









TOURISM & ECONOMIC DEVELOPMENT










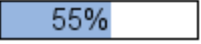
Departmental Service Plan 2010-11



Progress and Performance Report



Action Code & Title	Status Icon	Progress Bar	Due Date	Milestone Description	Milestone Due Date	Milestone Completed	Milestone Note
EQ10_PTE01 Review need to change format for Access for All Accommodation Guide		<div style="border: 1px solid black; width: 100px; height: 20px; display: flex; align-items: center; justify-content: center;">0%</div>	31 Dec 2010	Procure design and printing services	31 Dec 2010	No	Deferred. Research required to consider best way to deliver this information in future for the user and resources available.
				Publish Guide	31 Dec 2010	No	
				Seek other local authority partners to share print costs	31 Dec 2010	No	
SP10_PTE01 Review the Council's Economic Development Strategy		<div style="border: 1px solid black; width: 100px; height: 20px; display: flex; align-items: center; justify-content: center;">0%</div>	31 Mar 2011	Prepare draft revised strategy	31 Mar 2011	No	Deferred to 2011/12 due to changing regional structure and creation of new Communities & Enterprise Department
				Report to Cabinet	31 Mar 2011	No	
SP10_PTE02 Identify the issues to be resolved for the regeneration of Newhaven		<div style="border: 1px solid black; width: 100px; height: 20px; display: flex; align-items: center; justify-content: center;">33%</div>	31 Mar 2011	Develop public consultation for the adoption of the masterplan	31 Jul 2010	No	Deferred to 2011/12 due to changing regional structure and creation of new Communities & Enterprise Department
				Work with LDF team on a related strategy for Newhaven in the emerging spatial planning core strategy	31 Mar 2011	No	
				Report to Cabinet on a related strategy for the regeneration of Newhaven	31 Jul 2010	No	
				Seek long term funding for the delivery framework for	31 Mar		

				the future regeneration of Newhaven in partnership with SEEDA, NSN and others	2011	No	
				Sustain Newhaven Enterprise Centre usage for start-up businesses	31 Mar 2011	Yes	
				Work with BBP Regeneration and other stakeholders to conclude the masterplan study	31 May 2010	Yes	
SP10_PTE03 Support the retention and growth of enterprise in the District			31 Mar 2011	Carry out Business Engagement Survey with Environmental Health to develop an action plan for future levels of business support by LDC	31 Mar 2011	Yes	Survey completed in partnership with T&ED, Environmental Health, Business Rates & Waste & Recycling. Now individual departments are assessing their results to form ideas for work plans in 2011/12.
				Continue investigation into the potential for developing another Enterprise Centre in the district and appraisal of potential sites in partnership with SEEDA, Basepoint, Locate East Sussex and others.	31 Mar 2011	Yes	Discussions continue to review opportunities but as yet a viable solution has not been found.
				Contribute to LDF and Local Economic Assessment evidence bases, including to the Employment Land Review.	31 Mar 2011	Yes	
				Provide advice to Development management planners to aid retention, start up and growth	31 Mar 2011	Yes	
SP10_PTE04 Promote town centre regeneration in Lewes, Newhaven, Peacehaven and Telscombe and Seaford			31 Mar 2011	Assist Development Management to assess the impact of applications for new developments and change of use	31 Mar 2011	Yes	
				Audit land use changes	31 Mar 2011	Yes	Regular monitoring undertaken by Planning Policy
				Support and engage with town councils and chambers of commerce	31 Mar 2011	Yes	LDC are members of all Chambers of Commerce in the District and attend regular trade meetings to build relationships with local businesses, including the rural economy. Newhaven, Seaford, Peacehaven and Telscombe TC offered grants to improve town signage to support economic vitality. Programme of retail skills workshops undertaken in coastal towns in autumn.
SP10_PTE05 Employment Land Review			30 Jun 2010	-	-	-	Completed
SP10_PTE06 Promote regeneration and diversification of the rural economy			31 Mar 2011	Engagement with rural communities to understand the needs of the local rural economy and to promote farm/rural diversification	31 Mar 2011	Yes	Work ongoing into 2011/12.
				Ensure advantage is made of			

				the opportunities to the local rural economy arising from the South Downs National Park designation	31 Mar 2011	Yes	Work ongoing into 2011/12
				Participate in the LEADER programme for Sussex Downs and Low Weald	31 Mar 2011	Yes	Support and promotion of the LEADER programme resulted in £180,000 of funding for five rural businesses in the Lewes District so far.
SP10_PTE07 Investigate the implications for Tourism and Economic Development as a result of the SDNP			31 Mar 2011	Assess implications of rural diversification against National Park purposes	31 Mar 2011	Yes	Ongoing into 2011/12
				Investigate opportunities for the future delivery of visitor services in partnership with SDNPA	31 Mar 2011	Yes	Ongoing into 2011/12
				Work with the SDNPA to support sustainable tourism opportunities	31 Mar 2011	Yes	Ongoing into 2011/12. Supported the Collabor8 project to deliver training and networking opportunities for tourism businesses in and around the SDNP.
SP10_PTE08 Local Democracy, Economic Development and Construction Act 2009			31 Mar 2011	Co-operate with ESCC as they undertake Local Economic Assessments (LEAs) into the economic conditions of the District and County	31 Mar 2011	Yes	Draft LEA completed and in consultation.
SP10_PTE09 Continue to develop the Enjoy Sussex tourism marketing partnership			31 Mar 2011	Continue development of the Enjoy Sussex website	31 Mar 2011	Yes	
				Develop the range of marketing activities for Enjoy Sussex including CMR, Social Media, Press and PR		Yes	
				Produce 2011 Visitor Guide	31 Dec 2010	Yes	Visitor Guide completed by Dec 2010 and made available online
SP10_PTE10 Develop the Tourist Information Centre Services			31 Mar 2011	Develop income generation opportunities	31 Mar 2011	Yes	
				Maintain Lewes TIC Official Partner status with Visit Britain	31 Mar 2011	Yes	
SP10_PTE11 Develop Newhaven Fort as a Quality Visitor Attraction			31 Mar 2011	Assess feasibility to bid for capital funding to procure EPOS and stock management system for shop and cafe to improve management and reporting processes	31 Mar 2011	No	Deferred to be considered as part of a wider programme of development works underway for 2011/12
				Complete Newhaven Fort Conservation Plan and maintenance survey with a view to developing a long term site management plan.	31 Mar 2011	Yes	
				Continue development of the education programme	31 Mar 2011	Yes	
				Develop the range of income generation services including corporate hire, secondary spend, birthday parties and special events.	31 Mar 2011	Yes	

				Implement the project plan for the repair of the Caponier	31 Mar 2011	No	Deferred to be included in a wider programme of restoration works under development in 2011/12
				Improve access bridge to Castle Hill to provide greater opportunities for events	31 Mar 2011	No	Deferred to be considered as part of a wider programme of restoration works under development in 2011/12
				Maintain VAQAS accreditation	31 Mar 2011	Yes	
				Strengthen links with the local community including community events, life long learning, local history activities	31 Mar 2011	Yes	
				Submit application to achieve Museum Accreditation for Fort collection	31 Mar 2011	No	Ongoing. Preparation works progressing. Awaiting details of the new criteria to be released by the MLA with a view to submission in 2012
SP10_PTE12 Support sustainable cultural tourism and events in the District			31 Mar 2011	Finalise devolution of the Crypt Gallery to Seaford Town Council	31 Mar 2011	Yes	Devolution Completed.
				Increase local participation rates to support the Sussex Breakfast initiatives	31 Mar 2011	Yes	Sussex Breakfast promoted as part of Enjoy Sussex tourism activities
				Organise annual Artwave Festival and develop associated website	31 Aug 2010	Yes	Successful Artwave Festival held.
				Support the devolved Soundwave Festival	31 Mar 2011	Yes	