

APPENDIX B

	CORPORATE OBJECTIVE	ACTIONS	ACTION No.	WORKING WITH	OUTCOME	SOURCE	ADDITIONAL RESOURCES/BUDGET	CAPITAL OR REVENUE	START	COMMENTS
A	To encourage, develop and promote the economic and mixed commercial vitality and positivity of the town by encouraging the development of activities throughout the year for both locals and visitors and the development of new industries.	Sell benefits and get buy-in from commercial businesses, public sector organisations, voluntary and charity sectors to work together by creating an Events and Town Coordinator Post	A1	STC	Coordinated events, activities and greater understanding of	STC - Managing events in Tower Gardens	Some elements included as support for new community building budget this could be expanded in the future	Revenue	2020/21	The Coastal BID has taken on some of this role and so it was agreed to suspend further action on this until the Tower Gardens Community Building is complete and there is a clearer understanding of the ongoing role and success of the Coastal BID
		Identify potential funding streams for events and joint work	A2	Coastal Bid	Sustainability	STC	As A1		tba	This will need to be reassessed due to Skegness Partnership changing and the developing role of Coastal BID
		Develop the "Family friendly" standard (e.g. Bottle warming, welcome breast feeding, room for buggies, high chairs, childrens portions, baby changing, baby food, nappies)	A3	Parent groups?	A marketing tool for those businesses that meet the standard. Attract more families to Skegness	STC	£500	Revenue	tba	This will need to be reassessed due to Skegness Partnership changing and the developing role of Coastal BID
		Develop the "Welcoming those with disability" standard (e.g. proper access and room, suitable toilet facilities, special menus)	A4	ELDC, Disability groups?	A marketing tool for those businesses that meet the standard. Attract more people with disabilities to Skegness	STC - BP Workshops	£500	Revenue	tba	This will need to be reassessed due to Skegness Partnership changing and the developing role of Coastal BID
		Undertake additional communication to reinforce positive image about Skegness	A5	STC	A positive image of Skegness	CLP	£0 In existing staff budget	Revenue	2017/18	Ongoing as part of work within communications work
		Developing a Skegness wide resort feedback website and evidence base to inform future service improvements	A6	ELDC, SECWHA. Magna Vitae,	A one stop shop for information about the Skegness experience. A tool for all businesses to use to improve their offering and core data for grant bids etc.	STC	Coordinator post in position - Start up and ongoing implications, but others such as Magna Vitae and ELDC are already spending on this - could various pots be brought together?	Capital funding required	tba	This will need to be reassessed due to Skegness Partnership changing and the developing role of Coastal BID
B	To lobby, consult, improve links with and listen to comments received from other statutory bodies, voluntary organisations and individuals to ensure improving standards of service that meet with local needs.	Identify relevant bodies and organisations and ensure that communication channels are publicised and kept open.	B1	The Community	All groups have the opportunity to be represented	Neighbourhood Development Plan (NDP), Community Led Plan (CLP)	Councillors		2017/18	Starting to capture through CLP, NDP and consultations
		Analyse ELDC and LCC Budget consultation and engage with public to ensure that implications are understood and that the public engage to protect Skegness interests.	B2	The Community	Analyse the publicised financial report to fully understand the implications for Skegness so that this can be challenged by STC members and communicated to the public where STC wish to mobilise the public to protect services	CLP	TC/FA 20hrs per annum	Revenue	2017/18	Ongoing - used as background for decisions to take on verge cutting
		Create a "grot spot" capture scheme to identify areas of Skegness that are not meeting a reasonable standard. This should include documented or photographic evidence that can then be taken up regularly with responsible officers and if not resolved local Councillors.	B3	The Community	Set up a database to capture feedback and to manage actions and follow up.	CLP	2 hrs p.w. Office Admin	Revenue	2018/19	In 2018/19 service requests/feedback relating to other authorities has increased significantly and runs at more than the predicted 2 hrs p.w. If sustained will require a new approach
		Opportunities for the public to engage with their elected representatives and for outcomes to be fed back	B4	The Community	Improved feedback channels Reduce Town Council's identified communication risks	CLP	Members and DTC	Revenue	2017/18	Public speaking, capture of base info
		Improve communications through web, social media, newspapers, newsletters, notice boards and word of mouth. Educate everyone who makes the mistake of contacting the wrong Council	B5	The Community	Improved understanding of what Skegness Town Council does	CLP	Office Staff 1hr p.w	Revenue	2016/17	Started ongoing. Time spent on communication has increased significantly from initial 1 hr
		Analyse and feed back results of CLP to service providers	B6	Service Providers	Service providers able to respond to local concerns	CLP	Office Staff 1 Day (one off)	Revenue	2017/18	Concerns not being addressed due to budget constraints of service providers
C	To work with partners to create and sustain a socially inclusive and caring community which embraces all its residents and seek to develop their well-being, knowledge, understanding and mutual co-operation.	Building on Objective B, identify mutual goals and ambitions. Create opportunities for volunteering.	C1	Community Groups, Police, Third Sector, Magna Vitae, Coastal BID	Identify and build on what is already in place. Creation of knowledge centre of existing support mechanisms and other groups	CLP	Staff Resources Coordinator and DTC	Revenue	2017/18	Suggest delay until at least 2021

		Create a Skegness Civic Pride Scheme by recruiting volunteers, engaging with business providing equipment (e.g. gloves, black bags, litter pickers etc) and insurance	C2	The Community, Local Businesses	Set up volunteer recruitment, database. Provide insurance, training, instruction, HSE, litter pickers, refuse sacks. Identify programme of areas to tackle. Engage with businesses to care for their environment. Set objectives, monitor outcomes, report success stories (before and after pics). Dispose of waste	CLP	£2,700	£1500 Capital £1200 Rev	2021/22	Linked to Asset Transfer Project
		Establish a mechanism to share information, events and understanding between groups	C3	Community Groups, Police, Third Sector, Magna Vitae, Coastal BID	Improved working between groups and maximising the use of resources	STC - Pavilion Project	Coordinator and DTC	Revenue	2020/21	Linked to Tower Gardens Project (J)
		Form links with local schools to improve communication with tomorrows adults and service requestors	C4	Schools	Young people engaged with local democracy and local projects	CLP	Office Staff 1hr p.w	Revenue	2021/22	Linked to Tower Gardens Project (J)
D	To champion the provision of sufficient suitable affordable homes for the people with local connections to Skegness, whilst safeguarding the environment in and around Skegness from inappropriate development to maintain it for future generations.	Identify need of local people and use the NDP to challenge the local plan position of restricting new residential development in Skegness	D1	NDP Group, Community	Information on which to base serious challenges to existing strategies	NDP,CLP	TC/DTC/NDP Chair and group £15-£25k for NDP	Capital Reserve tba	2017/18	NDP started and ongoing
		Identify ways to overcome EA concerns that restrict new build	D2	TBA	Innovative solutions to flood risk problems	NDP	As D1		2019/20	NDP started and ongoing
E	To create a healthy positive community by helping residents to have access to social, recreational and cultural facilities within the Town and to seek the continuing improvement and development of these facilities in accordance with the desires expressed by the residents.	Utilise Skegness Footpaths for recreation and promoting fitness.	E1	LCC, Magna Vitae	Use existing resources to improve fitness and reduce/justify maintenance costs	STC - Business Planning Workshops	Coordinator TC/DTC + £1000	£1000 Capital	2020	Reconsider actions once asset transfers have been agreed
		Establish a Skegness 10k using public footpaths	E2	Magna Vitae	Fitter healthier people	STC - Business Planning Workshops	Coordinator/DTC + £600 plus TC/DTC plus financial contribution - will need to be grant funded	£600 Revenue Capital Grant funding required	2018/19	Reconsider actions once asset transfers have been agreed
		Introduce outside gym equipment and to encourage active lifestyles	E3	Magna Vitae	Fitter healthier people	STC - Business Planning Workshops	TC/DTC plus financial contribution - will need to be grant funded	Capital Grant funding required	2020/21	Not started
		Examine the potential for free running facilities	E4	Magna Vitae	Fitter healthier people	STC - Business Planning Workshops	TC/DTC plus financial contribution - will need to be grant funded	Capital Grant funding required	2020/21	Not started
		All weather enclosed multi-use games area	E5	Magna Vitae	Fitter healthier people	STC - Business Planning Workshops	TC/DTC plus financial contribution - will need to be grant funded	Capital Grant funding required	2019/20	Not started
		Tackle loneliness by identifying and creating social opportunities including for the elderly, disabled and carers who are isolated at home.	E6	TED, Voluntary Sector	More cohesive community	STC - Pavilion Project	Coordinator/DTC Also funding events provide grant funding?	Revenue TBA Within Revenue Budget Within Revenue Budget Capital Grant funding required	2019/20	Linked to Tower Gardens Project (J)
		Maintain Parish Paths	E7	None	Ensuring recreational resources are available	CLP	Already in budget			
		Create and publish walk guides for the paths	E8	LCC, Heritage	More people using paths	CLP			2016/17	Complete on web site
		Improve signage in conjunction with walk guides	E8	LCC	More people using paths	CLP			2019/20	Impacted by Amenity Grass Cutting and asset transfer
		Encourage volunteering	E9	Magna Vitae	More cohesive community	CLP			2018/19	Linked to Tower Gardens Project (J)
		Examine areas for recreation that might be lost	E10	LCC, ELDC,Community	Ensuring recreational resources are available	CLP			2019/20	Review after asset transfer
		Lobby to extend and improve cycleways in Skegness	E11	LCC	Access to safe routes and fitter healthier people	CLP	Assess impact of Go Skegness		2018/19	Not started
F	To work with others to protect the town and its residents from the impact of environmental change, including climate change.	Develop a Skegness Flood/Emergency Plan	F1	LCC/EA/ELDC/Police	Preparedness in case of flooding or major event	STC - Business Planning Workshops	TC/DTC		2017/18	Changing template. Issue with resources
		Identify local residents/business self help measures	F2	EA	Community resilience	STC - Business Planning Workshops	Member and Volunteer Wardens		2018/19	Resources an issue
		Identify affordable support for small businesses in managing their risks	F3	EA	Businesses have access to information they need	STC - Business Planning Workshops	Member and Volunteer Wardens		2018/19	Resources an issue

G	Ensure the Town Council is efficient, skilled and uses novel ways, within its powers, to provide services in the most efficient and effective way.	Identify and scrutinise the current cost to the public purse of providing public sector services that the Town Council, could potentially undertake. Examine the feasibility of the Town Council, Skegness Partnership or Community to provide services more effectively and/or cost efficiently for Skegness.	G1	TBA	Affordable quality services focused on the needs of Skegness Skilled and developed Councillors, volunteers and officers better equipped to manage services.	STC - Business Planning Workshops	TC/DTC	2017/18	Review each year - ongoing	
		Promote training and development. Identify services and seek opportunities that could be provided to other sectors or neighbouring areas that would support a commercial undertaking using profit or economies of scale to subsidise Public sector services in Skegness or provide additional investment. - Particular focus on maintenance of green areas and supporting the visitor	G2	Training providers/Employees/Volunteers and Councillors		Training Policy		Member and Employee time. Already in existing budget.	2016/17	Started - Ongoing
			G3	TBA	Income to subsidise Skegness services or defray fixed costs	STC - Business Planning Workshops	TC/DTC		2017/18	not started
		Achieve the Parish Council Gold Award	G4	N/A	A well managed Council that stands up to external scrutiny and provides value for money	STC - Business Planning Workshops			2016/17	Achieved Gold Award - Ongoing
H	Prioritise discussions with ELDC/LCC and make proposals to take on more locally provided services.	Engage with ELDC with a view to transfer the ownership and management of Tower Gardens and Scarborough Avenue Car Park to Skegness Town Council. Understand undertaking and associated costs, risks and implications. Engage with ELDC to develop the circumstances in which such a transfer could take place	H1	ELDC	Tower Gardens owned and controlled by Skegness Town Council for the people of Skegness	STC, ELDC (transformation)	TC/DTC/Foreman cost and resource TBA	2019/20	Implementation project ongoing	
		Take the initiative rather than reacting to proposals from ELDC/LCC. Identify possible services, identify costs and possible sources of income. Further actions to be quantified will then be proposed.	H2	From CLP	Transfer of services	CLP			2019/20	Implementation project ongoing
		Undertake Amenity Verge Grass Cutting as a result of LCC expenditure cuts	H3	N/A	Transfer of services	LCC budget review		Revenue		Verge cutting transferred - complete
I	Improve the corporate image of the Council and promote democracy.	Achieve the Parish Council Gold Award	I1	N/A	A well managed Council that stands up to external scrutiny and provides value for money	STC - Business Planning Workshops		2016/17	Achieved Gold Award - Ongoing	
		Community Engagement	I2	Residents/Local Organisations	Well informed and engaged electorate.	Community Engagement Policy	All councillors and officers	2016/17	Started - ongoing	
		Utilise the website, social media and notice boards effectively.	I3	N/A	Professional image	Community Engagement Policy	All office staff		2016/17	Started - ongoing
J	The development of a Community Hub and Heritage Centre incorporating new Council Offices with combined community and business facilities	Identify capital funding of £3.5m + to develop the building designed using CRF	J1	N/A	Funding in place	STC - Community Building Project	TC/DTC	2017/18	Ongoing	
		Construction	J2	various contractors/consultants	Building developed	STC - Community Building Project	TC/DTC £1.5m	Funding Required	2018/19	Project under way
		Meeting funding requirements and project success criteria	J3	various	Project sign off	STC - Community Building Project	TC/DTC		2020/21	
K	Lobby to improve strategic traffic management, road and rail infrastructure,	Baseline data requiring traffic and pedestrian survey	K1	NDP, LCC	Clear understanding of current traffic and pedestrian flows and associated issues	CLP, NDP	NDP Chair, TC	2018/19		
		Input from NDP to understand long term requirements of Town	K2	NDP, LCC, ELDC	Clear understanding of what Skegness requires to meet future needs	CLP, NDP	NDP Chair, TC	2018/19		
		Create Plan	K3	NDP	Long term plan to work towards with LCC	CLP, NDP	NDP Chair, TC	2020/21		
		Improve location of coach parking and drop off points	K4	LCC, Coach companies, ELDC	Parking that works for visitors, businesses and residents alike	CLP, NDP	D&S Committee	2016/17	Dialogue with LCC underway awaiting evaluation	