

APPENDIX B

CORPORATE OBJECTIVE	ACTIONS	ACTION No.	WORKING WITH	OUTCOME	SOURCE	ADDITIONAL RESOURCES/BUDGET	CAPITAL OR REVENUE	START	COMMENTS
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	Town Council Skegness	Coordinated events, activities and greater understanding of	STC - Pavilion Project	£30,000	Within Revenue Budget	2017/18	Since The Town Manager role was deleted by ELDC links and coordination between businesses has reduced. The remit of an Events and Town Coordinator would not be as wide as a Town Manager and prior to the Pavilion/Management of Tower Gardens could perhaps be part time or perhaps part time with study. This role would be a key out-facing one working closely with the Town Clerk and Deputy Town Clerk to engage with all stakeholders and ensure the Council is able to make evidenced based strategic decisions and have effective operational management . It may be possible to create this on an Apprentice or Trainee basis so as to manage the financing over a period and provide a career post. Linked to Tower Gardens Project (J)
	Identify potential funding streams for events and joint work	A2	Partnership/Coastal Bid	Sustainability	STC - Pavilion Project	As A1		2017/18	Not started
	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? Skegness Partnership	A marketing tool for those businesses that meet the standard. Attract more families to Skegness	STC - BP Workshops	£500	Within Revenue Budget	2018/19	Not started
	Develop the "Welcoming those with disability" standard (e.g. proper access and room, suitable toilet facilities, special menus)	A4	ELDC, Disability groups? Skegness Partnership	A marketing tool for those businesses that meet the standard. Attract more people with disabilities to Skegness	STC - BP Workshops	£500	Within Revenue Budget	2018/19	Not started
	Undertake <u>additional</u> communication to reinforce positive image about Skegness	A5	STC	A positive image of Skegness	CLP	£0 In existing staff budget	Within Revenue Budget	2017/18	Not started
	Developing a Skegness wide resort feedback website and evidence base to inform future service improvements	A6	ELDC, Vistit East Lincolnshire, SECWHA. Magna Vitae, Skegness Partnership	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 - Pavilion Project	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	2018/19	Not started
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	Within Revenue Budget	2017/18	
	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 this and to manage actions and follow up.	CLP	2 hrs p.w. Office Admin	Within Revenue Budget	2018/19	
	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	Within Revenue Budget	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	Within Revenue Budget	2016/17	Started ongoing
	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)	Within Revenue Budget	2017/18	

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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.			Identify and build on what is already in place.					
			Community Groups, Police, Third Sector, Magna Vitae, Skegness Partnership, Coastal BID	Creation of knowledge centre of existing support mechanisms and other groups	CLP	Staff Resources Coordinator and DTC	Within Revenue Budget	2017/18	
			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	2018/19	Linked to Tower Gardens Project (J)
			Community Groups, Police, Third Sector, Magna Vitae, Skegness Partnership, Coastal BID	Improved working between groups and maximising the use of resources	STC - Pavilion Project	Coordinator and DTC	Within Revenue Budget	2017/18	Linked to Tower Gardens Project (J)
	Establish a mechanism to share information, events and understanding between groups	C3	Skegness Partnership, Coastal BID	Young people engaged with local democracy and local projects	CLP	Office Staff 1hr p.w	Within Revenue Budget	2017/18	Linked to Tower Gardens Project (J)
	Form links with local schools to improve communication with tomorrows adults and service requestors	C4	Schools						
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.		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 £4000, balance tba	2017/18	NDP
			TBA	Innovative solutions to flood risk problems	NDP	As D1		2019/20	NDP
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.		LCC, Magna Vitae, Skegness Partnership	Use existing resources to improve fitness and reduce/justify maintenance costs	STC - Business Planning Workshops	Coordinator TC/DTC + £1000	£1000 Capital	2018/19	Not started
			10K group, Skegness Partnership, Magna Vitae	Fitter healthier people	STC - Business Planning Workshops	Coordinator/DTC + £600 plus	£600 Revenue	2018/19	Linked to Tower Gardens Project (J)
			Skegness Partnership, 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
			Skegness Partnership, 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
			Skegness Partnership, 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
			TED, Voluntary Sector	More cohesive community	STC - Pavilion Project	Coordinator/DTC Also funding events provide grant funding?	Revenue TBA	2019/20	Linked to Tower Gardens Project (J)
			None	Ensuring recreational resources are available	CLP	Already in budget	Within Revenue Budget		
			LCC, Heritage	More people using paths	CLP		Within Revenue Budget	2016/17	Complete on web site
			LCC Skegness Partnership, Magna Vitae	More people using paths	CLP		Capital Grant funding required	2019/20	Impacted by Amenity Grass Cutting
			LCC, ELDC, Community	More cohesive community	CLP			2018/19	Linked to Tower Gardens Project (J)
			LCC	Ensuring recreational resources are available	CLP			2019/20	
	LCC	Access to safe routes and fitter healthier people	CLP	Assess impact of Go Skegness		2018/19			

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F	To work with others to protect the town and its residents from the impact of environmental change, including climate change.	F1	LCC/EA/ELDC/Police	Preparedness in case of flooding or major event	STC - Business Planning Workshops	TC/DTC		2017/18	
		F2	EA	Community resilience	STC - Business Planning Workshops	Member and Volunteer Wardens		2018/19	
		F3	EA	Businesses have access to information they need	STC - Business Planning Workshops	Member and Volunteer Wardens		2018/19	
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.	G1	TBA	Affordable quality services focused on the needs of Skegness	STC - Business Planning Workshops	TC/DTC		2017/18	
		G2	Training providers/Employees/Volunteers and Councillors	Skilled and developed Councillors, volunteers and officers better equipped to manage services.	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	
		G4	N/A	A well managed Council that stands up to external scrutiny and provides value for money	STC - Business Planning Workshops			2016/17	Started
		G5	N/A	Income to subsidise Skegness services or defray fixed costs	STC - Business Planning Workshops	TC/DTC/FA Member time		2016/17	Started
H	Prioritise discussions with ELDC/LCC and make proposals to take on more locally provided services.	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		2016/17	Initial feasibility started
		H2	From CLP	Transfer of services	CLP			2017/18	
		H3	N/A	Transfer of services	LCC budget review	Year 1 temporary			
I	Improve the corporate image of the Council and promote democracy.	I1	N/A	A well managed Council that stands up to external scrutiny and provides value for money	STC - Business Planning Workshops			2016/17	Started
		I2	Residents/Local Organisations	Well informed and engaged electorate.	Community Engagement Policy	All councillors and officers		2016/17	Started - ongoing
		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	J1	Skegness Partnership Coastal Community Team various contractors/consultants	Funding in place	STC - Pavilion Project	TC/DTC £30,000		2016/17	CCF Fund Bid Submitted
		J2		Building developed	STC - Pavilion Project	TC/DTC £3.5m+	Funding Required	2017/18	CCF Fund Bid Submitted
		J3	various	Project sign off	STC - Pavilion Project	TC/DTC		2018/19	
K	Lobby to improve strategic traffic management, road and rail infrastructure,	K1	NDP, LCC	Clear understanding of current traffic and pedestrian flows and associated issues	CLP, NDP	NDP Chair, TC		2018/19	
		K2	NDP, LCC, ELDC	Clear understanding of what Skegness requires to meet future needs	CLP, NDP	NDP Chair, TC		2018/19	
		K3	NDP	Long term plan to work towards with LCC	CLP, NDP	NDP Chair, TC		2020/21	

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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