

## PERFORMANCE KEY ICON STATUS

|   |   |
|---|---|
|  | <b>Completed</b> – over performing against target or milestone achieved   |
|  | <b>On Track</b> – the milestone is performing within tolerance of target.   |
|  | <b>Cautionary Performance</b> – moderately under performing. Whilst the milestone has slipped from target it maybe a minor blip overall or minor action will remedy it. |
|  | <b>Under Performance</b> – the milestone is under performing against target.  |



## APPENDIX 2: PROCESS AGAINST 2016/17 ACTIONS

| VALUE FOR MONEY   |   |
|---|---|
| CORPORATE PLAN ACTION   | STATUS  |
| <b>Action: Set a timetable with reporting milestones for the accommodation project</b>  |    |
| Update: Completed   |   |
| <b>Action: Produce and implement an investment strategy</b>   |    |
| Update: Proposals are being drafted as part of a more commercial approach adopted by the council with consideration of options in consultation with best practice authorities and consultant support – this will be captured in actions for 2017/18   |   |
| <b>Action: Further reduce the requirement for paper/print through the use of technology</b>   |    |
| Update: Digital transformation and process re-engineering have delivered efficiency including paper reduction through electronic storage, transfer and creation of documents. This work will continue with the Transformation Strategy integrated as part of the approach to service delivery |   |
| <b>Action: Increase online service /information provision</b>   |    |
| Online service provision and processing has increased through process re-engineering and digital transformation that is now integrated as part of the approach to service delivery and continuous improvement   |   |
| <b>Action: Explore and initiate new income streams</b>  |  |
| Update: A Self-Sufficient Working Group has been established to consider new incomes streams and measures to increase existing income, these are part of the commercial approach advocated by the LGA Peer Challenge Review - this will be captured in actions for 2017/18                    |   |

| CLEAN & GREEN   |   |
|---|---|
| CORPORATE PLAN ACTION   | STATUS  |
| <b>Action: Identify and target fly tipping hotspots to reduce their levels</b>  |    |
| Update: A new waste management and enforcement team has been established in the Environmental Health service which has developed improved procedures for targeting, clearing and enforcement, the new team and approach is now part of the regular service delivery |   |
| <b>Action: Promote initiatives to reduce dog fouling</b>  |    |
| Update: Work on Public Space Protection Orders (PSPOs) replacing bylaws has been finalised and a timetable for implementation and delivery in 2017 has been agreed by Operational Management Committee  |   |
| <b>Action: Improve signage across the borough to deter dog fouling and promote dogs on leads.</b>   |    |
| Update: Work on PSPOs replacing bylaws has been finalised and a timetable for implementation and delivery in 2017 has been agreed by Operational Management Committee including proposals and budget for improved signage   |   |
| <b>Action: Focus resources on the reduction of seasonal litter</b>  |    |
| Update: Options for the provision of larger litter bins along the promenade from Starr Gate to Lytham Windmill to increase provision and reduce emptying frequency are in the process of being completed for summer 2017.   |   |
| <b>Action: Maintain and increase Green Flag status for parks and open spaces</b>  |  |
| Existing Green Flags have been retained and measures taken to progress status of other locations, this function is integrated as part of the regular service from the parks and open spaces team  |   |
| <b>Action: Strive to achieve Blue Flag status for the beaches</b>   |  |
| Update: Work on the criteria to achieve Blue Flag that can be implemented as part of ongoing management practices will be done but criteria that require more significant investment will be the subject to budget growth requests.                                 |   |

|   |   |
|---|---|
| <b>Action: Work with partners to improve the quality of the bathing water</b>   |  |
| The council is part of a partnership with the Environment Agency, United Utilities, LCC and marine management agencies that works collectively on measures to address water bathing quality as part of the established approach |   |
| <b>Action: Review the waste service to deliver savings through changes</b>  |  |
| Update: The review has been completed at regional and district level and the decision made to introduce a green waste subscription service  |   |
| <b>Action: Deliver the coastal defence project at Fairhaven and Church Scar with the Environment Agency</b>   |  |
| All work scheduled relating to the project in 2016/17 has been completed, the project team has been established and the works are being tendered during the summer for a start on site in the autumn.                           |   |

| A VIBRANT ECONOMY  |   |
|--|---|
| CORPORATE PLAN ACTION  | STATUS  |
| <b>Action: Assess the benefits of becoming a member of the Combined Authority</b>  |    |
| Update: The benefits were assessed but events across Lancashire and with the national approach to a Combined Authority for shire districts have meant that a proposal for a Lancashire Combined Authority has never moved forward.   |   |
| <b>Action: Engage effectively with the Local Enterprise Partnership</b>  |  |
| The Fylde Coast Economic Development Partnership has been reviewed with a strong remit to support the Enterprise Zones at Blackpool Airport and Hillhouse, it is through this forum that the relationship with the LEP will be developed – this is an ongoing action           |   |
| <b>Action: Progress the re-opening of the M55/ Moss Road link</b>  |  |
| The council has pledged up to £1m towards the cost of an accelerated single contract to build the new link road. Regular meetings are facilitated by the council between all parties to secure the design of the link road and the letting of a contract for its construction. |   |

|  |   |
|--|---|
| <b>Action: Support the Fylde Coast highways and transport masterplan projects (junction 2)</b>   |    |
| Update: The construction of the M55 link road is a key project in the masterplan (see above). The council is engaged with other initiatives in the masterplan.   |   |
| <b>Action: Enforce car parking regulations and review car parking options</b>  |    |
| Update: Parking enforcement was reviewed by the member working group which recommended to continue enforcement as currently delivered but review the contract when it is up for tender in 2018, an opportunity arose to adjust some arrangements within the existing contracts leading to an increase in enforcement at targeted times |   |
| <b>Action: Investigate the potential of developing the digital high street</b>   |    |
| Update: Limited progress has been made as a result of the need to understand the digital high street concept and the need for other digital transformation initiatives needing to be in place first – this is incorporated as part of the wider digital transformation strategy  |   |
| <b>Action: Engage positively in the Duty to Co-operate on planning initiatives</b>   |    |
| Update: The Publication version of the Local Plan has been subject to the examination in public and the inspector was satisfied that the legal duty to co-operate had been met   |   |
| <b>Action: Facilitate and support Town Centre Partnerships</b>   |    |
| Update: Initial discussions and ideas have been investigated to date, the action will be longer term over the current four year Corporate Plan and is ongoing in 2017/18   |   |
| <b>Action: Channel business rates funding opportunities to economic development</b>  |  |
| Update: The final arrangements for business rates retention have yet to be confirmed but the council has joined the Lancashire pooling arrangements for 2017/18 with a view to secure increased retention of business rates growth – this action is ongoing in 2017/18   |   |

## A GREAT PLACE TO LIVE

| CORPORATE PLAN ACTION  | STATUS  |
|--|---|
| <b>Action: Implement the timetable for the Local Plan delivery</b>   |    |
| Update: The timetable has been followed, the recent examination in public provided some additional work that has been completed and the Local Plan will progress – completion will be in 2017  |   |
| <b>Action: Provide appropriate provision for Travellers</b>  |    |
| Update: The decision by the planning inspector for the Hardhorn site on appeal has resulted in the council meeting the required provision for travellers when added the sites already approved and supported   |   |
| <b>Action: Take enforcement action on illegal encampments</b>  |    |
| Update: Nine pitches on an illegal encampment have been cleared and officers are working with travellers to agree and discharge the conditions on other pitches. A number of unlawful encampments on public land have been moved on by way of legal proceedings in the minimum time allowed by law, an established procedure is in place to both prevent and react to illegal encampments. |   |
| <b>Action: Carry out resident surveys and act upon the findings</b>  |    |
| Update: A corporate annual survey and service based surveys are carried out and the outcomes used to inform service improvements, address the source of complaints and monitor performance, these are part of the established service delivery   |   |
| <b>Action: Review and improve bus shelter provision</b>  |  |
| Update: The capital budget has been spent on replacing some existing shelters owned by the council along with providing some additional shelters, and Section 106 contributions has been used to install additional new shelters in key locations  |   |
| <b>Action: Develop and implement a policy to protect our heritage</b>  |  |
| Update: Initial discussions and ideas have been investigated to date the action will be longer term over the current four year Corporate Plan and is ongoing in 2017/18  |   |

|  |   |
|--|---|
| <b>Action: Build on the success of the Residents' Car Parking Scheme</b>   |  |
| Update: The car park working group reviewed the Resident's Permit Scheme and agreed an increase in time allowed on some long stay car parks from 2 hours to 4 hours from 1st November to 20th March, the scheme will be reviewed when 1,000 permits have been issued. Scheme permit holders can use the Public Offices Car Park 7 days allowing access the centre of St Anne's during peak daytime hours |   |
| <b>Action: Review public information systems for residents</b>   |  |
| Update: As part of the communications review and the transformation strategy how the council engages with customers has been reviewed, actions from the strategy will be delivered over the life of the Corporate Plan i.e. a new improved website, seasonal TIC etc.  |   |
| <b>Action: Tackle social isolation and health inequalities with Public Health</b>  |  |
| Update: Initial discussions and ideas have been investigated with partners through the Fylde & Wyre Health and Wellbeing Partnership and the CCG with actions targeted at the most vulnerable groups and the most deprived communities of the borough, further work will be carried out over the term of the current four year Corporate Plan and is ongoing   |   |

| A GREAT PLACE TO VISIT   |   |
|--|---|
| CORPORATE PLAN ACTION  | STATUS  |
| <b>Action: Develop a policy on events including Club Days, festivals and concerts</b>  |   |
| Update: A <a href="#">policy</a> has been developed by a member working group and approved by the Tourism & Leisure Committee  |   |
| <b>Action: Improve entrance signage and welcome points</b>   |  |
| Update: Initial discussions and ideas have been investigated including sponsorship to support new entrance signage and links to In Bloom initiatives the actions will be agreed and confirmed in 2017/18 |   |
| <b>Action: Improve information in and about tourist areas</b>  |  |
| Update: A report is being considered by the council's Tourism and Leisure Committee on options to extend tourism information access.   |   |

|   |   |
|---|---|
| <b>Action: Develop and promote rural tourism</b>  |    |
| Update: Rural tourism is identified in the new events policy as an area for growth and will have dedicated material on the new Discover Fylde tourism website, the Tourism and Culture Manager has improved links with rural tourism providers – actions will continue throughout 2017/18 |   |
| <b>Action: Decide the most effective way to market Fylde as a holiday destination</b>   |    |
| Update: Initial discussions, ideas and market analysis and research have been investigated with local partners and neighbouring boroughs, this action will be longer term over the current four year Corporate Plan and is ongoing in 2017/18   |   |
| <b>Action: Carry out visitor surveys and act upon the results</b>   |    |
| Update: A corporate annual survey and additional ad hoc surveys are carried out and the outcomes used to identify areas where improvements can be made and monitor the visitor experience and changing expectations, this approach is part of the established service delivery            |   |
| <b>Action: Review and develop social media and online information</b>   |    |
| Update: The review has been carried out and a revised social media policy has been adopted and implemented that has led to a reduction in multiple sites for the same issues and greater use, presence and impact of dedicated managed sites  |   |
| <b>Action: Maximise the natural assets of our coast and countryside by improving their facilities</b>   |    |
| Update: The use of natural assets in tourism and service delivery has been incorporated in the policy work on events, the development of rural tourism and the work towards a more commercial approach at Fylde – this action will be progressed further in 2017/18                       |   |
| <b>Action: Revisit the strategy for the development of Fairhaven Lake</b>   |  |
| Update: The bid for development funding from the Heritage Lottery was successful to produce a detailed plan for the development of Fairhaven Lake that will be submitted to the lottery fund to secure the remaining capital sum  |   |