

EXECUTIVE REPORT

DEPUTY LEADER'S REPORT

COUNCILLOR M ASHBROOK – PORTFOLIO HOLDER

Tourism

The Beacon

- **Visitor Figures** for The Beacon during June were 3922 . These figures include paid admissions as well as visitors to the free harbour gallery, café and shop. Last year's figure for June was significantly higher (6635) due to the effect of the Maritime Festival.
- **Tourist Information Centres.**

Whitehaven TIC received 3787 enquiries in June, again lower than during the Maritime Festival last year (5623 in June 2005). These enquiries include services and information for the local community as well as tourists, especially during the weeks leading up to the Isle of Man boat trips.

Millom TIC received 678 enquiries during June, an increase on last year's figure (614 in June 2005). Preparations are underway for the Scarecrow Festival for which the TIC acts as the HQ, and to support Millom's bid for Cumbria in Bloom.

Major Projects

South Whitehaven

The SRB programme is in its final year of operation and arrangements have now been agreed with Workington Regeneration team to support the closure of the SRB programme. Following the departure of the SRB Manager for South Whitehaven, officer support from Workington Regeneration started from 5th July 2006 and will continue until 31st March 2006 to ensure compliance with SRB requirements.

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 the advertisement has been placed and the closing date for applications is the 21st July 2006 it is expected that interviews will take place early August 2006.

A report is to be presented to the Executive on the 25th July to confirm the common boundary for investment of the Safer and Stronger Communities funding which will target the most deprived neighbourhoods within South Whitehaven.

Coastal Fringe

The Coastal Fringe Project Manager has been appointed, Mr Neville Farrimond of Turner and Townsend Project Management Ltd, to drive forward the scheme. 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 Coop

The scheme achieved practical completion on the 19th June 2006 and the lease has now been entered into with the Cleator Moor Business Centre in regard to future management of the facility. It is expected that an official opening of the building will be undertaken on 16th August 2006. The North East Regeneration Manager, Cleator Moor and Area, will be taking up office space within the building in August as the administration base for the regeneration partnership. Staff to run the facility by the Business Centre are currently out for advertisement the posts are anticipated to be filled shortly.

Corporate Plan 2007/12

Work is under way to create the Council's new Corporate Plan. The Executive agreed a draft on 4 July 2006 for preliminary consultation and consultation activities have started. Staff, members and partners are being consulted in a variety of ways, including facilitated workshops and hard copy for comment.

There will be further periods of consultation as the Corporate Plan develops and it is expected that during September and October we will be taking the next draft version out to a wider range of stakeholders. The publication date for the Corporate Plan will be 31 March 2007.

The work undertaken on the Corporate Plan so far is the work of Executive and Corporate Team, and it is important that as many councillors and staff as possible contribute their ideas and suggestions to the consultation to ensure that the finished version contains our joint view of the future direction of the Council.

Process Improvement Team (PIT)

The Process Improvement Team, which has been in place since October 2005, is continuing on its programme of supporting change to improve efficiency and value for money.

Recent projects include:

- Working with Revenues and Benefits to improve their new Benefit claim process. A pilot change to the initial handling of the claim forms and information is being trialled;
- Working with Waste Management to identify issues with the bulky waste collection process;
- Streamlining the car mileage claims processes saving 2 days per month of Payroll time.

2. EXECUTIVE DECISIONS RECOMMENDED TO COUNCIL

Subject: Economic Regeneration Projects – Acquisition Process Revisions

Date of Decision: 4 July 2006

Decision Reference: EXE/06/0040

Context:

To seek approval to suspend Contract Standing Order 21 in regard to designated Copeland Regeneration Programmes to facilitate the acquisition of land for redevelopment projects

Decision

That

(a) a recommendation be made to Council that Contract Standing Order 21 is suspended and delegated to Officers for Regeneration Programmes as set out in paragraph 2.2 of the report; and

(b) the position in respect of the Whitehaven Regeneration Programme be noted.

3. EXECUTIVE DECISIONS REPORTED FOR INFORMATION ONLY

Subject: Statements of Executive Decisions

Date of Decision: 13 June 2006

Decision Reference: EXE/06/0017

Context:

Decisions made at the previous meeting requiring formal approval

Decision

That the Statements of decisions made at the meeting held on 23 May 2006 be agreed as a correct record.

Subject: Western Lake District Tourism Partnership – Final Balance

Date of Decision: 13 June 2006

Decision Reference: EXE/06/0022

Context:

This report outlines recommendations for the remaining balance from Accountable Body Status for Western Lake District Tourism Partnership.

Decision

That the remaining balance of £2300 be transferred to Cumbria Tourist Board, accountable body for Western Lake District Tourism Partnership to be spent on additional identified opportunities.

Subject: Whitehaven Regeneration Programme – Coastal Fringe

Date of Decision: 13 June 2006

Decision Reference: EXE/06/0026

Context:

To inform Members of progress of the Coastal Fringe scheme and to seek Council support to the Commissioning of a Conservation Management Plan for the Former Haig Colliery Site.

Decision

That

- a) progress on the development of the Coastal Fringe Investment Programme be noted: and**
- b) a contribution of towards the production of a Conservation Management Plan to a maximum value of £30,000**

Subject: Statements of Executive Decisions

Date of Decision: 4 July 2006

Decision Reference: EXE/06/0030

Context:

Decisions made at the previous meeting requiring formal approval

Decision

That the Statements of decisions made at the meeting held on 13 June 2006 be agreed as a correct record.

Subject: Forward Plan

Date of Decision: 4 July 2006

Decision Reference: EXE/06/0031

Context:

To consider the forward plan of key decisions for July - October 2006

Decision

That the Forward Plan of Key Decisions be noted.

Subject: Pow Beck Valley

Date of Decision: 4 July 2006

Decision Reference: EXE/06/0039

Context:

The report provides details of a proposed “Flood Risk Assessment Study” for the Pow Beck Valley together with a suggested way forward for working in partnership with West Lakes Renaissance.

**Decision
That**

- a) a contribution of £15k be made towards the cost of the Flood Risk Assessment Study funded from The Major Projects Fund; and
- b) that the Council is the client for this work be agreed in principle.

Subject: West Cumbria Development Fund

Date of Decision: 4 July 2006

Decision Reference: EXE/06/0044

Context:

To consider a financial contribution towards the West Cumbria Development Fund.

Decision

That the recommendation to reinstate the final payment relating to a three year agreement to contribute towards the West Cumbria Development Fund be approved

Subject: 5 Year Corporate Plan

Date of Decision: 4 July 2006

Decision Reference: EXE/06/0045

Context:

This report seeks approval from the Executive to take the Executive Summary 5 Year Corporate Plan for consultation with partners, members and staff

Decision

That the summary 5 year corporate plan to allow it to go for consultation to partners, members and staff during July be approved