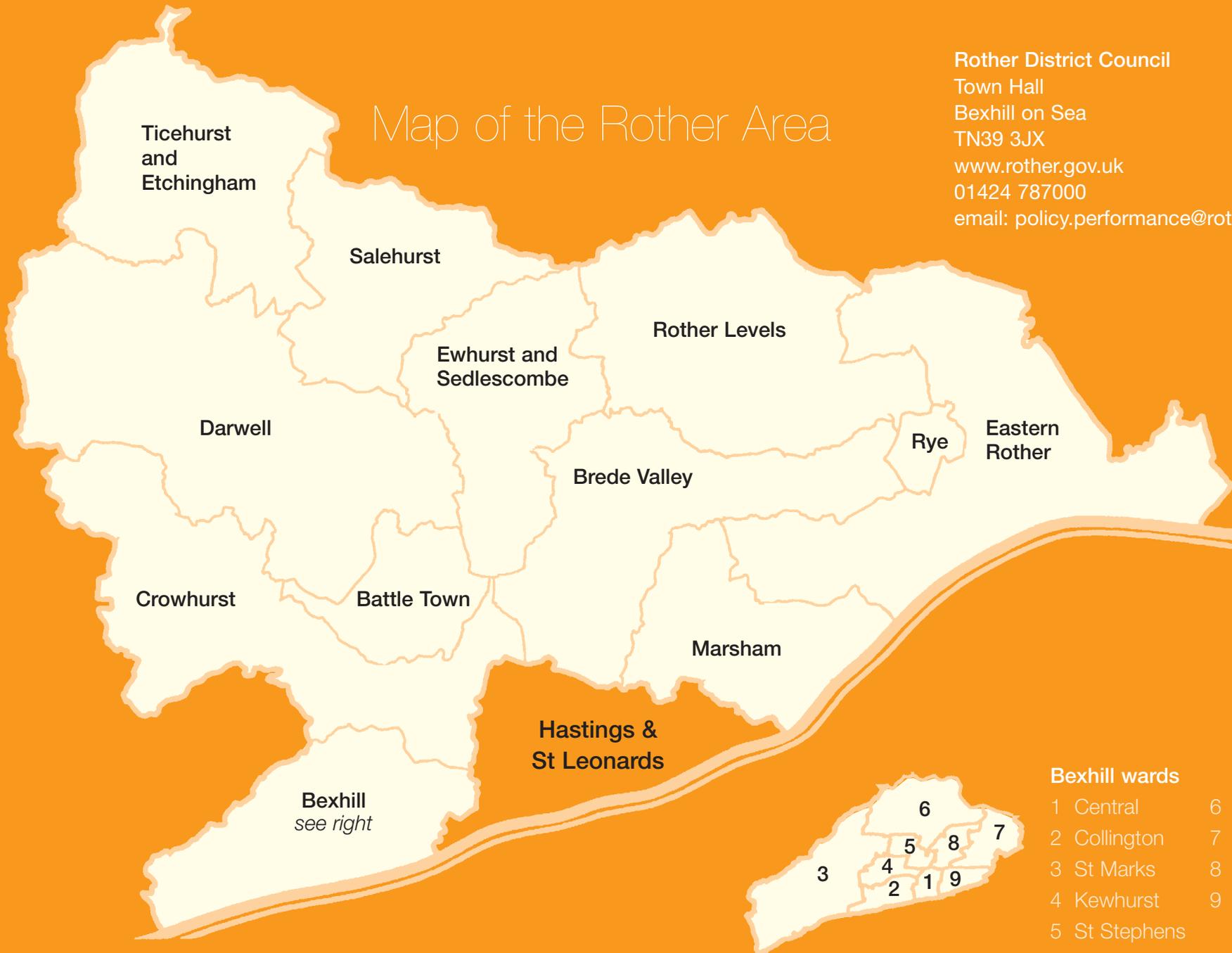


Map of the Rother Area

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 01424 787000



Rother District Council:

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



Introduction

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Putting Customers First **19**

- Engage customers in shaping services
- Deliver customer value and quality
- Improve customer care standards
- Improve communications and media management

Delivering Value for Money **24**

- Review strategy regularly
- Direct our resources efficiently to deliver effective outcomes
- Invest in learning and development
- Align procurement with other agencies
- Optimise sources of income

Building Stronger, Safer Communities **30**

- Understand and address deprivation in the district
- Enhance the feeling of safety, community pride and the quality of the environment
- Promote diversity and inclusion
- Increase community capacity for self help

Working in Partnership **37**

- Appraise partnership service delivery options
- Develop as a best practice partner
- Build trust and confidence with partners
- Maximise the value of selected partnerships

Foreword by the Leader and Chief Executive

Welcome to the Rother District Council Annual Report and Performance Plan for 2010.

Inside you will find an account of our achievements during 2009 and our plans for the year ahead. The information contained gives a detailed account of our activities, supported by clear data. We believe this gives readers a chance to make their own minds up about the quality of the service that the Council is achieving.

The evidence shows that 2009 was a further year of improvement and achievement for Rother District Council. The Audit Commission rated our 2009 performance as "performing well", providing many effective services and tackling issues that are important to local people. The Commission found that we manage our money well and spend it on what matters.

Perhaps most importantly we took a whole series of actions to minimise the impact of the financial climate and recession on our residents. These included support to local businesses to preserve jobs, help for those most in need and investment for future economic growth to create and sustain employment and access to affordable housing.



Cllr Carl Maynard

We are continually looking at ways to make Rother a better place to live: during 2009 we have invested Lottery grant funding in substantial new play areas with high quality

equipment making life better for children and their families; we have improved our waste and recycling collection service with the addition of a free green waste service that took over seven thousand tonnes of compostable rubbish out of landfill; we have seen very nearly 50,000 customers in person at our Help Points.

All of this has been achieved within the lowest council tax in East Sussex. On average our services cost just £3 per week per household.

During 2010 our priorities will continue to be focussed on economic regeneration to increase prosperity, investment in quality services tailored to our customers' needs and partnership working to ensure that the places where Rother people live are safe, clean and tidy. In particular we aim to improve:

- Enabling the provision of affordable housing
- Aspects of the Planning process
- Maintaining improvements in handling benefits claims



Derek Stevens

- Keeping litter, fly-tipping and eyesores to a minimum

There is no doubt that the state of our national finances presents enormous challenges to local government, reliant as we are on central government support in addition to local tax raising. At

Rother we have always operated a prudent financial strategy, keeping a lean workforce and carefully managing our risks. This approach will be tested to the full over the next few years. We have already begun to implement our plans to stretch our resources, sharing people, equipment and assets with our partners in an effort to drive down cost. We routinely review value for money, testing whether we are getting a full return on our spending. We will take this even further next year in our drive to contain costs and deliver value for money.

We'd like to thank all those who work with us to make Rother a wonderful place to live and who have helped us to achieve our goals in 2009. We look forward to meeting the challenges that the year ahead brings.

Councillor Carl Maynard
Leader of the Council

Derek Stevens
Chief Executive



Crowhurst play area's official opening in June 2009



The design team for creating Elva Business Park.



Launching Trailblazer at the Citizens Advice Bureau, a scheme to help local people affected by the recession



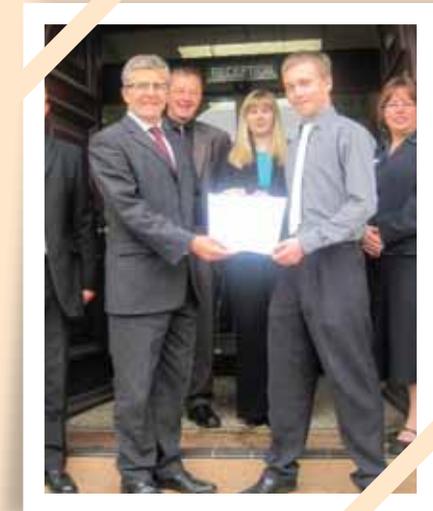
Group of local residents on a walk in High Woods supported by our partner 'Somprit'



Tug of war team supported by the Council and Kick-start



Robertsbridge play area's opening



Awarding NVQ qualification to the Council's first apprentice

Contact Information: Elected Members of the Council



Cllr Roger Bird
Marsham
Conservative, Tel. 01424 813636
Licensing & General Purposes;
Audit; Standards committees



Cllr Robert Elliston
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Conservative, Tel. 01580 200609
Chairman of the Council 2010/11



Cllr Mrs Bridget George
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Improvement & Resources Overview &
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Cllr Jim Carroll
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Cllr Richard Carroll
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Services Overview and Scrutiny



Cllr Sonia Holmes
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Overview & Scrutiny



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**Leader of the Association of
Independents;** Standards;
Services Overview and Scrutiny



Cllr Martyn Forster
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Planning; Improvement & Resources
Overview & Scrutiny



Cllr Mrs Joy Hughes
Bexhill Central
Conservative, Tel. 01424 221469
**Cabinet: Portfolio Holder for Putting
Customers First;** Planning; Licensing &
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Cllr Mrs Joanne Gadd
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Cllr Ian Jenkins
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**Cabinet: Portfolio Holder for Building
Stronger, Safer Communities**



Cllr Kevin Dixon
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Audit committee



Cllr Tony Ganly
Ewhurst & Sedlescombe
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**Cabinet: Portfolio Holder for Building
Stronger, Safer Communities**



Cllr Jonathan Johnson
Brede Valley
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**Cabinet: Portfolio Holder for Working
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Chairman: Planning;
 Services Overview and Scrutiny



Cllr Martin Kenward
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Chairman: Improvement & Resources
 Overview & Scrutiny



Cllr Paul Lendon
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 Audit; Services Overview and Scrutiny



Cllr Carl Maynard
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Leader of the Council
Cabinet: Portfolio Holder for
 Delivering Value for Money



Cllr Mrs Wendy Miers
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 Standards; Planning;
 Licensing & General Purposes



Cllr Martin Mooney
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 Conservative, Tel. 01797 253223
 Improvement & Resources Overview &
 Scrutiny, Services Overview & Scrutiny



Cllr Paul Osborne
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Cabinet: Portfolio Holder for Putting
 Customers First



Cllr Ronald Parren
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 Planning; Improvement & Resources
 Overview & Scrutiny



Cllr Robin Patten
Marsham
 Conservative, Tel. 01424 812479
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Cabinet: Portfolio Holder for
 Delivering Value for Money;
Chairman: Licensing & General Purposes



Cllr Mrs Susan Prochak
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2010/11 Audit; Licensing & General
 Purposes: Services Overview & Scrutiny



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Chairman: Services Overview and
Scrutiny; Licensing & General Purposes;
 Improvement & Resources Overview & Scrutiny



Cllr David Vereker
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 Planning; Services Overview and Scrutiny



Cllr Gillian Wheeler
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 Improvement & Resources Overview &
 Scrutiny; Services Overview and Scrutiny



Cllr Robert Wheeler
Bexhill Sidley
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 Licensing & General Purposes;
 Services Overview and Scrutiny



Cllr Mrs Deirdre Williams
Bexhill Sackville
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Cabinet: Portfolio Holder for Working
 in Partnership; Planning



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 Licensing & General Purposes;
 Services Overview and Scrutiny



Cllr Stuart Wood
Bexhill Old Town
 Liberal Democrat, Tel. 01424 222969
 Standards; Services Overview & Scrutiny

Plus 6 Co-opted Members of the Council that are Members of the Standards Committee 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

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TN39 3JX
Telephone 01424 787000
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Derek Stevens

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Brenda Mason

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framework, community
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consultation and research &
citizens panel,
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Email: directorofservices@rother.gov.uk

Head of Amenities: Madeleine Gorman

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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

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Head of Housing: Anne Fennessy

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Head of Planning: Tim Hickling

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buildings, Rother Local Plan, planning applications, tree preservation

Head of Regeneration: Graham Burgess

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Regeneration and economic development, tourism

Director of Resources: Malcolm Johnston

Tel. 01424 787703 Fax 01424 787710
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Head of Corporate Services: Suzanne Grisbrook

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NNDR (business rates), payments

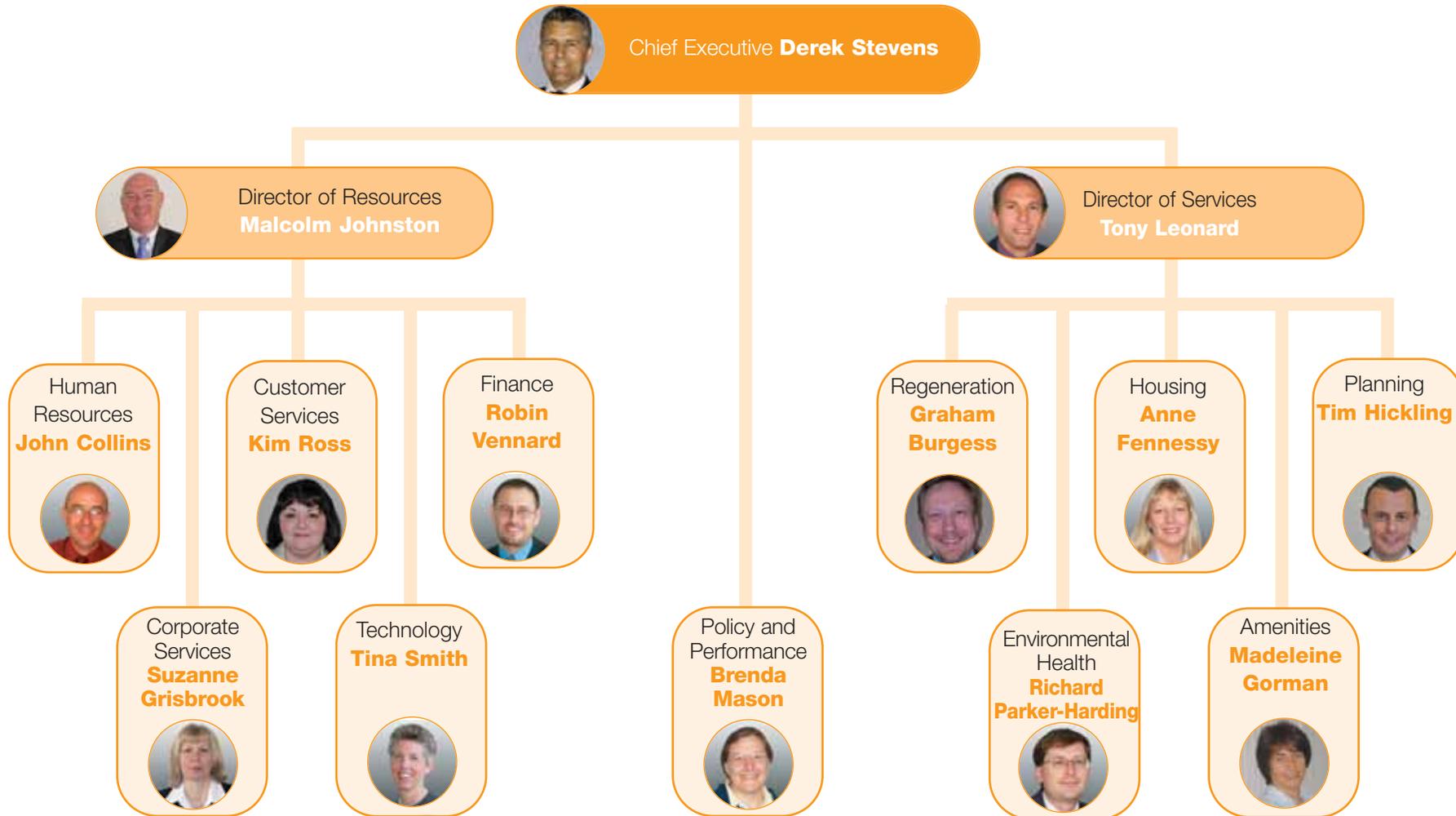
Head of Human Resources: John Collins

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Recruitment and training, equality & diversity, internal health &
safety, workforce planning

Head of Technology: Tina Smith

Tel. 01424 787778 Fax 01424 787710
Email: technology@rother.gov.uk
Information technology, printing & reprographics

Rother District Council Senior Officer Structure



Some Achievements in 2009/10 Putting Customers First

Local Action Plans These plans give local residents an opportunity to say what they want or don't want in their communities. Many plans for the village areas and a plan for all of Bexhill were finished in 2009. The Council takes account of all the Local Action Plans when deciding what to do. Rother District Council funded Rother Voluntary Action, in partnership with Action in Rural Sussex, to deliver a support programme to help communities in Rother identify priority areas for action in their communities.



Working with young people They are the future of our district and we continue to involve them more and more in the work of the council. We held a young peoples' forum at Pett Village Hall. The forum kicked-off a number of new initiatives. We have hosted visits by primary school councils from Bexhill and rural Rother. We are putting together a new Youth Strategy for the district that will give young people greater opportunities to become involved in our work.

Bexhill Primary School's Council We were pleased to help set up the first Primary Schools' Council for Bexhill, which we believe is probably the first in the county. Two representatives from each of Bexhill's eight primary schools met in the Town Hall' Council Chamber and discussed issues of interest to young people including cycling, graffiti and more activities for young people. The Council meets three times a year and the children have set their own constitution and elected their own officials.

On-line Taxi Licensing In 2009 we introduced a way to get a taxi license through our website. On-line taxi licensing makes it quicker and easier to apply for a license from wherever you live in Rother.

Family Fun Day For the second year we hosted the fun day and welcomed 350 children, mums, dads and grandparents in the Bexhill Town Hall. In addition to

sticking and glueing, face painting and generally making a wonderful mess, this year they had an opportunity to meet some animals and sit in a fire engine courtesy of East Sussex Fire & Rescue. There were lots of opportunities for the adults to learn about local services and organisations that are available to support them.



Family Fun Day

Rother Views Our residents told us they wanted to be better informed about how the Council spends money and what we are doing for the area. In 2009 we started a regular, quarterly magazine for Rother residents and it has been well received. Most homes get the magazine delivered to their door and copies also go to local community locations including doctor and dental surgeries and village halls. It costs under 18p a copy, including delivery. In 2010 we are exploring ways to reduce the costs even further.

Rye Library and Community Help Point We started work with East Sussex County Council to provide a new library in Rye that will incorporate our Community Help Point. The library will offer nearly three times as much space and it will have separate interview rooms for the Council and other agencies to use. It will provide better access to public services for people who live in the east of the district. We will continue to work on this project in 2010.

Benefit Awareness Campaign People who might be entitled to financial help but do not realise it were targeted by a new Council awareness campaign. Rother District Council can help with Council Tax and rental payments. Groups targeted were pensioners with less than £16,000 of savings, anyone who has been made redundant and people who are struggling to pay the bills. The scheme, launched under 'My Council' banner, appeared in public areas such as libraries and doctor surgeries and in local newspapers.



In Numbers: Our Service to Our Customers in 2009

242,652 website visits with 877,105 views of our website pages

telephone calls to our Contact Centre **117,520**

47,339 visitors to our Customer Help Points in Battle, Bexhill & Rye

housing and council tax benefit claims processed **14,477**

7286 tonnes of compostable green waste collected

planning applications received **2272**

1521 statutory environmental health inspections completed

kilograms of rubbish collected from each household **363**

137 safety inspections of bedsits & flats with shared facilities

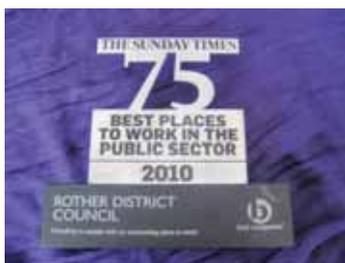
formal committee meetings, open to the public **69**

22 sanctuary schemes to protect domestic violence victims

contaminated land sites assessed **18**

Delivering Value for Money

Response to the Recession Our fast track benefits service and the Trailblazer scheme, to tackle homelessness and unemployment, made a real difference to the lives of people hit hard by the recession. The Housing Service won £200,000 of Government funding for Trailblazer. In 2009 we welcomed the first person to start our Council Apprentice Scheme. This scheme is an opportunity to get work experience and training in several Council services for a young person who was not in employment, education or training.



Times Best Organisation To Work For Award Well trained, informed and motivated staff are more likely to provide excellent services for our residents. The importance of this award is that it is based on what the staff say about how good it is to work for the organisation. In 2010 we were ranked the 5th best Council in the country to work for – an improvement on our 14th place in 2009. The 2010 award covers both businesses and the public sector and Rother District Council was found to be the 28th best public sector organisation to work for in Britain.



Community Grants Scheme Awards The Council runs a community grant scheme that supports local organisations to provide more for Rother residents, particularly for projects in Local Action Plans. Here are some of the major grants for match funding awarded in 2009/10.

Battle: £20,000 to provide car parking facilities within the recreation ground. £10,000 towards purchasing a vehicle for Battle Area Community Transport



Viper play equipment

Bexhill: £5000 went to the Little Common Community Association for roof renewal for the community centre. The South East England Malayalee Association had £1000 for dancing 'taster' sessions for children to raise interest and promote multi-cultural participation.

Catsfield: £5000 for drainage works to the playing field and resurfacing the car park to increase usage of recreational facilities.

Etchingham: Etchingham Parish Council were awarded £12,500 towards the 'viper' play equipment in the village (pictured). £5,000 went to De Etchingham Community Interest Company to regenerate a grade 2 listed station master's house as a community facility.

Hurst Green: £25,000 has been awarded to Hurst Green Parish Council for a social enterprise including a village shop, post office and youth centre.

Pett: £2,784 to establish community allotments.

Robertsbridge: £1,000 for community allotments.

Rye: £25,000 for Rye Art Gallery for more exhibition and visitor space (pictured) and £2,500 for an environmentally friendly minibus for physically disabled and sensory impaired adults through the Activities, Respite Rehabilitation Care Centre in Rye. Rye College were awarded £1370 for planting 80 trees over the next four years to reduce the College's carbon footprint.



Rye Art Gallery

Sedlescombe: £500 to Pestalozzi for a mountain biking facility for young people.

Udimore: £1,514 to Udimore Parish Council to replace play equipment.

Winchelsea: for Winchelsea Beach Babies £1112.50 for a swing suitable for disabled toddlers to be placed at the local play area.

All of Rother: £3,350 for Mastersport to help provide angling activities for disadvantaged young people. £1,600 approved for the Sussex Association for Spina Bifida and Hydrocephalus to set up a new support group. Young Pioneers had £3750 to develop and pilot leadership training for young people aged 12 to 16.

Building Stronger, Safer Communities

Composting garden rubbish Compostable waste collection was extended to all households in Rother as we started the new financial year in 2009. As a result, the recycling and composting rate for the year climbed once again to 43% for 2009. We will now aim for 50%. In peak months we already achieve that target and half of all household rubbish is sent for re-use, recycling or composting.



Next Wave, Bexhill Seafront This £5million project will improve the offer for residents and visitor to Bexhill seafront. Consultation, committee approvals and the designs were finalised and tenders sent out for the first phases of the project by February 2010. Work commenced in April 2010 with a ground breaking ceremony (pictured) and will continue through 2011. The finished product will include a wide range of activities for young children as well as recreation for older residents. It will be a huge draw for people to visit Bexhill and will support our tourism industry over the whole district.

Marley Lane/A21 Junction, Battle The new junction will be completed in 2010 and it opens up the area for developing new and existing businesses and an opportunity for new jobs in the Battle and Sedlescombe rural area.



Environmental Health This service protected the health of local residents over the year with over 100 enforcement actions; investigating over 1000 complaints; inspecting 30 caravan sites; imposing conditions to control Sussex's only topless bar; as well as dealing with dirty and vermin-ridden properties. All of this work is helping to make Rother a safe and healthy place to live.

Elva Business Park

Elva Business Park We are close to completion on this £3m+ regeneration scheme in the former Sidley Goods Yard. It will open in 2010 and create new jobs by providing premises for start-up businesses. There are two blocks of workshops and an office block. Local primary school children chose the new place names using Bexhill's motoring heritage (pictured touring the site).

New Playgrounds We have put in new and improved play areas mainly for 8-13 years in Battle, Etchingham, Pett and Sidley villages as well as running a programme of free play sessions across the district. We also improved play for toddlers and young children in Pebsham, Bexhill. In 2010 we will start work improving play provision in Rye. Good play is essential for child development, contributes to physical and mental health and supports community cohesion as well as providing something for young people to do. Local school children (pictured from Sidley) got involved in designing a better playground for themselves and we consult with local residents and interested organisations. East Sussex County Council secured £2 million of Play Pathfinder funding from the government's for capital projects. Rother was allocated £269,931, which has been added to by contributions from Rother District Council, town and parish councils and other grant sources.



Selection panel of local school-children

Dog Fouling & Littering New Powers for PSCOs Residents asked for more action on dog fouling and litter. Working in partnership with Sussex Police, there was a six month trial for Police Community Support Officers to have new powers to hand out fixed penalty notices.

Better local housing Our housing service worked hard to improve the quality of local housing for our residents. The service facilitated 227 cavity wall and 448 loft insulations. In addition 150 homes in multiple occupation (usually bedsits and flats) were made safer and healthier to live in.



Hastings Furniture Service

Less homelessness In 2009 there was a 19% decrease in homelessness. We believe we helped reduce homelessness. We helped more than 250 households find a new home when they were at risk of becoming homeless. The Housing Service won £200,000 of Government funding for Trailblazer, a scheme to prevent homelessness and the loss of employment; and finally, we introduced a mortgage rescue scheme. Thirteen new affordable homes were built and ready for occupation by July 2009 at the Nazareth House site in Bexhill (pictured). They were only completed because of support from Rother District Council.



Nazareth House

Education in Bexhill This Council was fundamental in working with East Sussex County Council to secure £30m+ for a better high school from the Building Schools for the Future Programme. The new building is now taking shape. Anyone who goes to Bexhill Leisure Centre will be aware of the works going on behind it for the new vocational skills centre that again, working with East Sussex County Council, we have secured for the area.

Rother Community Safety Fund

Every year we provide funding to support the reduction of crime and anti-social behaviour. Here are some of the main grants for 2009, when the grants were focused on providing more activities for young

people because local residents told us this is what most needs improving in Rother and that it would help reduce crime and anti-social behaviour.

Bexhill area: Southlands Amateur Boxing Club: £450 to purchase equipment, providing activities for local youngsters

Bexhill area: Pebsham Chill Zone Youth Club: £500 for computer equipment that will also encourage physical activity.

Rye area: Rye Harbour Youth Shelter: £500 towards the cost of a youth shelter in partnership with AmicusHorizon, a local housing association.

All of Rother: In Touch Sanctuary Project: £500 for extra security equipment to support the Sanctuary Project that is funded by Rother District Council's Housing Service, in a partnership arrangement with In Touch. The project helps victims of domestic violence to stay in their own homes and feel safe by providing better security and a safe room.



Rob Cass by his Landrover

Saving Lives on Camber Beach A tourist had a miraculous escape thanks to Rother officers and the police after being buried alive at Camber Sands. The man and his friends dug a 12 ft deep hole in the dunes, which then collapsed on top of him. Rob Cass, Rother coastal control officer (pictured), was quickly on the scene in the new coastal control 4x4 vehicle. Spades and ropes were used to free the man and a relief trench dug to prevent further land slides. Rother officers and the police cordoned off the area to prevent onlookers from getting too close to the hole. The rescue was a combination of good work between our staff, Sussex Police and the coast guard. Rob and his team also featured in the national press when they assisted in the safe return of a three-year-old who wandered off while on holiday with her parents. Missing children are often quickly reunited to parents using a wristband system, which the team brought in two years ago.

Working in Partnership

Active Rother Our programme to increase the fitness and health of local residents had a range of exciting new opportunities for local people to try out new ways to stay active. In 2009 this included Wii Fit for the over 50s and courses in teaching young people and adults a variety of aerial circus skills including the trapeze. For more information on Active Rother and its current courses contact www.activerother.org.uk or call 01424 787000 and ask about Active Rother.



The official opening

New Tourist Information Centre in Rye A new tourist information centre was opened by Tourism South East, our new contractor (opening ceremony pictured). Tourism brings in multi millions to the annual economy of Rother and the sector is a major employer.

WARR Partnership Following their success in delivering £7m+ of investment into our rural areas over the past 5+ years, they have been awarded a further £2.4m to help local rural businesses and community

groups, probably the best performing partnership in the UK under this government funded programme.



Bexhill Museum The Bexhill Museum extension (a £2m project with £0.7 funded by Rother District Council in partnership with the Society of Bexhill Museums) was officially opened in December 2009 by Eddie Izzard. He ran a half marathon from Eastbourne to get to the event. It's well worth a visit with new galleries for the Costume Museum and motoring heritage and an education room. The museum will deliver a programme of new exhibitions.

Hastings Furniture Service In their first year, they have helped to provide furniture to over 1400 residents in receipt of benefits. They have opened up, in conjunction with South Coast College, a mechanical motor engineering workshop for young people. And, with another partner of ours, In Touch, they've provided a new facility for recycling and re-using stair lifts (which means we can stretch our own budgets

for this even further).

Private Sector Landlord Training Landlords in Rother and Hastings benefited from a new scheme aimed at improving the private-rented sector. The landlord accreditation course was held at Rother's Town Hall and was run in partnership along with the National Landlords Association (NLA) and Hastings Borough Council. They learnt how to comply with their legal obligations and how to be a better landlord. After completion of the course landlords are able to continue learning by using the NLA's unique online library.

In Rother, free information kiosks may be found at:

- Battle Library
- Bexhill Community Help Point
- Bexhill, Egerton Park Children's Centre
- Fairlight Post Office and General Stores
- Little Common Co-op
- Robertsbridge Youth Centre (pictured)
- Rye Library
- Sidley Post Office
- Ticehurst, Londis Store and Post Office

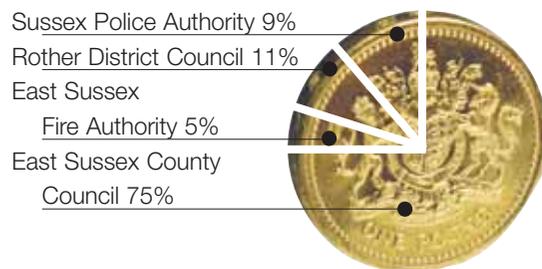


The Access East Sussex Partnership, including Rother District Council, has worked in conjunction with StartHere, a national charity, to provide reliable, up-to-date information on services needed in times of crisis or distress. The content has been redesigned. The kiosks provide:

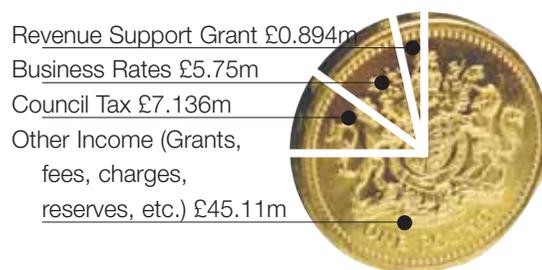
- easy to use touch screens, free internet searches, free printing
- access to council and Government services and Citizens Advice
- job vacancies and learning opportunities
- tourist information, bus and train timetables, travel & weather
- local clubs, societies and events
- NHS Choices for medical advice & services

Who funds us? Spending on Services

Rother's portion of the total Council Tax for 2010 for a Band D Property will be £161.19 – just £3.10 a week.



Gross Income



Figures are provisional, pending the final closure of accounts.

Service	2009/10 Actual Spend £000	2010/11		Capital Projects £000	
		Gross Spend £000	Income £000		Net Spend £000
Cultural and Related Services (e.g. De La Warr Pavilion)	5,170	3,408	223	3,185	5,195
Environmental Services (e.g. waste collection, food safety)	5,399	6,598	1,003	5,595	
Planning & Development	2,286	3,690	1,268	2,422	
Highways, Road, Transport (includes car parks)	-74	1,266	1,137	129	
Housing General Fund (Housing Strategy, homelessness)	1,363	30,133	28,903	1,230	1,313
Corporate & Democratic Core (cost of supporting democracy and Councillors)	2,837	3,514	250	3,264	
Central Service to the Public (includes elections, collection of Council Tax)	914	10,437	9,313	1,124	
Support Services (includes legal advice, financial services, HR and ICT)	55	4,129	4,129	0	240
Other Operating Income & Expenditure (includes investment income)	-2,709	406	1,752	-1,346	
Total	15,241	63,581	47,978	15,603	6,748
Use of Reserves	-1,579		1,824	-1,824	-40
Total Rother District Council Budget	13,662	63,581	49,802	13,779	6,708
Local Council Budgets (Parish and Town Councils)	980	1,025		1,025	
Gross Budget Requirement (Rother DC and Parish Councils)	14,642	64,606	49,802	14,804	6,708

For the financial year 2009/10, we estimate that we made efficiency savings of around £430,000. This includes ongoing savings we have made in the past. This represents 3.3% of the total Council spend in 2008/09 or £11.06 on average for a Band D taxpayer. To achieve these savings the Council has not had to reduce the scope or quality of any of its services.

Capital programme

Capital Programme Expenditure 2009/10

Cultural & Related Services

Community Grants (including village halls), Bexhill Seafront, Swimming and Leisure Centre Redevelopment, Bexhill Museum, Sports Pitches: Drainage, De La Warr Pavilion – capital grant, Egerton Park improvements (EPIC), Summerhill Allotments

Total **£845,595**

Housing

Disabled Facilities Grants, Housing Aid Grants, Private Sector Renewal - Decent Homes, Energy Efficiency, Houses in Multiple Occupation - Fire Safety grants

Total **£1,296,119**

Planning and Development

Sidley Goods Yard (Elva Business Park), Marley Lane Development, Marley Cottage, Brede

Total **£2,785,418**

Environmental Services

Fairlight Coastal Protection Scheme (Govt. grant)

Total **£7,611**

Property, Infrastructure and ICT

Repairs and DDA Works (disability access), Infrastructure: modernisation and security, I.T equipment replacement programme, project and data handling

Total **£313,262**

TOTAL CAPITAL PROGRAMME **£5,248,005**

Our Staff

Rother District Council had 275 full time equivalent employees in 2009, providing over 50 different services. This is a ratio of 3 staff for every 1000 residents. Compared to other councils this is very low number of employees.

- 57% are female and 43% are male.
- 71% work full time, 29% work part time.
- The average age is 46.
- 4% 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).
- 3.3% 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).



Our staff

Rother District Council continues to hold Investors in People status. We applied for Investors in People status in 2008 and obtained it on our first application. 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 will be better able to deliver good quality services.

The council has entered the Times Best Public Sector Employer awards and this year finished as the 5th best council.

Every year we get together with all staff to talk about the achievements of the past year and 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 will be better able to deliver the Council's objectives.

Reducing Our Carbon Footprint

Cycle to Work Scheme

Cycling to work reduces carbon emissions and pollution from vehicles and promotes health and physical fitness. In 2009 we introduced the Government's cycle to work scheme with tax free bike purchases. Twenty two members of staff purchased new bikes. We created an intranet web page to encourage staff to use their bicycles with information on bike parks, local clubs and societies, advice, route planning and so on.



Staff and their new bicycles for the Cycle to Work Scheme

Recycling from Our Offices

- Cardboard
- Paper
- Household batteries
- Printer cartridges

In 2009 we added collection bins for recycling household batteries in the receptions of our main offices. We continued to have recycling collection for paper, cardboard and printer cartridges.

We supported the Soroptimist International of Hastings and District drive for recycling bras and raising money for cancer research, with two temporary collection boxes in the reception areas of our offices.

Environment Officer Group

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 officers are all volunteers with an interest in the environment.

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

The Group's first success is the "voltage optimisation" project. The technology was put in place in April 2010 and should achieve annual savings of just over £8,500 and annual carbon dioxide reductions of just over 51 tons. The three units that have gone into Beeching Road, Town Hall and Amherst Road offices and optimise voltage, dealing with the discrepancy between the actual supply voltage we receive (207V - 253V) and the optimum voltage our electrical equipment needs (220V).



Pictured by the Town Hall voltage optimisation unit are 5 of the 6 group members.

Key Performance Indicators for 2010

This basket is selected by our councillors for 2010. The councillors select those performance indicators that require a special focus and attention to their improvement and that they wish to pay extra attention to monitoring progress. The selection is made based on:

- Current performance;
- How that performance compares to other authorities and the indicator's history;
- The level of direct impact on our customers and residents; and
- Action delivered through the Programme of Corporate Priority Projects.

1. Net Additional New Homes Provided (NIS 154)

The provision of sufficient homes for the population is a Council priority.

2. Total New Affordable Homes (NIS 155)

The provision of sufficient affordable housing, for people on below average income, is a priority for the Council.

3. Speed of Processing Planning Applications (NIS 157 a, b, c)

The provision of a fast, efficient service is an important contributor to our priority for new homes and affordable housing and is good customer service. Customers First is the stated top priority for the Council.

4. Land Surveyed with Litter and Detritus (NIS 195 a & b)

These indicators show how the Council is keeping the area clean.

5. Housing Benefit Local Authority Error Overpayments as a percentage of the total spend on housing benefit (RM77)

The Council wishes to maximise its income through keeping errors at a low level and to ensure good customer service for benefit clients.

6. Percentage of Small Business Showing Growth (NIS 172)

The Council has invested in supporting the development of small businesses and will use this indicator to monitor the impact over the next few years.

7. Channel Shift for Customer Access Routes (RM30/12)

Directing customers to electronic access through our website is cost efficient, supports the prevention of unnecessary customer contacts and provides access outside office hours and therefore is good for customer service.

8. Efficiency Savings over the Year (NIS 179)

This indicator measures the amount of money that has been saved through efficiency measures each year and in total since April 2008. Providing value for money through efficiency is a Council aim.

9. Avoidable Contact (%) (RM27)

It is important to the Council that customers do not have to make unnecessary or repeated contacts with the Council in order to complete their transaction. This is about both good customer service and efficient use of resources.

10. The Percentage of Council Tax Collected from Total Owed (RM9)

The Council wishes to monitor the impact of the recession on collection of this part of the Council's income.

11. The Percentage of Business Rates Collected from the Total Owed (RM16)

The Council wishes to monitor the impact of the recession on collection.

12. Planning Appeals: Successful Appeals Against a Refusal (RM26)

Appeals can be a high resource area for the authority.

Key Performance indicators are shown by the **KPI** symbol

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 2009 are final and signed off as accurate unless it states that the result is provisional (may be indicated as 'Prov.').

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

Direction of Travel: means the difference between performance in 2008 or the last year of measurement and the result in 2009.

- ◆ = no change, or the indicator has been measured only once.
- ▲ = performance improved from the previous year it was measured.
- ▼ = performance got worse from the previous year it was measured.

Quartile Position: based on 2008 published quartiles for all English local authorities.

- 0 = no quartile information available for this indicator or not applicable.
- 1 = worst quartile, the bottom 25% of councils in England.
- 2 = below median, above worst quartile but below the midpoint.
- 3 = above median, above the middle but not in the best quartile.
- 4 = best quartile, the top 25% of councils in England.

LAA – These letters are attached to an indicator that is part of the East Sussex Local Area Agreement between authorities and organisations in East Sussex and central government with the purpose of improving performance in key areas.

KPI – for indicators that are part of the Key Performance Indicator basket selected by the Councillors for special focus.

RM – Rother Measure, a local indicator chosen by the Council

NIS – National Indicator Set, a national indicator from the Government

Key to Corporate Priority Programme Outputs:

Achieved = an achieved output, already delivered.

Under Way = an output that is currently being worked on, usually started in 2009 and to be achieved over the year.

Status of the Project at 31 March 2009:

-  Red flag = status of the project is at risk of not delivering against plan
-  Amber flag = slightly at risk of not delivering against plan
-  Green flag = on target for delivery
-  Grey flag = project not yet started or the project is on hold.

For more information about the Corporate Priority Programme, including the projects' progress during 2009/10 and their key milestones for 2010/11 please refer to the Supplement to this Plan.

For more information about performance indicators, including definition, activities, past performance and targets up to 2012, please refer to the second section of the Supplement to this Plan.

Putting Customers First:

Portfolio Holders



Councillor
Mrs Joy Hughes



Councillor
Paul Osborne

Our Council is committed to making Rother a better place to live and to work in 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

Summary of our actions in 2010:

- Run the 2010 Place Survey in the autumn, sharing the results with our Local Strategic Partnership and work together on actions plans;
- Review our complaints procedure and consult with people who have complained to the Council;
- Send out our residents magazine once a quarter and find ways to improve its content and distribution but reduce production costs.
- Work with Rye residents and young people to design improvements to one children's play area.
- Train 10 of our staff to get a professional qualification in customer care.



A customer being served at our Customer Help Point reception in Bexhill.

Objective 1 Engage Customers in Shaping Services

Desired Outcome: Responsive to and learning from our customers;
 Better informed to target resources on the services customers' value;
 Adaptive, innovative and flexible service delivery.

Actions for 2010

- In 2010 we will carry out the second biennial Place Survey with thousands of Rother households. We will commission the survey in consortium with other East Sussex local authorities in order to find joint savings.
- We will undertake a recruitment exercise with local residents to join the Rother Citizens Panel in order to increase the membership.

Corporate Priority Programme Customer Research (S01)



Outputs: Corporate, co-ordinated processes for capture, analysis and dissemination of research and development data, including:

1. Map of current customer data and gap analysis. **Achieved**
2. Customer surveys and macro-environment reports. **Under way**
3. Residents and User Surveys & interim surveys as required. **Achieved**
4. Citizen's Panel or equivalent consultation mechanism. **Achieved**

How we measure our success: Performance Indicator:

	Result 2009	Direction of travel	Quartile Position	2010 Target
RM57 Residents that agree when surveyed that the Council acts on their concerns	48%	◆	0	2012 57%
NIS 4 Residents that agree when surveyed that they can influence decision making in their area LAA	28%*	◆	1	32%

Key on page 18. * 2008 result

Selection panel of local school children for Sidley play area



Objective 2 Deliver Customer Value and Quality

Desired Outcomes: Better overall customer satisfaction;
A better reputation with our customers for value and quality;
A better 'fit' between expectation and delivery; More targeted use of resources on customer value and quality. Better business processes

Actions for 2010

- We will work with Rye residents and young people to design improvements to one children's play area.
- We will find a suitable site for another extra care housing facility for older people. We will review the future of Auckland House and Lawrence House with Amicus-Horizon.
- We will adopt a key worker housing policy and conduct a new housing needs survey and a strategic housing market assessment to help provide more affordable housing in the right communities.
- For actions relating to improving environmental, leisure and cultural facilities please refer to objectives 10, 13 and 15.

Corporate Priority Programme

Sheltered Housing Improvements Strategy (EP38)

Outputs: The delivery of the Hastings and Rother – Older Persons 'Housing and Support Strategy' adopted by the Council in 2008, and the agreement of the priority areas for new extra care and sheltered housing schemes across East Sussex, with support for the refurbishment of existing schemes across Rother in partnership with East Sussex County Council. **Under way**



Affordable Housing (EP50)

Outputs: The delivery of National Indicator 155 targets through the Housing Strategy and Local Development Framework. **Under way**



How we measure our success:

Performance Indicator:

Performance Indicator:	Result 2009	Direction of travel	Quartile Position	2010 Target
RM 3 Satisfaction with the way the Council runs things in Rother	39%*	▼	1	43%
RM 111 Applicants satisfied with the Planning service (when surveyed)	75%	◆	3	2012: 78%
NIS 157 a Major Planning applications processed in 13 weeks KPI	62%	▼	2	70%
NIS 157 b Minor Planning applications processed in 8 weeks KPI	75%	▲	2	79%
NIS 157 c Other Planning applications processed in 8 weeks KPI	86%	▼	2	90%
NIS 182 Satisfaction of business with Environmental Health (survey)	87%	▲	0	80%
RM 21 Clients Satisfied with the Housing Service (new indicator)				80%
RM 65 Residents satisfied with kerbside collection of recycling	53%*	▼	1	57%
RM 89 Satisfaction Council keeping public land clear of litter & refuse	63%*	▼	2	73%
RM 90a Residents satisfied with household waste collection (survey)	62%*	▼	1	75%
RM 90b Residents satisfied with tips & recycling collection centres (survey)	59%*	▼	1	70%
RM 119a Residents satisfied with sport and leisure facilities run by authority	43%*	▼	1	58%
RM 119c Residents' satisfaction with local museums and galleries (survey)	47%*	◆	3	51%
RM 119e Residents satisfied with local parks and open spaces (survey)	71%*	▼	2	75%

Key on page 18 *2008 results.

Objective 3 Improve Customer Care Standards

Desired Outcomes: Customers know what type and level of service to expect;
Staff know what behaviour is expected of them and how to deliver customer care to the right standard

Actions for 2010

- Research will be carried out with customers who have complained to the Council in order to produce an action plan to improve our procedures and level of service.
- We will train 10 staff to obtain an award from the Customer Services Institute.

Corporate Priority Programme

Embedding the Improvement in Customer Care (S18)



Outputs:

1. Mystery Shopping Programme
2. Institute of Customer Services Award training for 40 staff
3. Further service specific training programme

How we measure our success:

Performance Indicator:	Result 2009	Direction of travel	2010 Target
RM 15 Satisfaction with complaint handling (when surveyed)	39%	▲	45%
RM 31 Residents who feel informed on how to complain to the Council	71%		2012: 74%
RM 27 Avoidable Contact: residents who had to make a repeat contact with the Council KPI	14%	▼	10%
RM 30 Channel shift (% of total contacts that are through the website) KPI	51%	◆	60%



The Bexhill Primary School Forum (pictured on the steps of the Town Hall, Bexhill).

Key on Page 18

Objective 4 Improve Communications and Media Management

Desired Outcome: A better reputation with our customers, leading to better customer confidence and better service take up.

Actions for 2010

- A survey with local residents on the quality, content and how we can improve the magazine we send to all households with information about what the Council is doing and the services it can offer.
- We will distribute four Rother Views magazines to all households and will improve the distribution arrangements. We will investigate ways to reduce the production costs of the magazine.

How we measure our success:

Performance Indicator:

	Result 2009	Direction of travel	Quartile Position	2010 Target
RM 33 Residents who feel informed on council standards of service	61%	▲	0	2012: 60%
RM 35 Residents informed on how Council is delivering on its promises	42%	▲	0	2012: 64%
RM 36 Residents who feel informed on Council services and benefits	55%	◆	0	2012: 55%
RM 39 % of residents who know what to do in the event of a large-scale emergency	16%*	◆	3	19%
RM 63 % of residents who find Rother Views (residents' magazine) tells them what they want to know	56%*	◆	0	65%

Key on page 18 * = 2008 result



Delivering Value For Money:

Portfolio Holders



Councillor
Carl Maynard



Councillor
Robin Patten

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 and as well as taking a balanced view across a range of outcomes.

Summary of our actions in 2010:

- Create and adopt a new Regeneration Strategy to support the economic well-being of our local communities.
- Adopt a Young People Strategy.
- Undertake, in partnership with other local authorities, Value for Money reviews on a range of services.
- Seek ways to save money when we buy goods and services, particularly through aligning the procurement strategies and policies in local authorities across East Sussex and combining our forward procurement plans.
- Deliver our Medium Term Financial Management action plan.
- Improve the facilities at Camber Central Car Park.



Free swimming for over 60s

Objective 5 - Review Strategy Regularly

Desired Outcome: A fit and lean organisation, able to adapt to change and maintain focus on priorities;
Clear sense of purpose and refreshed sense of direction, continuously driving improvement.

Actions for 2010

- Continue our work on the Value for Money Strategy and Action Plan.
- Create a new Regeneration Strategy from the findings of the consultation and research undertaken during 2009.
- Adopt a Young People Strategy and work on delivering its action plan.

Objective 6 - Direct our Resources Efficiently to Deliver Effective Outcomes

Desired Outcome: Better achievement of value for money within the Council and among its stakeholders.

Actions for 2010

- To deliver our workforce plan
- To undertake, in partnership with other local authorities, value for money reviews on selected key functions.
- To carry out an in-service review of planning appeals processes.

Corporate Priority Programme

Workforce Plan (Phase 1) (S10)

Outputs:

1. Relocation of Housing Services. **Achieved**
2. Design and deliver Investors in People **Achieved** and Workforce Plan. **Achieved**
3. Generic and Flexible working programme. **Under way**
4. Quantified productivity improvements and efficiency gains. **Under way**



How we measure our success:

Performance Indicator:

Performance Indicator:	Result 2009	Direction of travel	2010 Target
RM 5 Average working days lost to sickness per employee	10.29	▼	7.4
RM 8 Invoices paid on time	98.5%	▲	98%
RM 26 Planning Appeals found against the Council KPI	40.7%	▼	31%
RM75 Average calendar days to process benefit claims (New indicator)			10 days
RM 76 Prosecutions and sanctions per 1000 benefit cases	4.7	▲	5
RM 77b Housing Benefit overpayments as % total spend KPI	0.45%	▲	0.48%
RM 79 Benefit debt collected against total debt outstanding	36%	▲	41%
RM 80 Client Satisfaction with Benefits service	83%*	▲	2011: 86%
RM 81 Written Off Benefit Debt	6.9%	▼	8%
RM 86 Cost of waste collection/home	£		£
NIS 179 Value for money gains since April 2008 (per £100,000) KPI	£420	▲	£450
NIS 181 Processing speed for new benefit claims & benefit changes (average days)	Quarter 1: 13 Quarter 2: 15	▲	15 days

Key on page 18 * = 2008 result

Objective 7 – Invest in Learning and Development

Desired Outcome: Increase the capacity of the organisation and continuously improve its performance.

Actions for 2010

- We will continue with our programme of training and development. This includes an opportunity for staff to have customer care qualifications (see objective 3).



Rother and Wealden
Council staff at a customer
care training day

Corporate Priority Programme

Vocational Skills Centre (EP26)

Outputs:

1. Construction or conversion of workshop units
2. Sustainable operational structure established with delivery partners.
3. Establish workshops for training for apprenticeships and other vocational training.
4. Vocational training places available to 15+ young people.



Objective 8 – Align Procurement with Other Agencies

Desired Outcome: Deliver efficiency savings back to strategic priorities.
Focus on a defined range of services that Rother District Council is best placed to provide.

Actions for 2010

- We will support the development and/or expansion of the Best Deals programme using information from Transform and subsequent delivery of targeted savings and efficiencies.
- We will contribute to the alignment of the procurement strategies and policies in local authorities across East Sussex and will combine our forward procurement plans.
- We will load all tender notices onto the South East Business Portal and will help to establish a common contract database for East Sussex.

Corporate Priority Programme

Procurement (S13)

Outputs:

1. Review of Joint Improvement Group achievements and recommendations.

Achieved

2. The establishment and success of the East Sussex Procurement Hub project.

Under way



Objective 9 – Optimise Sources of Income

Desired Outcome: Supplement local resources from external sources and revenue generation.

Actions for 2010

- Deliver the Medium Term Financial Strategy’s Action Plan.
- The outcome of our bid for Interreg funding for Camber should be received by early summer in 2010. Then, depending on the decision, we will put together designs for the Central Car Park and putting green areas and find a development partner. We will also develop a walking trail and associated interpretive material.

Corporate Priority Programme

Camber Visitor Management Initiative (EP46)



Outputs:

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



Camber Sands

How we measure our success:

Performance Indicator:

	Result 2009	Direction of travel	2010 Target
RM 9 Council Tax collected KPI	98.4%	◆	98.5%
RM 16 Business rates collected KPI	97.8%	◆	98%

Key on page 18

Building Stronger, Safer Communities

Portfolio Holders



Councillor
Ian Jenkins



Councillor
Tony Ganly

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.

Summary of our actions in 2010:

- Officially open the Elva Way Enterprise Zone
- Start the refurbishment of the western half of Bexhill seafront
- Build three multi-use games areas in Battle, Bexhill & Rye.
- Improve how we communicate and share information on local housing need and the potential for new affordable housing in rural villages.
- Adopt a key worker housing policy, conduct a new housing needs survey and a strategic housing market assessment to help provide more affordable housing in the right communities.
- Bring in a new Scores on the Doors scheme to show the level of food health and safety in shops, restaurants and cafes.



Beach Safety Quiz

Objective 10 - Understand and Address Deprivation in the District

Desired Outcome: Reduce known pockets of deprivation over time.

Break the cycle of deprivation, reducing the causes of child poverty.

More sustainable futures for communities in Rother achieved through a balance of economic, environmental and social activity.

How we measure our success:

Performance Indicator:

Performance Indicator:	Result 2009	Direction of travel	Quartile Position	2010 Target
RM 44 % of vulnerable households that occupy decent dwellings (new indicator)	70%	▲	0	71%
RM 25 New affordable homes on rural exception sites (new indicator)				14
RM 213 Preventing homelessness (cases per 1000 households)	5	▲	0	4
NIS 154 Net additional homes built LAA KPI	95	▼	0	180
NIS 155 New affordable homes LAA KPI	17	▲	0	49
NIS 156 Homeless Households in Temporary Accommodation LAA	Q1: 15 Q2: 15 Q3: 9 Q4: 13	▲	4	15
NIS 159 Supply of Housing Sites LAA	123.4%	◆	0	100%
NIS 187 Low income households in low energy efficient homes	19%	◆	1	18%
NIS 152 Residents on Out of Work Benefits (working age)	Aug 09: 12.3%	▼	0	12%
NIS 171 New business per 10,000 adults (measured on calendar year)	47.1*	▼	1	60
NIS 172 % of small businesses showing growth (measured calendar year) KPI	12.6%*	▲	1	12.5%

Key on Page 18 *2008 result

Actions for 2010

- Open the Elva Enterprise Zone, formerly the old Sidley railway yard, with 12 workshops and 19 offices providing 2,260 square metres of light industrial space at a total investment into the regeneration of Rother of £3.5 million.
- Provide new ways of communicating and sharing information with our rural communities about affordable housing and potential sites and local housing needs so that we can work together to provide homes for rural residents.



Elva Business Park workshops under construction in 2009



Elva Business Park: 'Napier House' under construction in 2009

Corporate Priority Programme

Sidley Goods Yard Development (EP01)

Outputs:

1. Site Survey, Valuation & Development Appraisal. **Achieved**
2. Planning Consent. **Achieved**
3. Development Partner(s) secured. **Achieved**
4. Funding Arrangements in place. **Achieved**
5. Development of employment space completed. **Under Way**
6. 30+ jobs created. **Under Way**



Robertsbridge Mill Development (EP52)

Outputs:

1. Further development appraisal. **Under Way**
2. Planning application.
3. Site development for employment use.



Rural Exception Site Development (EP14)

Outputs:

1. Systems for identification of exception sites. **Achieved**
2. Delivery of 5 affordable homes per year on exception sites in rural villages.
Under Way



North Bexhill Commercial Development (EP24)

Outputs:

1. North Bexhill Master Plan SPD. **Achieved**
2. Planning processes. **Under Way**
3. Funding packages.
4. Construction of 500,000 square feet of commercial space.
5. 1800 jobs created.



New Hotel Development in Bexhill (EP28)

Outputs:

1. Feasibility study & active approach to entrepreneurs. **Under Way**
2. Support package identified.
3. Site identification.
4. New hotel built and operating.



Objective 11 – Enhance the Feeling of Safety, Community Pride and the Quality of the Environment

Desired Outcome: Safer Communities – less crime, fear of crime and anti-social behaviour;
Improved cleanliness of public spaces, with greater responsibility being taken by communities, including business, to improve the quality of their local environment;
Greener localities with more sustainable use of resources, less waste, pollution and noise.

Actions for 2010

- We will work on bringing in a new Scores on the Doors scheme to show the level of food health and safety in shops, restaurants and cafes.
- The work on the west side of Bexhill Seafront will start during the spring of 2010 and run until summer 2011. The work will be phased in sections. The first phase will be to complete the landscaping works along the promenade and the metropole lawn, along with work on the Colonnade and creation of new rowing club premises. We will send an information leaflet to all Bexhill households at risk of being directly affected by the work and will keep residents informed on progress.

How we measure our success:

Performance Indicator:

	Result 2009	Direction of travel	Quartile Position	2010 Target
NIS 5 Satisfied with Rother as a place to live (when surveyed)	86%*	▲	4	89%
NIS 192 % of household waste re-used, recycled and composted LAA	43%	▲	4	45%
NIS 195a % of public land surveyed with litter KPI	7.3%	▼	2	5%
NIS 195b % of public land with detritus KPI	6%	▲	4	8%
NIS 195c Graffiti: property surveyed with	0.3%	▲	4	1%
NIS 195d Fly posting: land surveyed with	0%	▲	4	0.5%
NIS 196 Fly-tipping (combined score on number of tips & prosecutions)	3*	◆	1	2

Corporate Priority Programme

Bexhill Seafront Improvements (Next Wave) (EP43)

Outputs:

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



Bexhill Health Walk

Continued overleaf

How we measure our success:

Performance Indicator:

	Result 2009	Direction of travel	Quartile Position	2010 Target
NIS 17 Residents with several anti-social behaviour problems in their area (survey)	11%*	▲	4	11%
NIS 22 Residents who say parents taking responsibility for their children in area	32%*	◆	3	34%
NIS 41 Residents with drunk and rowdy behaviour as a problem in their area	20%*	▲	4	20%
NIS 42 Residents with drug use & drug dealing as a problem in their area	18%*	▲	4	18%
RM 126 Burglary for every 1000 households	3.72	▲	4	4.5
RM 127 Violent crime for every 1000 residents	8.67	▲	4	9
RM 64 Theft from vehicles for every 1000 residents	3.21	▲	0	3.4
RM 218b Abandoned vehicles removed within 24 hours when cleared for removal	92%	▼	0	98%
RM 12 Residents who feel safe outside after dark when surveyed	61%*	▲	0	61%
RM 18 Residents who feel safe outside during the day when surveyed	92%*	▲	0	95%
RM 45 Residents who see improvements in their town centre, when surveyed	34%	▼	0	2012 : 50%
NIS 184 Food establishments broadly compliant with food hygiene law	67%	▼	0	70%
NIS 185 CO2 emissions from Rother District Council services & buildings			0	-6%
NIS 186 CO2 Emissions in Rother compared to previous year LAA	+3%**	▼	3	-6%
NIS 188 Planning to Adapt to Climate Change: level of preparation 0 to 4 LAA	0	▲	2	2
NIS 189 Flood and Coastal Erosion Risk Management	100%*	◆	4	100%

*2008 result **2007 result Key on page 18

Improvements to Egerton Park



Objective 12 – Promote Diversity and Inclusion

Desired Outcome: Greater tolerance and understanding of diversity, safer communities.

Actions for 2010

- Equality monitoring extended and improved, leading to the achievement of Level 2 or 'Achieving' in the Local Government Equality Standards Level of Achievement

How we measure our success:

Performance Indicator:

	Result 2009	Direction of travel	Quartile Position	2010 Target
RM 2 Local Government Equality Standards Level of Achievement 1-3	1	▲	0	2
RM 28 Residents who feel strongly they belong to their neighbourhood	66%*	◆	4	66%
RM 34 People are not treated with respect and consideration in my area	22%*	▲	4	20%
NIS 1 Residents agree people of different backgrounds get on well together in their area	81%*	▲	3	83%

Key on Page 18 * = 2008 result

Corporate Priority Programme

Community Involvement Scheme (EP07)

Outputs:

1. Fit for purpose Equality Scheme. **Achieved**
2. Process for updating of the Equality scheme. **Achieved**
3. Full set of Service Impact Assessments. **Under Way**
4. Implementation of action plans. **Under Way**



Traveller Emergency Stopping Place (EP11)

Outputs:

1. Needs assessment. **Achieved**
2. Review of council land holdings for suitable sites. **Achieved**
3. Planning applications.
4. Funding bid.
5. New site, if need proven.



Objective 13 – Increase Community Capacity for Self Help

Desired Outcome: Greater social inclusion and greater engagement in community and democratic life

Actions for 2010

- We will build three multi-use games areas that will provide recreation and sporting opportunities for people of all ages in those local communities. The first will be at Egerton Park, Bexhill, the second at Battle Recreation Ground and the third at Rye College. We will work with local partners to obtain funding for the Battle games area.
- We will work with local partners for the management of the Rye games area.
- We will transfer to a local community group the management of the Manor Barn workspace, formerly the site of the Bexhill Museum of Costume and Social History. This will make use of the site to support local arts.

How we measure our success:

Performance Indicator:

Performance Indicator:	Result 2009	Direction of travel	Quartile Position	2010 Target
NIS 3 Civic participation in the local area (% of population active)	18.8%	◆	4	20%
NIS 6 Participation in regular volunteering (% of population)	28%	◆	4	30%

Key on page 18

Corporate Priority Programme

Neighbourhood Multi-Use Games Facilities (EP33)



Outputs:

1. Needs analysis. **Achieved**
2. Identify locations. **Under Way**
3. Cost/budgets. **Under Way**
4. Partners/funding. **Under Way**
5. One multi-use games area per year over 3 years. **Under Way**

Manor Barn Artists Workspace (EP39)



Outputs:

1. Feasibility study. **Achieved**
2. Agreement with partners to long term management of workspace. **Under Way**
3. Conversion and/or adaption of former Costume Museum and other buildings into a new workshop &/or gallery and workspaces.

Youth Enterprise Centre, Broad Oak (EP55)



Outputs:

1. Feasibility study (including stakeholder engagement)
2. Business and design plans
3. Planning permission
4. Lease agreement
5. Raising capital and on-going revenue funding.

Working in Partnership

Portfolio Holders



Councillor
Jonathon
Johnson



Councillor
Mrs Deirdre
Williams

Our Aim

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.

Summary of actions in 2010:

- A21 road junction with Marley Lane improved in order to open up the area for employment opportunities
- Three new kick-about areas for activities for young people and more adults in active recreation
- Pebsham Countryside Park continues to be developed with a new circuit footpath and the appointment of a Community Development Officer to co-ordinate drawing local residents into consultation and a new user group.
- A feasibility study for a new leisure centre in Bexhill with combined wet and dry recreational facilities.
- Improvements to Egerton Park, including new recreational facilities for all age groups.

The Kick Start Scheme



Objective 14 – Appraise Partnership Delivery Options

Desired Outcomes: Improved services, delivering in partnership; Growth and quality improvement within available resources; efficient use of resources to deliver locally appropriate outcomes

Objective 15 – Best Practise Partner

Desired Outcome: Good reputation as an innovative public service partner

Objective 16 – Build Trust and Confidence with Partners

Desired Outcome: Better partnership working and increased opportunities to achieve our objectives and the partnership’s objectives and outcomes

How we measure our success:

Performance Indicator:

	Result 2009	Direction of travel	2010 Target
RM 48 Satisfaction with the Council as a partner (when last surveyed)	77%	◆	80%
RM 49 Partnerships with development activities each year (when last surveyed)	85%	◆	87%
RM 50 Partnerships with data sharing protocols when last surveyed)	27%	◆	30%
RM 51 Partners confident Rother will deliver in a partnership (when last surveyed)	69%	◆	73%

Key on Page 18

Actions in 2010

- In 2010 we will run a second survey with our partners to monitor our relationship and to find out if our partners feel the partnerships and their effectiveness have improved over the last three years.
- We will be reviewing our partnerships and service level agreements in 2010.

Corporate Priority Programme

Partnership Mapping (S16)

Outputs: Report and recommendations containing:

1. Definition and map of existing partnerships. **Achieved**
2. Scrutiny of existing partnership activity: Swot analysis. **Achieved**
3. Identification of possible appropriate partners. **Under way**
4. Exploration of further options for joint procurement.
5. Options appraisal for improvement in partnership outcomes.



Support to Volunteering (EP30)

Outputs:

1. Report on volunteering with costed development options and recommendations.
2. Development of cost effective ways to promote volunteering in Rother.



Blackfriars, Battle (EP37)

Outputs:

1. Estimated 240 homes of which 40% are affordable homes.
2. High eco-homes standards of build.
3. Open space.
4. Explore if a new school is needed.
This project is on hold due to the recession and condition of the local housing market.



Youth Enterprise Centre (EP55)

Outputs:

1. Feasibility study (including stakeholder engagement).
2. Business and design plans
3. Planning permission
4. Lease agreement
5. Raising capital and ongoing revenue funding.



Objective 17 – Maximise the Value of Selected Partnerships

Desired Outcome: More capacity to deliver services and absorb growth

How we measure our success:

Performance Indicator:

	Result 2008	Direction of travel	Quartile Position	2009 Target
NIS 8 Adults engaged regularly in sport & active recreation (CY) LAA	20.5%	◆	1	21%
RM 66 % visited local sport & leisure facility in the last year	51%*	◆	1	54%
RM 67 % residents visited a local museum or gallery in last year	44%*	▲	3	50%
RM 170a Rother museums: all visits (inc. online, talks)/1000 pop	826	▲	0	750
RM170b Rother museums: visits in person/ 1000 population	567	▲	0	500
RM170c School pupil visits to Rother museums and galleries	1841	▲	0	2100
RM 68 % residents visited park or open space in the last year	88%*	▲	3	90%
NIS 11 Adults engaged regularly in arts activities (calendar year)	50.4%	◆	3	51%

Key on page 18 * = 2008 result

Actions in 2009

- The road junction on the A21 into Marley Lane, Battle improvements will be completed, in order to open up that area so that more commercial space can be developed. We will establish new partnerships to develop employment opportunities and more jobs.
- We will build three kick-about areas for young people during 2010 and 2011.
- We will put together a feasibility study for a new leisure centre in Bexhill with combined wet and dry recreational facilities.
- We will support the development of Pebsham Countryside Park, including involving the public and keeping them informed.

Corporate Priority Programme

Kick-about Area for Young People (EP06)

Outputs:

1. Set of agreed criteria for choice of location. **Achieved**
2. Three Kick-about areas in agreed locations. **Under way**



Support to Youth Activity (EP16)

Outputs:

1. Feasibility study for support to youth activity.
2. Approval to proceed.
3. Design of a local scheme.

Bexhill Hastings Link Road (EP23)

Outputs:

1. Support to East Sussex County Council **Achieved**
2. Release and sale of land.
3. Housing relocations.
4. Master planning **Achieved**
5. Planning processes **Under Way**
6. Depot relocation

Bexhill Town Centre Redevelopment Programme (EP27)

Outputs:

1. Bexhill Town Centre Development Brief produced.
2. New Food store of approximately 4,000 sq m.
3. New town centre car park.
4. Related retail, business and residential development assessed.
5. Link over railway to Devonshire Square or Western Road.
6. Provision and/or safeguarding of jobs.

Marley Lane Development, Battle (EP29)

Outputs:

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



Pebsham Countryside Park (EP40)

Outputs:

1. Business Plan **Achieved**
2. Public open space **Achieved**
3. Amenity open space. **Achieved**
4. Public footpath improvement Achieved & creation. **Under Way**
5. Nature conservation areas. **Under Way**
6. Recreational facilities.



Bexhill Leisure Centre & Community Development (EP41)

Outputs:

1. Project options appraisal and plans. **Under Way**
2. Design stages.
3. Funding package.
4. Planning applications.
5. A new indoor leisure facility for Bexhill to replace Bexhill Leisure Pool and Bexhill Leisure Centre



Egerton Park Innovation and Conservation (EPIC) (EP42)

Outputs:

1. Further report to Cabinet. **Achieved**
2. Bid for Partnership funding from Heritage Lottery Fund. **Achieved**
3. A revitalised and renovated park creating a key public facility in Bexhill. **Under Way**



A21 Corridor: Employment Sites (EP45)

Outputs:

1. Partner in road improvement scheme. **Under Way**
2. Marketing campaign for destination.
3. Design and provision of employment sites adjacent to an improved road system.



Glossary of Terms

Aim

An aim is a long-term goal for the Council.

Annual Performance Plan

A plan reporting on the Council's performance in the previous year and setting targets on the year to come and beyond.

Community Plan

After public consultation a wide range of local and regional organisations drew up a plan or strategy for the Rother district. The board members of the Rother Local Strategic Partnership (LSP), apart from this Council, include East Sussex County Council, Rother Voluntary Action, Action in Rural Sussex, Bexhill and Rother Primary Care Trust, Ten Sixty Six Enterprise, Rother Homes, Rother Environmental Group and the Safer Rother Partnership.

Comprehensive Area Assessment

The CAA is an inspection and grading of the whole of East Sussex, including Rother, by the Audit Commission, a Government watchdog. The first CAA was in 2009.

Head of Service

The Council has two directorates, led respectively by the Director of Services and the Director of Resources. Each directorate is split into five service areas each managed by a Head of Service.

Local Area Agreement (LAA)

The most recent Local Area Agreement for East Sussex was completed in 2008. An agreement for improving performance, the LAA is formed between partners across East Sussex and the Government Office South East, on behalf of central Government. A copy can be found on <http://www.essp.org.uk>.

Local Development Framework (LDF)

This is a group of documents, including the Core Strategy, that will guide the spatial development (roads, open space, houses and industries) in Rother up to 2026.

Median

Median is the middle point in a list of numbers. The median is used to calculate the quartile information, which divides a list of numbers into four equal parts. The median is often not the same number as the average or mean because they are calculated differently.

NIS

The National Indicator Set is a group of performance indicators set by central Government for local authorities to measure from 2008.

Performance Indicator

This is a measurement of an activity or service that gives an indication or an idea on how well the service is performing.

Portfolio Holder

This is an elected Councillor who is a member of the Council's Cabinet and has been given the responsibility for delivering a particular aim.

RM

RM stands for Rother Measure and they are discretionary or voluntary local performance indicators. Some of them are former nationally set performance indicators by central Government, others were created to measure local priorities and the outcomes of our services and Corporate Priority Programme projects.

Quartiles

The Council has always used the quartiles drawn from the results of all English Councils, unless we state otherwise. The results of all English Councils are grouped into four sections or quarters:

- The best or highest performing 25%.
- Above the midpoint or median, but not in the best 25%.
- Below the median (but not in the worst 25%).
- The worst or lowest performing 25%.

Key Plans & Strategies

2010

This Performance Plan will always refer to the financial year (for example 1st April 2009 to 31st March 2010) unless it specifically says otherwise (for example calendar year meaning 1st January to 31st December).

Putting Customers First

- Rother District Council Consultation Charter
- Rother Corporate Plan
- Rother District Council Customer Care Standards and Strategy
- Rother District Local Plan and Local Development Framework
- Communications Strategy
- Marketing Plan

Delivering Value for Money

- Rother Corporate Plan
- Asset Management Plan
- Capital Programme
- Rother's Medium Term Financial Strategy 2008-2016
- Rother Local Plan & Local Development Framework
- Rother District Council's Equality Scheme
- Investors in People Action Plan
- Member Development Charter

Building Stronger, Safer Communities

- Rother District Council Housing Strategy
- Homelessness Strategy
- Empty Homes Strategy
- Affordable Warmth Strategy
- Rother Community Plan
- Rother Economic Regeneration Strategy
- SEEDA Regional Economic Strategy

- Hastings and Bexhill Area Investment Framework
- East Sussex Area Investment Framework
- Rother District Local Plan and Local Development Framework
- North Bexhill Master Plan
- Blackfriars Master Plan
- SEERA - South East Plan
- East Sussex Safer Communities Plan
- Bexhill and Rother Health Improvement Plan
- Food Safety Enforcement Plan
- Health and Safety Enforcement Plan
- Environmental Health Enforcement Strategy
- East Sussex, Brighton & Hove Waste Plan
- Rother District Council: Towards a Zero Waste Strategy
- Joint Waste Strategy (for all East Sussex collection and disposal authorities)
- Annual Air Quality Review
- Rother District Council's Equality Scheme

Working in Partnership

- Rother Medium Term Financial Strategy
- 'Your Culture and Leisure' Strategy
- Rother Tourism Strategy

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



Annual Report and
Performance Plan 2010