through our own services and working in partnership with other organisations.

Kids 'Take Over' Town Hall: We hosted a town hall 'Take Over' with Guestling primary school children that was so good, it won an award for the best 'Take Over' in the county. Rother Councillors and staff worked with children on reducing fly tipping, graffiti and the impact of anti-social behaviour on parks and play areas.

New Customer Relationship Management system: A new system was implemented in customer services. Simply, this allows us to serve our customers better by keeping a track of their requests, gathering useful statistics to improve our customer care and providing us with another way to send information to customers.

Rye Community Help Point in the New Library: The Council worked with East Sussex County Council to provide a community help point in the new library in Rye's High Street, where residents can access Rother's services. In addition, we piloted Saturday morning opening so that the help point is open at the same time as the Library.

Rye Community Help Point



Summary of our actions for 2011:

- Run a successful Election and Referendum as scheduled by the Government.
- Undertake a polling district review including the provision of polling stations, ensuring voters an opportunity to have their say.
- Undertake research and consultation regarding current provision of waste and recycling collection and bring centres.
- Develop e-petitions so that local residents can create public petitions on-line.
- Review our Customer Care Service Standards and conduct a training programme on changes.
- Review Customer Help Point and Contact Centre opening hours.
- Extend the range of service available through the Contact Centre, Customer Help Points and online.
- Mystery shopping and other measures to make sure our customers are getting a good quality service.
- A campaign to inform our customers that they can use direct debit to pay their bills to the Council.
- Provide full on-line submission of planning permission appeals, making it quicker and easier for customers to appeal decisions.

Opening of the new Customer Help Point in the Town Hall



How we measure our success:

How long does it take the average benefit claim, both new and existing ones, to be processed?

We aim to have all benefit claims processed in 15 calendar days but if we have all the necessary information then our target is to process those claims in 10 calendar days. The Council provides data to the Department of Work and Pensions who calculate the results and publish them about four months in arrears. In 2010 our performance was an average of 17 days in the first three quarters. At the time of printing we had not received the fourth quarter result from the DWP.

Responsibility: Robin Vennard, Head of Finance



How many days does it take for planning applications to be processed, on average?

It is the Council's aim to reduce the number of days it takes to process planning applications.

Responsibility: Tim Hickling, Head of Planning

Performance indicator	2011 Target	2012 Target
Average calendar days taken to process Major Development planning applications	94 days	93 days
Average calendar days taken to process Minor Development planning applications	92 days	90 days
Average calendar days taken to process all other planning applications (including householder applications)	68 days	66 days

What proportion of our customers are satisfied with their experience at their first point of contact?

It is the Council's intention to ensure that customer who contact us are increasingly more satisfied with that experience.

Responsibility: Suzanne Collins, Head of Corporate Services

Performance indicator	Result 2010	2011 Target	2012 Target	2013 Target
Customer satisfaction at the first point of contact	new in 2011	80%	82%	85%

Our Aims: Working In Partnership:

We know that achieving our organisational goals will depend on working in partnership with an appropriate, well-defined range of partner organisations. The Council wishes to be a well-respected, contributing partner working in effective partnerships that help deliver our aims and objectives.

Some Achievements in 2010:

A21 Marley Lane Junction Improvement: The completion of a £440,000 scheme is designed to increase business and employment opportunities in the Battle area, increase traffic flows and improve road safety. The site now has the potential of 8,000 square metres of industrial space that could provide 380 jobs. Our partners were SEEDA, Highways Agency, Kent County Council, East Sussex County Council and private enterprise.

adiZone in Egerton Park: A new exercise area was provided in Egerton Park, Bexhill, with the creation of the adiZone in partnership with Adidas. The zone provides exercise equipment and sports areas including a climbing wall and basketball hoops and is designed to be used by adults of all ages. It was jointly funded by Adidas and Rother District Council. Take up was immediately very high and it continues to be well used. The facility is free of charge to users.

Egerton Park Improvements: The council successfully bid for European funding for improvements in Egerton Park and at visitor facilities at Camber. Improvements to Egerton Park started in January 2011 and included refurbishing the boating lake in order to prevent further erosion of the banks. The project will continue through 2011.

adiZone Facilities, in Egerton Park, Bexhill



Community Grants Scheme Awards: The Council runs a community grants scheme that supports local organisations to provide more for Rother residents, particularly for projects in the Local Action Plans. Here are the major grants for match funding awarded in 2010/11.

Battle: £5,000 to Battle Memorial Hall towards replacing the main roof; £1,000 Battle District Girl Guides towards providing access for disabled people to their hall.

Bexhill: £5,000 to Bexhill Young People's Services towards a part time youth worker and renting space at the centre.

Brede: £4,500 to Brede Parish Council towards replacing play equipment.

Catsfield: £1,000 to Catsfield Village Hall towards updating equipment and a hearing loop.

Icklesham: £2,000 to Icklesham Parish Council towards installation of basketball hoop and playing surface.

Iden: £4,100 to Iden Parish Council towards refurbishing the children's play area, £500 to Iden Village Sign Group towards purchase a village sign, £1,000 to The Trustees of the Old Hall Iden towards providing a toilet suitable for hall users who have a disability.

Mountfield: £5,000 to Mountfield Parish Council as a contribution to a new sports pavilion at the playing field.

Northiam: £8,586 to Northiam Village Hall Trust for a new heating system in the village hall.

Pett: £1,000 to Pett Parish Council towards a BMX/skateboarding area; £1,000 to Pett Tennis Club towards fencing.

Robertsbridge: £1,000 to Salehurst & Robertsbridge Parish Council to help restore the former wood yard and incorporate it into public open space.

Rye: £20,000 to 1st Rye Scout Group as a contribution to the new Rye scout building; £5,000 to Rye Cricket Club for a second practice net at Rye Salts; and £3,000 to Rye United Football Club towards improving disabled access to the clubhouse.

Ticehurst: £3,000 to 1st Ticehurst Scouts towards major work to make the scout hut fit for use.

Catsfield Village Hall (Herman's Cottage)



Summary of actions for 2011:

- The devolvement of identified services and facilities to independent groups at a local level, empowering and supporting them to manage the service effectively, in line with the Big Society ethos.
- Working in partnership with the East Sussex Waste Management Group on the procurement of a single contract for waste and recycling collection and street cleansing.
- The Bexhill town centre regeneration project continues to work on a new vision for the future of Bexhill's town centre by working with local business, organisations and local residents.

Corporate Priority Programme

Projects in the Corporate Priority Programme are designed to deliver the vision, aims and objectives set out in the Council's Corporate Plan.

Bexhill Town Centre Redevelopment EP27

Objective: To ensure the re-development and expansion of key sites and to provide more off-street parking and improve linkage over the railway.

Outputs:

1. Bexhill Town Centre Development Brief produced;
2. New food store of approx. 4,000 sq m.
3. New town centre car park;
4. Link over railway to Devonshire Square or Western Road;
5. Provision/safeguarding of jobs.

Achievements for 2010: New regeneration strategy adopted by the Council; Local Development Framework Core Strategy approved by Council; Project planned and new Steering Group established; engagement plan and communication plan written and targeted consultation started with town centre businesses, property owners, young people.

Milestones for 2011: Delivery of engagement plan and a communication plan.

Egerton Park, Bexhill



Marley Lane Development, Battle (EP29)

Objective: To secure the redevelopment of Marley Lane commercial sites.

Outputs:

1. Agreed road improvement scheme with statutory bodies **Achieved**
2. Enabling role in Area Improvement Framework partnership. **Achieved**
3. Funding bids **Achieved**
4. Road junction improved (A21/Marley Lane) **Achieved**
5. 8100 square metres of commercial space developed.
6. 290 jobs created.

Achievements in 2010: Construction of improved road junction at A21 and Marley Lane.

Milestones for 2011: Receipt of all financial contributions for the road scheme and final sign-off of highways work



Project Team, Marley Lane

Pebsham Countryside Park (EP40)

Objective: to create a public open space at Pebsham with nature conservation and recreational areas.

Outputs:

1. Business Plan **Achieved**
2. Public open space **Achieved**
3. Amenity open space **Achieved**
4. Public footpath improvement **Achieved in part**
5. Nature conservation areas **Under way**
6. Recreational facilities **Under way**

Achievements in 2010: Photographic exhibition touring Bexhill and Hastings, following on from competition on the Countryside Park; Appointment of Community Development Officer in conjunction with Sussex Wildlife Trust; Design and consultation on Pebsham Countryside Park Circuit; Public meeting on the park held at Filsham Valley school; Technical studies commissioned for recreational development; Events brochure along with website and media promotion to publicise the park.

Milestones for 2011: Review of 2008 Development Strategy and Implementation Plan; Annual Report published to inform the public of progress on implementing the Park project; setting up a Stakeholders Group to engage local land and business owners with the park; events programme of 48 varied events in the summer and autumn of 2011.

Egerton Park Innovation and Conservation (EPIC) EP42

Objective: To revitalise and renovate Egerton Park.

Outputs:

1. Further report to Cabinet **Achieved**
2. Bid for partnership funding from Heritage Lottery Fund (Stage 1 and 2) and other grant funders **Achieved**
3. A revitalised and renovated park creating a key public facility in Bexhill **Under way**

Achievements in 2010: Installation and opening of the Adizone recreation area; obtained grant funding from Interreg for improvements to the park; draining the boating lake and reinforcing the shoreline and other refurbishment around the park.

Milestones for 2011: completion of works and installation of new play areas.

Improved boating lake, Egerton Park, Bexhill

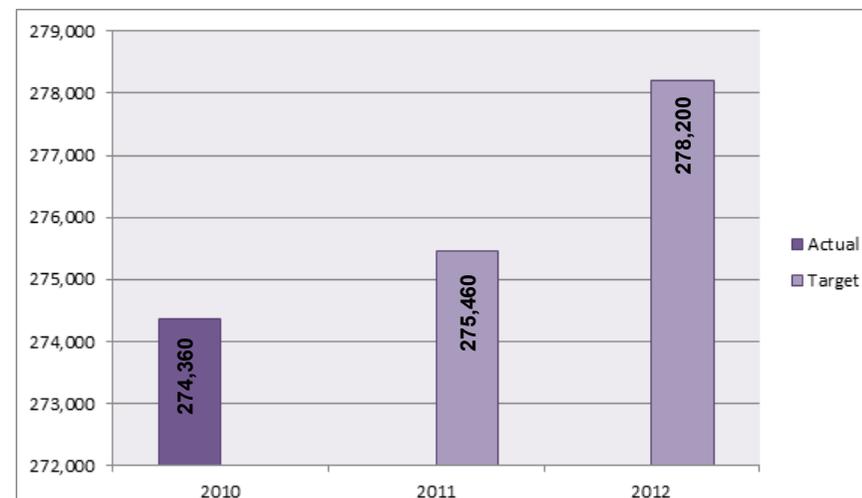


How We Measure Our Success

How many people visit the leisure centres and swimming pools that we provide through our contractor?

We monitor how many people visit the Bexhill Leisure Centre, Bexhill Leisure Pool and Rye Leisure Centre and Pool.

Responsibility: Kim Ross, Head of Amenities



What proportion of the community and voluntary sector agreements that we have signed up to are on track?

We have a wide range of service level agreements with the local voluntary sector including organisations such as the Citizens Advice Bureau and Rother Voluntary Action. Our agreements set standards and actions and are monitored by designated staff to ensure the Council not only gets value for money, but that the required service is provided at the right level for local residents and businesses.

Responsibility: Brenda Mason, Head of Policy and Partnerships

Performance indicator	Result 2010	2011 Target	2012 Target	2013 Target
Community and voluntary sector agreements on track	New in 2011	90%	90%	90%

Key Plans & Strategies

- Rother Corporate Plan 2006 - 2016
- Medium Term Financial Strategy 2011/12 - 2015/16

Putting Customers First

- Rother District Council Customer Care Standards and Strategy
- Communications Strategy
- Rother District Council's Equality Scheme

Delivering Value for Money

- Asset Management Plan
- Capital Programme
- Investors in People Action Plan
- Member Development Charter

In order to obtain a copy of these documents please look on our website: www.rother.gov.uk or telephone 01424 787000 or email customerservices@rother.gov.uk

Building Stronger, Safer Communities

- Rother District Council Housing Strategy
- Homelessness Strategy
- Empty Homes Strategy
- Affordable Warmth Strategy
- Rother Regeneration Strategy
- Rother District Local Plan and Local Development Framework
- North Bexhill Master Plan
- SEERA - South East Plan
- East Sussex Safer Communities Plan
- Food Safety Enforcement Plan
- Health and Safety Enforcement Plan
- Environmental Health Enforcement Strategy
- East Sussex, Brighton & Hove Waste Plan
- Joint Waste Strategy (for all East Sussex collection and disposal authorities)
- Annual Air Quality Review

Working in Partnership

- 'Your Culture and Leisure' Strategy
- Rother Tourism Strategy



Rother District Council Annual Report and Performance Plan 2011

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