

EXECUTIVE REPORT**DEPUTY LEADER'S REPORT****COUNCILLOR M ASHBROOK – PORTFOLIO HOLDER****Youth Councils**

Copeland Borough Council hosted a successful 6th Youth Council Forum which took place on the 23rd May at Cleator Moor Civic Hall. The event consisted of a presentation on Anti Social Behaviour and numerous exhibitions from various organisations including BNG, the NDA and the Police. The event was attended by over 180 school children from all over the borough.

Improving Our Performance**Annual Audit and Inspection Letter**

The External Auditor's annual audit and inspection letter for 2004/5 was received by the new Audit Committee on 31 May. . The letter covered a range of Council activities including financial management, value for money, service inspection reports, audits of accounts and performance management.

The External Auditors attended the Audit Committee meeting and a helpful discussion took place. The annual audit letter contains recognition of the progress that the Council has made, as well as highlighting areas for improvement, and it is this aspect of the annual letter that is going to be of value. The areas for improvement have been drawn together into an action plan with target dates and managers designated to deliver them. The Audit Committee will be monitoring progress to ensure that the improvements are delivered.

Delivering on improvements arising from the annual letter will position the Council well to undertake CPA when that arises.

Corporate Plan 2007/12

During the recent preparations of the Corporate Plan 2005/7 it was felt that the Council needed a clearer and longer-term view of where it was going. A plan which focussed on direction for the next five years would give us and our partners a better understanding of our priorities, our objectives and how we aim to solve some of the pressing issues facing us.

Therefore work has started recently to draw up a five-year plan. So far this has involved the Executive working with the Corporate Team to produce a draft for consultation. There are plans to consult Members, staff and partners during July on the current thinking about future plans and priorities. The work on the five year plan will continue during the rest of 2006 with further consultation proposed as the work on it develops.

Having a new Corporate Plan, or having enough agreement on a draft by September, will inform the way that the Council's next budget is compiled. In addition there are other major plans for the area being produced by other bodies which will be influenced by this Council's plan, and which we should reflect in ours.

Tourism

The Beacon

Visitor Figures for The Beacon during April - May were 8223 (8229 in April-May 2005). These figures include paid admissions as well as visitors to the free harbour gallery, café and shop. This slight drop has been due to the late Museums Week event, usually mid May but starting 29th May in 2006 during which all visits to The Beacon are free.

Postcode analysis for 2005-06 shows that only 13% of visitors are from Copeland. 23% are from other parts of Cumbria, 59% are from the UK and 5% are from Overseas.

Tourist Information Centres.

Whitehaven TIC received 3046 enquiries in April and 3054 in May, a substantial increase on last year's figures (2587 in April 2005 and 4571 in May). These enquiries include services and information for the local community as well as tourists, especially during the winter months.

Millom TIC received 128 enquiries during April and 620 in May (compared to 323 in April and 388 in May 2005).

Western Lake District Tourism Partnership

The contract for the production of the main marketing material has been let to Cypher they will work with the tactical marketing group to produce a website, 2007 Best of The West (Attractions Guide) and 2007 Visitor Accommodation Guide.

Osprey Communications have produced the first travel writers newsletter for the Western Lake District which has triggered stories both nationally and regionally for the region.

Sellafield Visitor Centre

A review of future options for the SVC is being carried out by consultants, the aim being to look for ways in which the offering of the Centre can be enhanced as a vital community asset. Graham McWilliam is the Copeland Borough Council representative on this group.

Egremont

The Egremont Tourism Action Plan is now complete. The steering group will at the next meeting start to work up the projects recommended in the report

Millom

A quality cluster for accommodation in Millom & Havering has been developed partnership with Cumbria Tourist Board. This links into the SLA with the Western Lake District Tourism Partnership (to develop quality standards in Millom) and also allows a forum for like minded businesses in the area to meet, discuss and work in partnership to overcome common issues.

TIC Brief

This is now in the final draft stages, there are several recommendations for each TIC including health & safety, increasing retail sales, branding & publicity, funding and signage. The final review will be available from 22nd June 2006. An action plan will be developed to look at addressing identified issues.

Quality Standards

This months Cumbria Tourism Officers meeting will try to seek clarification of the issue of national inspection as a minimum requirement for advertising in visitor guides post 2008 as a number of accommodation establishments are voicing concerns.

A meeting also planned later this month with Western Lake District Tourism Staff to discuss the impacts for local businesses/ production of our visitor guide from these planned changes.

Whitehaven Maritime Festival

Planning for the event is on going.

The Sellafield Visitor Centre funding event was successful with a number of businesses expressing an interest in supporting the event either in kind or financially.

A meeting will be set up for Copeland Borough Council and Cumbria County Council for July – date to be confirmed. This will be a open forum with Directors of Whitehaven Maritime Festival and all members to ask any questions and raise queries.

New marketing material & re launch of a new website is currently being reviewed.

Major Projects

South Whitehaven

The SRB programme is in its final year of operation actions are currently being undertaken to appoint external resources to help close down the programme in light of the Programme Manager post being vacant it is envisaged that support will be in place by the end of June.

The next development within South Whitehaven is the implementation of Neighbourhood Management which is a government initiative to support and develop public service delivery in a localised area which meet the aspirations of the local communities. The Executive have agreed on the 13th June to appoint a dedicated

Neighbourhood Manager, confirmation of the exact boundary of the Neighbourhood Management area is still to be finalised.

Coastal Fringe

The Coastal Fringe Programme is gathering momentum as tenders have been received for the appointment of a Project Manager to drive forward the scheme formal appointment is currently being finalised. At the Executive on the 13th June it was agreed to support the production of a Conservation Management Plan for the Haig Colliery Site which will help direct and inform the detailed design process. Discussions are currently ongoing with the Land Restoration Trust in regard to a Lease for the whole of the site a report will be presented to the Executive once a draft lease and land ownership transfers have been agreed.

Cleator Moor Co-Op

Cleator Moor Co-op which has now been practically completed and it is expected that Cleator Moor Business Centre will take up occupancy in late June once the lease is signed.

Whitehaven Regeneration

Town Centre

The final version of the Broadway Malyan Development Framework will be available for the first meeting of the newly formed Town Centre Task Group on 22nd June. A report from Donaldsons on demand for commercial property in the town centre will also be discussed at the meeting.

Pow Beck

A report was taken to the Copeland Executive on the Pow Beck Sports Facility Relocation Feasibility which looked at a study on the relocation of the swimming pool and sports centre to a new site. It had been decided to include Whitehaven Civic Hall in this programme but it has now been agreed to remove it. A meeting has been arranged to discuss the feasibility for the sports centre.

Discussions have taken place with the Environment Agency in Penrith regarding the brief for a Flood Risk Assessment Study which needs to be completed for Pow Beck as part of the site which is categorised as flood plan land by the Agency. It is proposed that 3 partners, West Lakes Renaissance, Environment Agency and the Council will contribute towards the cost of the Study.

2. EXECUTIVE DECISIONS RECOMMENDED TO COUNCIL

Subject: Best Value Performance Plan

Date of Decision: 13 June 2006

Decision Reference: EXE/06/024

Context:

Presents the council's draft Corporate Plan / Best Value Performance Plan for 2005/07 for consideration and recommendation to Council. As the Corporate Plan has recently been to Executive, Members are asked to note pages 4 – 7, Appendix B and Appendix C as these sections make up the Best Value Performance Plan

Decision

That subject to comments made by Members Council be recommended to approve the plan.

3. EXECUTIVE DECISIONS REPORTED FOR INFORMATION ONLY

Subject: Statements of Executive Decisions

Date of Decision: 4 April 2006

Decision Reference: EXE/05/190

Context: Decisions made at the previous meetings requiring formal approval

Decision

That the Statements of decisions made at the meeting held on the 14 March 2006 be agreed as a correct record.

Subject: NPDB Procurement - Pensions

Date of Decision: 4 April 2006

Decision Reference: EXE/05/191

Context:

To seek Executive approval to an alternative method of funding the pension's deficit in relation to those employees subject to transfer to North Country Leisure Ltd on 1 April.

Decision

That a) the current contribution rate be maintained until the next triennial revaluation is carried out;

b) the budget working party be asked to consider, as part of the 2007/08 budget process, whether a lump sum should be made to reduce the overall level of the pension deficit; and

c) the Human Resources Manager be asked to arrange for a presentation to be made by the County Council and Capita on the current pension situation.

Subject: Forward Plan

Date of Decision: 4 April 2006

Decision Reference: EXE/05/193

Context: To consider the forward plan of key decisions for April - July 2006

Decision

That the Forward Plan of Key Decisions be noted.

Subject: The Tourism and Conservation Partnership

Date of Decision: 4 April 2006

Decision Reference: EXE/05/197

Context:

To consider whether the Council should become a Member of the Tourism and Conservation Partnership.

Decision

That a corporate membership of The Tourism and Conservation Partnership be taken out, for a 3 year period, subject to funding being available and the receipt of satisfactory progress reports on work undertaken in the borough be approved.

Subject: Statements of Executive Decisions

Date of Decision: 25 April 2006

Decision Reference: EXE/05/203

Context:

Decisions made at the previous meeting requiring formal approval

Decision

That the Statements of decisions made at the meeting held on 4 April 2006 be agreed as a correct record

Subject: Forward Plan

Date of Decision: 25 April 2006

Decision Reference: EXE/05/205

Context:

To consider the Forward Plan of Key Decisions for May-August 2006

Decision

That the Forward Plan of Key Decisions be noted

Subject: Leisure Transfer Update

Date of Decision: 25 April 2006

Decision Reference: EXE/05/211

Context: This report explains why the calculation of the proportion of attributable pension deficit increased for transferring staff

Decision

That the report and actions taken are noted

Subject: Statements of Executive Decisions

Date of Decision: 23 May 2006

Decision Reference: EXE/06/001

Context:

Decisions made at the previous meeting requiring formal approval

Decision

That the Statements of decisions made at the meeting held on 26 April 2006 be agreed as a correct record

Subject: Forward Plan

Date of Decision: 23 May 2006

Decision Reference: EXE/06/004

Context:

To consider the Forward Plan of Key Decisions for June - September 2006

Decision

That the Forward Plan of Key Decisions be noted

Subject: End of Year Performance Monitoring Report

Date of Decision: 23 May 2006

Decision Reference: EXE/06/007

Context:

This report provides the end of year performance on the Corporate Plan targets

Decision

That 1) progress to date against the targets in the Corporate Plan 2005/7 be noted;

2) the Best Value Performance Indicator (BVPI) data be noted; and

3) with regard to Objective L2_01 Marie Burnham be asked to give Members an update with regard to the primary and acute healthcare facilities within West Cumbria.

Subject: Economic Development Best Value Review

Date of Decision: 23 May 2006

Decision Reference: EXE/06/010

Context:

To consider a draft final and Action Plan arising from the Economic Development Best Value Review

Note: Councillor C Giel left the meeting during consideration of this item.

Decision

That the Economic Development Best Value Review Executive be agreed and the Action Plan objectives be incorporated within the Service Plans as appropriate.