

Public Document Pack



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Our ref: Extraordinary Cabinet/Agenda
Ask For: Charles Hungwe
Direct Dial: (01843) 577186
Email: charles.hungwe@thanet.gov.uk

EXTRAORDINARY CABINET

19 FEBRUARY 2015

An extraordinary meeting of the Cabinet will be held at **7.00 pm on Thursday, 19 February 2015** in the Council Chamber, Council Offices, Cecil Street, Margate, Kent.

Membership:

Councillor Johnston (Chairman); Councillors: Nicholson, Everitt, D Green, E Green and Harrison

A G E N D A

Item
No

Subject

1. **APOLOGIES FOR ABSENCE**
2. **DECLARATIONS OF INTEREST**
To receive any declarations of interest. Members are advised to consider the advice contained within the Declaration of Interest form attached at the back of this agenda. If a Member declares an interest, they should complete that form and hand it to the officer clerking the meeting and then take the prescribed course of action.
3. **CORPORATE PERFORMANCE REPORT** (Pages 1 - 26)
4. **THANET DISTRICT PARKING POLICY** (Pages 27 - 60)
5. **POLICY FOR SECTION 44A DISCRETIONARY BUSINESS RATE RELIEF** (Pages 61 - 64)
6. **PROPOSAL FOR THANET DISTRICT COUNCIL TO JOIN THE DEMENTIA ACTION ALLIANCE** (Pages 65 - 76)
7. **SPORTS AND ACTIVE RECREATIONAL STRATEGY 2015-2019** (Pages 77 - 116)
8. **REDRESS SCHEMES FOR LETTINGS AGENCY WORK AND PROPERTY MANAGEMENT WORK** (Pages 117 - 122)
9. **PIERREMONT HALL AND PROPERTIES, BROADSTAIRS** (Pages 123 - 128)
10. **RAMSGATE BEACH CLUB** (Pages 129 - 138)
11. **PROJECT MOTORHOUSE**

Item
No

Subject

To Follow.

Declaration of Interest form - back of agenda

Corporate Performance Report

To: **Extraordinary Cabinet –19th February 2015**

Main Portfolio Area: **Business and Corporate Resources**

By: **Cllr. Elizabeth Green, Portfolio Holder**

Classification: **Unrestricted**

Ward: **All wards**

Summary: **Presenting the Corporate Performance Report for the period April 2014 to November 2014 - setting out the performance of the Council against the medium term financial strategy and the corporate plan.**

For Decision

1.0 Introduction and Background

1.1 The Council's Corporate Plan (CP) 2012-16 was approved in April 2012. It sets out 11 key priorities for the Council. In line with recommendations from Peer Review in 2014 Cabinet have agreed four 'focus areas' that consolidate the priorities of the CP:

1. Environment & Place
2. Economic Development
3. Housing
4. Communication

1.2 The activities undertaken by the council in support of the Corporate Plan continue to be captured within individual team service plans.

1.3 This report and annex was considered at the Performance Review Working Party on 29th January. A series of observations were made as follows:

Topic	Observation	Action being taken
General	Future project updates to have the name of the head of service as responsible officer	Implemented in Annex 1 to this report.
Project PR066	Implement the Economic Growth & Regeneration Strategy Action Plan: Text requires further clarity	Incorporated within Annex 1 of this report.
Project PR042	Develop new approaches to undertaking street cleansing: Requires further information on what machines to be provided and when	Incorporated within Annex 1 of this report.

Topic	Observation	Action being taken
EK Housing	Performance figures suggest that rent arrears target could be lowered	Request made to EKH who are currently reviewing their performance figures ready for next financial year monitoring.
EK Housing	Information should be provided as to when EK Housing DFG data can be expected	Incorporated within Annex 1 of this report.
Customer Services Responses	Suggest review of target – is it too low?	Suggest this is done in April for consistent annualisation of figures. Director of Corporate Resources will raise with EKS
ICT telephony	Require further breakdown on the types of calls that are dealt with by automation	The main services where there is a high level of call automation are Council Tax, Benefits and Waste – these are the most common types of telephone enquiry.
Staff sickness levels	Provide a breakdown between short-term and long-term sickness levels, and a longer trend pattern - include previous year	Percentages for short-term & long-term sickness have been included, and previous year figures have been inserted into the text in Annex 1 of this report
Complaints	Provide a longer trend pattern – include previous year	Annualised data from previous year has been inserted into the text in Annex 1 of this report

2.0 Current performance against strategic and management goals

2.1 The Corporate Performance Report attached as Annex 1 contains updates to the end of November 2014 on two main elements of the business:

1. Project manager's updates on key projects
2. Management of the business, including figures from all shared services, customer response data and health & safety statistics.

2.2 This year 24 key projects address corporate plan focus areas. Twenty-one of these are reported as being on track against expectations. A further three projects require a review of the achievability of the current target dates and this is reflected in the progress alerts given for each.

2.3 East Kent Housing data shows that targets for responsive repairs, levels of rent arrears, and re-let times are being met, and customer satisfaction levels are at 99.8%. The reduced re-let times have resulted in extra rental income being achieved within the Housing Revenue Account.

2.4 Revenues & Benefits Team data shows that targets are being met for average claim processing times, and accuracy of decisions, but that collection levels for both council tax and business rates are below the level expected for the time of year. With regard to Business Rates this is due to Government changes in the instalment payments, whereby they used to be paid over ten equal instalments ratepayers can now elect to pay over twelve instalments and so have a longer collection period.

- 2.5 Customer Services data on computer and telephone systems show that systems availability and response time targets are being met, and that the level of call abandonment by telephone callers is within target expectation.
- 2.6 Human Resource (HR) data shows that target times for responses are being met.
- 2.7 As at the end of November 2014 staff sickness levels have exceeded the whole year target of an average of 8 days per full-time equivalent (FTE) member of staff. On a linear projection the whole year figure at present rates would approximate to 12 days sickness per FTE.
- 2.8 Responses to Freedom of Information (FOI) and complaints within target times are at 83% and 85% respectively. Both are below the 90% target. 870 FOIs and complaints have been logged within the period. On a linear projection the whole year figure would be 1305. It is important to note that in the last five years, the number of FOIs received has more than doubled and continue to be incorporated in day to day duties by existing staff.
- 2.9 Customer satisfaction levels recorded as part of the annual budget consultation in December each year show a decline in the four key external areas recorded for 2013 relative to 2012; the results of the December consultation are awaited. However, the Council continues to make capital investment in the frontline service vehicles and equipment as reflected within the capital programme.
- 2.10 Health & Safety statistics show a total of 52 incidents, 43 (83%) of which involved staff or agents of the council, and 9 (17%) involve members of the public.

3.0 Options

- 3.1 To note the Council's performance and consider the remedial actions listed.

4.0 Corporate Implications

4.1 Financial and VAT

- 4.1.1 All activities listed have been planned within the council's agreed budget. Remedial actions will usually be carried out within existing budgets, where this is not possible funding proposals will be taken through the appropriate channels in keeping with the council's established financial controls.

4.2 Legal

- 4.2.1 There are no specific legal implications to this report.

4.3 Corporate

- 4.3.1 This report provides members with an update on the council's progress against its Corporate Plan focus areas.

4.4 Equity and Equalities

- 4.4.1 The equality implications of each of the projects identified in the report will be considered as part of the project planning process in accordance with the Council's equality policy.

5.0 Recommendation(s)

- 5.1 That Cabinet note the council's performance and consider the remedial actions listed (as set out in option 3.1 above).

6.0 Decision Making Process

- 6.1 This is a non-key decision.

Contact Officer:	Nicola Walker, Finance Manager (Technical)
Reporting to:	Paul Cook, Interim Director of Corporate Resources & s151 officer

Annex List

Annex 1	Corporate Performance Report for the period April 2014 to November 2014
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Background Papers

Title	Details of where to access copy
<i>Corporate Plan 2012-16</i>	http://www.thanet.gov.uk/council_democracy/corporate_plan_2012_to_16.aspx

Corporate Consultation Undertaken

Finance	N/A
Legal	N/A
PR	N/A

Corporate Performance Report: Annex 1

For the period April 2014 - November 2014





Section 1: Introduction & Summary

The purpose of this report is to demonstrate the council's performance for the period 1st April to 30th November 2014 in relation to the 2012-2016 Corporate Plan. The report sets out the key projects used to check on progress in terms of the council's four core focus areas – Environment & Place, Economic Development, Housing and Communications. Where a project is not on target an explanation is given and remedial actions are identified.

Also, further detail is given on 'Managing the Business', including staff sickness levels, customer response performance and reports on the larger partnerships funded by the Council.

This report does not contain details of the numerous operational activities ongoing in each service area that contribute to delivering what is important and will make a difference to all in the District. However, these will be reported at year end to give an overview of the year.

Summary position: Corporate Plan statement at end of November 2014:

Core Priorities	Status of projects				
					X
Environment/Place	0	7	1	0	0
Economic Development	0	6	1	0	0
Housing	0	5	1	0	0
Communication	0	3	0	0	0

KEY

✓	Project completed
★	Project on target
●	Project scope/ target date requires attention
▲	Project requires amendment
X	Project aborted/closed


Achievements to Date

- This year 24 key projects are now tracking the core priorities of the corporate plan. As at the end of November 21 (87.5%) of the key projects are on target.
- Notable achievements include a number of projects that have faced severe logistical challenges, but by following sound procedure are working towards the long-term betterment of Thanet:
 - **Yacht Valley Project, Ramsgate:** This project is now in its final stages. It has attracted nearly £470,000 of external funding that has enabled refurbishment of the military road arches and improved harbour facilities. All but one of the 30 arches has now been let.
 - **Dreamland Heritage Park:** This is one of the economic game-changers in Thanet. Works are on site in the cinema, the scenic railway and external areas.
 - **Margate Housing Intervention project:** This is another multi-strand and complex series of projects to tackle one of the most challenging housing areas in the South East. The Housing Regeneration Team's purposes have been consistent; though the real rewards will take place over decades.
 - **Selective Licencing Scheme:** This legal breakthrough project is enabling the Council to work with the private sector to prevent deterioration in the housing stock in Margate and Cliftonville.
 - **The National Food Hygiene Rating Scheme:** This programme has introduced an updated method for protecting the standards in Thanet's food establishments.



Section 2: Reporting on the Corporate Plan and Focus Areas




Focus 1 - Environment & Place	<ul style="list-style-type: none"> • Waste and recycling • Destination Management Plan • Sport & Leisure in Thanet • Street Scene • Margate Task Force
	

Key Projects

Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
	The 'Next Steps' waste collection project (PR061)	Gavin Waite	To be agreed	A bid has been submitted to DCLG to implement an incentive scheme for residents and community groups to recycle their waste, through rewards that can be used within their area to improve the local environment.	The results of the bid should be known in January 2015, and this will determine the next steps.

Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
★	Deliver the Dreamland Heritage Amusement Park (PR024)	Edwina Crowley	May 2015	The project is progressing well with key construction contractors appointed and works now on site. Particular areas of progress to lower ground floor of the cinema, and external areas of the park infrastructure. Work on the scenic railway is progressing well, and framework is now being constructed.	
★	Implement the Destination Management Plan (DMP) (PR065)	Edwina Crowley	September 2015	Implementation work with Tourism Works is on track.	





Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
	Implement the Thanet Community Safety Plan (PR012)	Penny Button	Financial year	<p>There are 15 emerging issues in the current year plan. Thirteen are underway, and the first project has been completed and is continuing to be successful.</p> <p>Two bids have been received for the resident 'community safety fund'.</p> <p>Other actions include:-</p> <ul style="list-style-type: none"> • 'Safer Socialising advert for December advertorial around responsible drinking and socialising. • Annual community safety conference organised for December • Neighbourhood engagement meetings across the district. • Yes+ scheme continued in local secondary schools with an extension specifically for child sexual exploitation victims. • Licence to kill event on road safety delivered to secondary school pupils. 	
	Review sport, leisure and play facilities in Thanet (PR053)	Penny Button (Strategic) & Gavin Waite (Operational)	December 2015	<p>The Sport and Physical Activity Strategy consultation ran all through November and results will be analysed and written up in December 2015. The playing pitch survey is anticipated to take place in 2015.</p> <p>The skate-park builds are on schedule to be completed by the end of the year.</p>	


Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
	Implement the National Food Hygiene Rating Scheme (FHRS) (PR011)	Penny Button	March 2016	The inspection programme is now ahead of target.	
	Efficiencies in CCTV provision (PR048)	Mark Seed	December 2015	November 2014 Cabinet approved finance to purchase an upgrade for the CCTV control room and the camera stock. Procurement will be tendered in Spring 2015 with a view to installation during winter 2015.	
	North Thanet Sea Wall reconstruction (PR030)	Mike Humber	June 2015	A £1.3million grant has been secured for work on the North Thanet coast seawall. Timescales are now being reviewed. This project is an excellent opportunity to protect Thanet's sea defences.	

Focus 2 - Economic Development	<ul style="list-style-type: none"> • The Local Plan • Transport Infrastructure • Invest Thanet • Ramsgate port & harbour • Helping troubled families
	

Key Projects

Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
★	Develop the Local Plan (PR001)	Ged Lucas	February 2017	The Draft Thanet Local Plan Preferred Options Documents has been agreed by the Local Plan Cabinet Advisory Group and will proceed to December Cabinet, for approval to proceed with public and stakeholder consultation.	
★	Transport Strategy for Thanet (PR014)	Ged Lucas	February 2017	The Transport Strategy is being progressed with the County Council and will be completed ready for consultation for stage 3 of the Local Plan in Sept/Oct 2015.	

Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
	Planning enforcement protocol review (PR063)	Ged Lucas	March 2015	The revised protocol has been drafted and will be reported to Planning Committee early in 2015	
	Implement the Economic Growth & Regeneration Strategy Action Plan (PR066)	Edwina Crowley	To be agreed	<p>Progress is being made on elements of the plan –Heritage site regenerations including Dreamland, keeping Assisted Area status for Thanet, achieving indicative funding via the SELEP for Parkway Station, and inclusion of Ramsgate in the Kent CORE (Centre for Offshore Renewable Energies).</p> <p>However, there have been significant changes in the area since the Strategy was adopted. These include closure of Manston airport impacting on the Local Plan, transition from Thanet Regeneration Board to Invest Thanet, changes in central government approaches to strategic economic growth including the creation of the SELEP, the Kent and Medway Economic Partnership and the SELEP Coastal Group, and changes in the way education and skills are funded and delivered,</p> <p>The changes necessitate re-prioritisation of actions and revision of timescales</p>	The plan is scored amber mainly because of a time delay caused by the need to review the plan in light of the factors identified in the progress update.
	Yacht Valley project – Ramsgate Harbour and Port (PR004)	Robert Brown	March 2015	Project is in the last stages of implementation – Military Road traffic calming (December 2014), and automatic barrier installation (January 2015)	
	Troubled Families Programme (PR062)	Penny Button	March 2017	Thanet has achieved its target of identifying 365 families for the three year period of the programme. The programme has now been extended.	

Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
	Develop a new parking policy (PR060)	Gavin Waite	March 2015	Based on public consultation a draft parking policy has been finalised. It will be submitted to Overview & Scrutiny in January and Cabinet in February 2015.	






Focus 3 - Housing



- **More affordable housing**
- **Housing Intervention**
- **Council housing**
- **Empty properties**

Key Projects

Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
★	Excellent homes for all (PR059)	Tanya Wenham	September 2016	<p>Kent County Council (KCC) and five district and borough council partners, including Thanet, received initial approval for private finance initiative (PFI) credits from the Department for Communities and Local Government (DCLG), to be used for delivery of an 'Excellent Homes for All' project.</p> <p>All monies are now committed, and Construction is on both sites (i.e.</p>	

				Melbourne Avenue, Ramsgate previously Newington School - 49 units and previously Newington Library 9 units)	
	Deliver the Margate Housing Intervention Project (PR019)	Tanya Wenham	March 2022	This 15 year multi-agency initiative remains on track. All aspects are now underway and at varying stages of progress. Likely completion of all current properties by March 2016.	
	Deliver the Selective Licensing Scheme in Margate and Cliftonville (PR041)	Tanya Wenham	April 2016	The scheme continues to be delivered and the success of the scheme is measured through the quarterly performance indicators.	
	Develop an in-house scheme for managing private rented accommodation (PR020)	Tanya Wenham	To be agreed	Due to the complexities of this project a full service review is required before this project can progress. Staff resources required to deliver it need to be allocated. The scheme will have a longer lead in time than originally envisaged.	The complexities of the scheme and allocation of staff are necessitating an options appraisal that is expected to be submitted to CMT by the end of the year.
	Complete HRA asset management strategy (PR023)	Tanya Wenham	September 2015	Information is being collated to evidence the strategy that is being drafted.	
	Delivery of HCA empty homes funding 2012-2015 (PR022)	Tanya Wenham	March 2018	The original target was provision of 30 homes. This is on track. An extension of time is required for delivery of further homes. This will be in the form of a new bid in 2015 for supply of further homes by March 2018.	

Focus 4 – Communication



- **Acting on Peer Review**
- **Consultation means listening**
- **Devolving decision making**
- **Partnership**

Key Projects

Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
★	Develop new approaches to undertaking street cleansing to improve results and public perception, whilst reducing costs (PR042)	Gavin Waite	September 2015	A trial of mechanical equipment is being undertaken. This will start in January, to inform an efficiency evaluation (comparison of manual and mechanical methods) and the resulting financial appraisal will evidence new approaches. One mechanical sweeper to be trialled in January; two more will be tried in February, before final appraisal of what is most cost-effective.	

Alert	Description	Head of Service	Due Date	Progress update	Explanation (if not on target) and next steps / remedial action
★	Engage communities in developing solutions for waste management and street cleanliness (PR047)	Gavin Waite	May 2015	Geographical zoning has been undertaken to prioritise the issues in each area according to the different needs of each zone. This approach will start early in the 2015.	
★	Customer focussed improvement within waste and cleansing workforces (PR067)	Gavin Waite	December 2015	A training matrix has been devised to identify individual training needs for all members of the workforce. This approach will be implemented in 2015. Funding has now been secured to undertake health & safety at work training.	

Section 4: Managing the business: Shared services, staff & customer relations

Shared Services data: East Kent Housing

Services to Thanet Council house tenants:					
	Q1	Q2	Q3 (Nov 14)	Q4	Target
Average re-let time (all stock excluding major works)	15.60 days	12.62 days	8.8 days		15 days
Average re-let time (all stock including major works)	32.78 days	21.89 days	17.3 days		24 days
Total current residential arrears (including court costs)	£244,080	£235,303	£222,496		£235,000
% responsive repairs completed in time	98%	97%	Being compiled		98%
Overall customer satisfaction with day to day repairs	98.1%	99.8%	Being compiled		98%
Number of minor aids & adaptations completed in Thanet	Will be provided next quarter	Will be provided next quarter	Will be provided next quarter		To spend annual financial allocation
Number of major aids & adaptations completed in Thanet	Will be provided next quarter	Will be provided next quarter	Will be provided next quarter		To spend annual financial allocation
Average number days taken to complete all aids & adaptations	Will be provided next quarter	Will be provided next quarter	Will be provided next quarter		To spend annual financial allocation

Client side comment on EK Housing performance: Reduced void/re-let times resulting in increased rental income within the Housing Revenue Account. The monitoring of performance in relation to disabled adaptations has not been requested from EK Housing until this year and so was previously unrecorded. Following a meeting between EKH and Thanet DC in January 2015, EKH is currently developing a new reporting mechanism that will be able to collect, record, and report upon the adaptations performance data requested by Thanet DC. EKH shall be collecting this data from April 2015 onwards. For 2013/14 EKH shall provide partial performance data (eg total number of completed minor and major works). This will be provided by 31 March.

Shared Services data: Revenues & Benefits

Services to Thanet benefit claimants (latest position at period end):					
	Q1	Q2	Q3 (Nov 14)	Q4	Target
Average time to process all new claims & change events in Housing Benefit (HB) & Council Tax Benefit (CTB) (days)	7.7 days	7.68 days	8.62 days		9.43 days
% correct HB and CTB decisions	96.05%	96.08%	94.74%		95.9%
% Council Tax collected	29.50%	56.51%	74.43%		75.07% (Nov)
% Business rates collected	33.02%	57.87%	74.82%		80.45% (Nov)

Client side comment on Revenues & Benefits performance: Revenues & Benefits Team data shows that targets are being met for average claim processing times, and accuracy of decisions, but that collection levels for both council tax and business rates is below the level expected for the time of year. Business rate collection is 5.6% below target. This is due to Government changes in the instalment payments, whereby they used to be paid over ten equal instalments ratepayers can now elect to pay over twelve instalments and so have a longer collection period. Collection for Council Tax is 0.6% below target, within normal monthly fluctuation.

Shared Services data: Customer Services

Services to TDC staff and customers: Computers and phones (latest position at period end):					
	Q1	Q2	Q3 (Nov 14)	Q4	Target
% of helpdesk calls resolved within agreed target response time	93%	95%	95%		95%
% of service desk calls resolved within a day	71%	73%	64%		50%
% availability of email service	100%	100%	100%		95%
% availability of corporate website	99.9%	100%	100%		99.5%
Average face-to-face waiting time for phone calls (mins)	7.84 mins	6.67 mins	6.47 mins		10 mins
% of calls dealt with by automation	37.12%	27.85%	21.89%		20%
% abandoned calls	8.29%	9.31%	6.09%		12.1%

Client side comment on ICT & contact centre performance:

All targets have been met with the exception of the % of calls dealt with by automation, which is reducing towards the target figure.

Shared Services data: HR

Response levels from HR to TDC (latest position at period end):					
	Q1	Q2	Q3 (Nov 14)	Q4	Target
% calls answered by HR at first point of contact	99%	96%	86%		80%
% emails responded to by HR within 3 days	100%	100%	100%		80%
% calls answered by HR within 15 seconds	84%	89%	86%		80%
% contracts of employment issued within 4 weeks	100%	100%	100%		80%
% offer letters sent within 2 days	100%	43%	40%		80%
% customer overall satisfaction with HR	100%	100%	100%		80%

TDC staff sickness (periods are accumulative – e.g end of Q2 includes Q1)						
	2013-2014	Q1	Q2	Q3 (Nov 14)	Q4	Target
Total days lost due to TDC staff sickness (days)	4987.6	1220	2570	3586		n/a
Short term days sickness (days & % of sickness)	1802.7 36.1%*	321 26.3%*	705 27.4%	988 27.6%		n/a
Long term days sickness (days & % of sickness)	3184.9 63.8%*	900 73.8%*	1865 72.6%	2598 72.4%		n/a
Average number of staff (FTE)	445	442	436	443		n/a
Average number of short-term days sickness per FTE	4.05	0.73	1.62	2.2		n/a
Average number of long-term days sickness per FTE	7.15	2.03	4.28	5.9		n/a
Average number of days sickness per FTE	11.2	2.8*	5.9	8.2*		8 days for year end

*slight differences on number due to rounding

Comment on sickness trends: As at the end of November the level of staff sickness averages 8.2 days per full-time equivalent (FTE) member of staff. This is just above the whole year target of 8 days. Just over 70% of sickness is long-term (over two weeks). A linear projection of current sickness levels would lead to a whole year rate over 12 days per FTE.

TDC Customer response data:

Customer Services: Customer contact (latest YTD position at period end):							
	2012-2013	2013-2014	Q1	Q2	Q3 (Nov 14)	Q4	Target
Number of FOIs received							
Numbers of FOIs responded to	446	715	212	422	533		
Numbers of FOIs responded to on time	353	615	184	352	444		
% compliance with target	79.15%	86.01%	86.79%	83.41%	83.30%		90% within 20 days
Complaints & Compliments							
Number of Complaints received	399	497	108	267	337		
Number of Compliments received	not noted	not noted	35	79	100		
Numbers of Complaints responded to	444	502	108	267	337		
Numbers of Complaints responded to on time	381	444	94	233	288		
% compliance with target	85.81%	88.45%	87.04%	87.27%	85.46%		90% within 10 working days

Comment on customer contact trends: Whilst performance overall is below target for Q3, November's FOI performance was significantly higher (89.7%) than October's (80.5%) and the team are working closely with managers to ensure we achieve the year-end target of 90%. It is important to note that in the last five years, the number of FOIs received has more than doubled which is undoubtedly having an impact on the overall performance. Customer compliments to the Council have increased during the year.

Annual customer satisfaction surveys (budget consultation)					
		2012	2013	2014	2015
Parks & Open Spaces	No. expressing view on satisfaction		1,371		
	% respondents satisfied		50.76 %		
Street Cleansing	No. expressing view on satisfaction	1,350	924		
	% respondents satisfied	52.15%	49.78%		
Household Waste Collection	No. expressing view on satisfaction	1,338	916		
	% respondents satisfied	79.07%	59.82%		
Recycling	No. expressing view on satisfaction	1,346	914		
	% respondents satisfied	70.13%	53.39%		

Comment on satisfaction survey results: The reduction in customer satisfaction during 2013 is likely to be related to the series of changes and challenges that public services are now facing. The new collection system roll-out combined with the impact of waste collection issues across Christmas led to a drop in customer satisfaction. Changes to verge management transferring to KCC impacted on levels of satisfaction with parks and open spaces that were historically higher. The Council is responding by a series of initiatives that are outlined in Section 2 (Focus 4) above.

Health & Safety

The following health and safety report is for information purposes only. Health and safety is a crucial responsibility of everyone within the council.

Health & Safety Monitoring (incremental record)					
	Q1	Q2	Q3 (Nov 14)	Q4	Notes
Total number of reported accidents/ incidents, calculated from:	23	19	10		YTD total 52
<i>a. Accidents/ incidents/aggression to employees, agents or contractors</i>	20	16	7		YTD total 43
<i>b. Accidents/ incidents/aggression to members of the public</i>	3	3	3		YTD total 9
Number of reported verbal/ physical incidents to employees	0	0	2		YTD total 2
Number of near miss incidents	0	0	0		YTD total 0
Number of Accidents/ incidents registered resulting in employers or public liability insurance/ compensation claims	11	10	3		YTD total 24
Number of claims settled	7	8	7		YTD total 22

Comment on health & safety performance: Each accident is assessed individually by the relevant manager for the service involved, who looks at the circumstances and whether these drive the need to make changes. In addition, the nature and number of accidents is assessed council wide by the officer and union H&S Committee to look at patterns and trends and whether these need additional action. The council wide figures are affected by the relatively large manual labour force employed by the council, but the trend looked at over several years has been for fewer accidents.

Thanet District Parking Policy

To: **Extraordinary Cabinet – 19 February 2015**

Main Portfolio Area: **Operational Services**

By: **Director of Operational Services**

Classification: **Unrestricted**

Ward: All wards

Summary: **That the Thanet District Council's Parking Policy outlining a strategic framework to support the management of safe parking and supporting economic regeneration is adopted by Cabinet.**

For Decision

1.0 Introduction and Background

- 1.1 Thanet District Council applied to the Secretary of State in 1999, for permission to carry out activities and use powers prescribed under the Road Traffic Act 1991. The Act allowed local authorities to carry out enforcement activity rather than police and regulate their own parking orders.
- 1.2 Further regulation followed and in 2004, The Traffic Management Act 2004 provided a legal framework for local authorities to operate under, in particular parts 6 and 7. Parking Attendants were renamed Civil Enforcement Officers, and were given the authorisation to use wider powers and guidance as to their conduct.
- 1.3 The Traffic Management Act 2004 also prescribes how a local authority should manage its parking service, including management of parking regulations, production of an annual report and differential penalty charges for certain offences.
- 1.4 Parking is an issue of significant concern for local residents. In a survey carried out in 2010, residents told the police that parking issues are 2nd most concerning issue in Thanet after anti-social behaviour.
- 1.5 Nearly 30% of Thanet households do not own a car, which is one of the highest rates in Kent. However, over 430,000 domestic tourist trips take place each year, with 16% of all tourist expenditure being spent on transport, including parking.
- 1.6 A parking consultation was held during the summer of 2013. When asked for their top priority when choosing where to park, the top three responses were that 51% thought that the current charges are reasonable, 35% wanted to park close to where they are going and 26% find it hard to locate a parking space. When asked what the council should focus on the top priority was the free flow of traffic, and 68% of people said that the surplus income raised from parking should be used to improve the service provided.

2.0 Aims of the Parking Policy

- 2.1 The draft Parking Policy aims to introduce an annual process of analysis and review setting priorities for the following year.

- 2.2 To make sure that parking management and the setting of fees and charges is fair and that they are related to supply and demand, encouraging use of parking spaces and incentivising people to come into town centres, and in addition:
- Support the economic viability of town centres and regeneration initiatives that form part of this.
 - Provide a clear policy for enforcement which will allow the council to deal with parking issues fairly and consistently, ensuring an efficient and effective enforcement function.
 - Seek to ensure that the provision, location and safety of public car parks are of a good quality.
 - Provide a consistent and clear approach for different types of parking permits.
 - Seek to ensure a clear approach towards parking for disabled persons including dealing with fraud of the blue badge scheme.
 - Consider parking's contribution to environmental agendas.
 - Ensure that the parking policy is consistent with the council's corporate plan and other key agendas.
 - Ensure that the council meets its statutory obligations

3.0 Key Policy Issues

- 3.1 To help set a pricing structure on-street that will increase the turnover of spaces and tackle congestion by encouraging motorists to park off-street.
- 3.2 To help set off-street parking charges taking into consideration usage, with a range of fees and charges reflecting supply and demand across the district.
- 3.3 To ensure that a fair and consistent approach is used when enforcing parking restrictions and that it is timely and effective with regards to persistent and repeat complaints of parking issues.
- 3.4 Introduce any additional parking restrictions if they are necessary on the grounds of safety to residents and visitors, annually, and seek to ensure that the council's overall Traffic Regulation Order is regulated.
- 3.5 To look at ways in which coach parking facilities could be improved across the district with existing sites and new locations.
- 3.6 To assess alternative ways of using off street car parks to increase income.
- 3.7 To look at ways of improving the signage to car parks and informing drivers of alternative car parks.
- 3.8 Explore further digital solutions that could be used to make the service more cost effective and efficient.
- 3.9 Look at alternative means to increase shopping visits to the all of the towns.

4.0 Implementation of Policy

- 4.1 To amend the fees and charges through full council, and when agreed, advertise and amend both the on and off-street parking places orders accordingly within the legislation.
- 4.2 To review any existing or additional parking restrictions or schemes and place them before the Joint Transportation Board, including full consultation as set out in Section 1 of the Road Traffic Act 1984, and then to implement within the criteria set out by that Act.
- 4.3 To ensure that a fairer, consistent and more transparent approach is taken with all enforcement as set out by Part 6 of The Traffic Management Act 2004.
- 4.4 Use new technology wherever possible and seek out new solutions to improve the parking service.
- 4.5 To explore alternative methods that could be used to help increase the number of shoppers to support town centre regeneration.

5.0 Corporate Implications

5.1 Financial

- 5.1.1 On-street parking and waiting restrictions are funded, managed and enforced by Thanet District Council using the decriminalisation budget.
- 5.1.2 Off-street parking is funded by Thanet District Council and any changes to the Parking Order or restrictions would have to be met within the parking budgets or by the council.

5.2 Legal

- 5.2.1 There are no specific legal implications arising from the draft Parking Policy, although the operation of parking orders and their enforcements operates within a highly regulated framework, both within acts of parliament and operational requirements.

5.3 Corporate

- 5.3.1 The Parking Policy provides the framework for effective parking management, which primarily supports the council's strategic objectives as outlined in the corporate plan.
- 5.3.2 The Parking Policy was considered at the Overview and Scrutiny Panel on 13th January. As a result the attached draft has been amended to reflect members' comments on enforcement resources and residential parking of coaches. The issue of formal coach parking provision was raised by several Panel members, and is included as a specific action under 12.2 of the Policy. Further work needs to be done in this area to rationalise demand and maximise the use of the existing provision, together with identifying additional sites.

5.4 Equity and Equalities

- 5.4.1 Parking orders and provision take into account the needs of disabled drivers, and this is reflected in the Parking Policy

6.0 Recommendations

- 6.1 That the Thanet District Council Parking Policy 2015-2020 attached to the report is agreed by Cabinet.

Contact Officer:	Robin Chantrill-Smith, Civil Enforcement Manager x7472
Reporting to:	Gavin Waite, Head of Operational Services x7840

Annex List

Annex 1	Parking Policy
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Corporate Consultation Undertaken

Finance	Matthew Sanham, Finance Manager
Legal	Stephen Boyle, Interim Legal Services Manager and Monitoring Officer

Thanet District
Council
Parking Policy
2015-2020
Draft 1.03



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1.	Introduction
	<p>Thanet District Parking Policy provides the framework for effective parking management, which primarily supports the council's strategic objectives as outlined in the corporate plan and links in with the Thanet Transport Strategy, Local Plan, Regeneration Strategy and the Destination Management Plan. It is important that we have a consistent approach across the whole of the district which is not the case at the moment.</p> <p>Parking is an issue of significant concern for local residents. Councillors and members of the public often raise concerns about resident parking, inconsistency, obstructions and parking contraventions. Issues are often inextricably linked and the remit of this parking policy is broad, acknowledging the complex and challenging connections between parking and environmental, economic and regeneration issues.</p> <p>Today's level of car ownership is extremely problematic for town centres. Unrestricted parking will lead to congestion, obstructions, pollution and spaces being occupied by the wrong users at inappropriate times. It is important to remember that in reality there is no such thing as free parking someone, somewhere is paying for it to be provided, serviced and maintained. If parking is free or cheap, people may stay longer, reducing parking availability, and thereby deterring other shoppers from visiting that town centre.</p> <p>Evidence shows that drivers place a higher priority on parking availability than on parking price, although price is an important tool, both ensuring availability and in reducing the amount of 'searching' traffic. Searching traffic creates congestion as well as pollution and benefits nobody.</p> <p>Many people fear that making changes to the way parking is managed will adversely affect the town's economy. There is little evidence of such a relationship one way or the other. However, the limited evidence which does exist suggest that it is an area's broader retail, commercial, leisure or tourism offer which is the primary factor affecting a town's competitiveness, not the provision of parking. So, if a town has a good retail offer, it will continue to attract customers, despite having poor parking facilities, in contrast, a town with very good parking facilities, but a limited retail offer, will struggle to attract customers. However, all things being equal, parking will clearly have an effect.</p> <p>Town centre tariffs should be set to encourage shoppers and deter all-day parkers where demand exceeds supply. Keeping traffic moving and parking spaces turning over is essential for the economy, so effective parking restrictions and enforcement is an essential ingredient of the policy. Regulating parking is essential to keep traffic flowing, pedestrians and motorists safe, roads clear for emergency services and business deliveries, and ensuring people can park near their homes or local shops. There should be a mixture of both longer and short term parking to satisfy the drivers' need.</p> <p>Management of parking can have a positive impact by enabling more productive use of spaces making towns more attractive to visitors, thereby improving their economic viability.</p>

	<p>In particular this policy aims to:</p> <ul style="list-style-type: none"> • Ensure the safety of all roads users by restricting parking in inappropriate locations. • Be fair in setting fees and charges that are related to supply and demand, encouraging use of parking spaces and incentivising people to come into town centres and other attractions, and have a consistent approach across the district. • Support the viability of Thanet’s economy and regeneration initiatives that form part of this. • Provide a clear policy for enforcement which will allow the council to deal with parking issues fairly and consistently, ensuring an efficient and effective enforcement function. • Ensure the appropriate control of residents’ parking, especially where this is affected by other parking demands. • Seek to ensure that the provision, location and safety of public car parks are of a good quality. • Provide a consistent and clear approach for different types of parking permits. • Seek to ensure a clear approach towards parking for disabled persons including dealing with misuse of the blue badge scheme. • Consider parking’s contribution to environmental agendas. • Ensure that the policies and services are transparent and provided consistently throughout the district. • Ensure that the council meets its statutory obligations.
2.	Influencing factors for parking in Thanet
	<p>Thanet is a great place to live, work and visit, surrounded by what are amongst the best beaches in England. Whilst it is a relatively small area, there is a lot on offer. Each of the three main towns has its own unique identity: Ramsgate with its stunning Royal Harbour and historic buildings; Margate with its sweeping sands and creative culture centring around the Turner Contemporary; and Broadstairs with its picturesque beach and strong cultural heritage as demonstrated by the internationally renowned Folk Week and the town’s celebrated links to Dickens.</p> <p>But it is not just the main towns that make Thanet an attractive place to be. The historic villages of the central island such as Minster and St Nicholas at Wade and the variety of coastal communities such as those at Birchington, Westgate and Cliffsend all have their own unique charm.</p> <p>We do recognise that not everything is as good as it could be. Like many</p>

coastal areas, parts of Thanet have struggled to cope with the decline of the tourism sector in the 1970s and the social conditions which have resulted in the location of vulnerable families in Thanet, particularly in Cliftonville and Margate. Consequently parts of Thanet are suffering from high unemployment, fear of crime and poor health.

Thanet's population is currently 132,300 having risen steadily from 126,702, as measured in the 2001 census. Thanet has the second highest population density of Kent districts, second only to Dartford.

Table 1

Car Ownership Levels	Thanet	
	value	%
All categories: Car or van availability	59,513	100.0
No cars or vans in household	17,710	29.8
1 car or van in household	26,323	44.2
2 cars or vans in household	12,043	20.2
3 cars or vans in household	2,541	4.3
4 or more cars or vans in household	896	1.5

Source: Census 2011

The proportion of older people in the community is increasing. 21.9% of Thanet residents are 65 and over (2011 census) compared to 18.72% across Kent.

This rate is expected to rise to a total of 28% by 2026.

These residents are more likely to be dependent on public or community transport to access services, especially health care.

The total number of journeys that individual people make has increased very little over the last 50 years. However, more of these journeys are now made by car, with 55.8% of work journeys in Thanet (2011 census) now being by car.

Table 2

Method of Travel to Work	Thanet	
	value	%
All categories: Method of travel to work	94,452	100.0
Work mainly at or from home	2,940	3.1
Underground, metro, light rail, tram	102	0.0
Train	2,168	2.4
Bus, minibus or coach	3,502	3.7
Taxi	364	0.4
Motorcycle, scooter or moped	575	0.6

Driving a car or van	33,109	35.1
Passenger in a car or van	3,793	4.0
Bicycle	1,395	1.5
On foot	6,890	7.3
Other method of travel to work	362	0.4
Not in employment	39,252	41.6

In 2010 local police and council officers conducted a blackberry engagement survey on 6,600 local residents. 57% of all people surveyed identified issues that they felt the police and council should address, while 43% felt they had no issues. Of the 57%, parking was highlighted as the second highest area of concern for residents. (Table 3)

Table 3

Issues Police and Council should address	
Anti-social behaviour	17%
Parking	9%
Speeding	8%
Litter and Fly tipping	5%
Environmental issues, e.g. fouling, littering	4%
'Other' issues	4%
Damage and Graffiti	3%
Crime	3%
Vehicle related nuisance	3%
Police attendance	1%

It is estimated that around 524,000 overnight tourism trips were made to Thanet in 2011. Of these trips, domestic visitors made 83% of trips (433,000) and overseas visitors made 17% of trips (91,000). Compared to 2009, the volume of domestic overnight trips was unchanged, and the volume of inbound overnight trips increased by 3%.

Thanet attracted 2.6 million day trips, up 3 per cent compared with 2009 and day trip expenditure increased by 5 per cent rising from £82,311 million in 2009 to £86.204 million in 2011. The total value of tourism activity in Thanet in 2011 is estimated to have been around £230 million, which is up 6% compared to 2009 and supports 5,477 jobs.

Although Thanet has benefited from reduced journey times from London with High Speed rail services many of its visitors travel by car. Thanet has a large number of tourists as visiting friends and family and these visitors are also more likely to travel by car.

Of the 152,756 visitors to Turner Contemporary Summer 2014 exhibition 57% of their visitors traveled by car. Of the complaints that Turner Contemporary receives 42% are about parking. (Taken from Turner Contemporary Summer 2014 Exist Survey).

The newly opened Dreamland car park was nearly full during the summer period of 2014 this was without the Park being opened for business.

3.	Parking Provision in Thanet
3.1	<p>Introduction</p> <p>This parking policy sets out a comprehensive approach to managing on street and off street parking, provision, control and enforcement. This is in line with legislation and guidance from the Government in the form of the Acts shown in section 8:</p>
3.2	<p>Car Parking Provision</p> <p>Overall parking provision (On Street and Off Street) There are 2,046 streets in the District, comprising of approximately 400 miles of highway (52 miles of which is yellow lined). There are also:</p> <ul style="list-style-type: none"> • 623 on-street pay and display bays serviced by 62 pay and display machines; • 6 residents parking schemes with shared limited parking providing 778 spaces; • 26 surface car parks (5 of which are free) serviced by 33 pay and display machines providing 2,818 spaces; • 2 multi-storey car parks (MSCPs) serviced by 9 pay and display machines providing a total of 829 spaces; • 283 time limited parking areas across the district. <p>The distribution of bays is not consistent across the district, some locations have only free parking, some have time limited parking, some have pay and display and some areas have a mixture of both. The council should look at making where ever possible the time limited bays into pay and display or shared use bays with a residents parking scheme. This will help with enforcement and give residents more available parking.</p>
3.3	<p>Disability Provision</p> <p>This is a national arrangement of parking concessions for people with mobility issues who travel as drivers or passengers. The scheme allows badge holders to park close to their destination but the national concessions apply to on-street parking only.</p> <p>A large number of disabled people rely on their own vehicles as their principle mode of transport. Their journeys are often dependant on how close they can park to their destination. It is therefore imperative that parking facilities are provided for disabled persons which are located close to shops, residential and business areas as well as other key public sites e.g. beaches, sea fronts and tourist attractions.</p> <p>Disabled blue badge holders are allowed to park free of charge and without any time constraints in all TDC run off street and on street pay and display areas. Blue badge holders are also allowed to park without time limits in all of the resident's bays and time limited bays. In line with the stipulations of the blue badge guidance badge holders are also allowed to park for 3 hours on single or double yellow lines.</p> <p>The Council has numerous on-street parking bays designated for use by</p>

	<p>disabled drivers across all of Thanet's towns. Locations such as Albert Terrace in Margate, Albion Street and Victoria Parade in Broadstairs, and Harbour Street and Marine Esplanade in Ramsgate provide parking in close proximity to the sea fronts and town centres.</p> <p>27 of our 33 car parks have disabled bays located at convenient and accessible areas of the car park and blue badge holders can use these bays free of charge for an unlimited period.</p> <p>Some councils across the country allow disabled blue badge holders to park within the disabled bays for a maximum period of 3 hours only with no return for 1 hour and within the normal parking bays at the normal charge.</p> <p>Disabled bays in residential streets can be applied for where parking is causing serious access problems to the property. See our web site for information on how to apply for a bay.</p>
3.4	<p>Motorcycle Provision</p> <p>Motorcycle bays are located in some of our off street car parks and the council are currently exploring the option of adding extra bays to all of our off street car parks. Users are able to use the allocated bays off street bays where available or any other parking bay if not.</p> <p>Motorcycles can be parked free of charge in off street car parks but when using on street areas motorcycle users need to purchase pay and display tickets. The council should charge for motorcycles parking both on and off street to make it more consistent across the district.</p>
3.5	<p>Coach Provision</p> <p>Coach parking is located in the following areas –</p> <ul style="list-style-type: none"> • Vere Road car park Broadstairs 11 spaces (re-opening in 2015). • Joss Bay Car Park Broadstairs 20 spaces. • Palm Bay Coach Park Margate 12 spaces. • Dreamland Car Park Margate 20 spaces. • Lido Car Park Margate 7 spaces. (Private – not owned by TDC and the future of this site is unknown due to potential development). • Minnis Bay Birchington 10 spaces • Ramsgate Port 30 spaces (informal car parking that is required to be pre-booked by operator. Offer dependent on any possible redevelopment of the Port). <p>Working with the tourism department is very important in getting information out to all the different coach companies, groups and societies about the parking that is available across the district.</p> <p>Bays are marked out in specific car parks. Demand can vary hugely during the summer months and with the reduction of spaces at Vere Road car park</p>

	<p>providing facilities in one location to deal with the peak demand is not feasible.</p> <p>Coaches can park on the highway but this is often inconvenient and irritating for the residents. For revisiting coach drivers they tend to be aware of where they might be able to park, for new drivers to the area they are less likely to want to park on the highway.</p> <p>A ban on coach parking is already in place along the eastern and western esplanades in Broadstairs every day between the hours of 6pm to 6am. The council will assess other areas that could benefit from this type of ban but this has to be managed and is not always a practical solution. Signage is important and where possible signs will be placed on the highway directing coaches to locations that are suitable for larger vehicles to park.</p> <p>Providing a coach only car park can be costly not only in the construction of the car park but with the on-going costs of the operation. However, there are examples of resorts and town centres who are trying to encourage visitors travelling by coaches by investing in quality coach parking.</p> <p>Subject to funding the council will explore ways to improve its existing facilities at Palm Bay or look at alternative locations like Barnes Car Park before investing in new locations for coach parking. Facilities at existing sites could include upgrading access roads, rest rooms and security.</p>
3.6	<p>HGV Provision</p> <p>HGV parking is located at Ramsgate Port where 50 spaces are available. Retention of the parking is subject to future developments at the Port, but the Parking Plan is not currently planning to provide alternative sites.</p>
3.7	<p>Multi-Story Car Parks</p> <p>TDC operate 2 multi storey car parks:</p> <ul style="list-style-type: none"> • Mill Lane Margate - 384 Spaces + 17 Disabled + 4 Parent and Child Bays • Leopold Street Ramsgate - 394 Spaces + 22 DISABLED+ 2 Parent and Child Bays • Mill Lane is currently open 7 days a week from 07:00 to 19:00 hours and barriers close the car park to minimise anti-social behaviour during low usage times. • Leopold Street is open 7 days a week 24 hours a day on the ground floor, however the upper floors are closed during the night to minimise anti-social behaviour and vandalism. To increase the number of bays available overnight the disabled bays become dual use bays between the hours of 18.00 to 09.00 hours every day.
3.8	<p>Electric Vehicle Charging Points</p> <p>The Council supports improvements to vehicle technology and emission reduction and will actively pursue possibly options in the future. For example the council are now supporting electric vehicle charging bays at two town</p>

	<p>centre car parks: 2 in Leopold Street car park Ramsgate and 2 in Mill Lane car park Margate. The electric charging is free but the occupation of the space is charged as per the tariff with a maximum stay of 3 hours within the charging bay.</p> <p>If demand of the current charging points increases then the council will look at increasing the number of charging points within the district's car parks with external funding if available.</p>												
4.	Current Performance												
4.1	<p>Income</p> <p>Income from the off street parking goes back into the general council fund and provides a significant contribution to the front line services that the council provides. Revenue from parking also supports in house services like CCTV and the minor works team.</p> <p>Income from the on street parking is used to run the service and any surplus from on street parking is ring fenced for further on street investment.</p> <p>The council will also look at alternative ways of using its off street car parks and additional ways of increasing income from the car parks for example by holding events, leasing parts of the car park out to private enterprise for car washing or advertising etc.</p>												
4.2	<p>Usage</p> <p>Parking transaction data for our car parks is collated from the different payment hardware systems each month. This allows us to see the amount of vehicles that are using our car parks every day of the week, time of day and the duration of their stay. The following table provided annual usage figures for the last three years:</p> <table border="1"> <thead> <tr> <th>Year</th> <th>On-Street</th> <th>Off-Street</th> </tr> </thead> <tbody> <tr> <td>2011-2012</td> <td>619,767</td> <td>741,348</td> </tr> <tr> <td>2012-2013</td> <td>436,692</td> <td>634,709</td> </tr> <tr> <td>2013-2014</td> <td>497,614</td> <td>509,036</td> </tr> </tbody> </table>	Year	On-Street	Off-Street	2011-2012	619,767	741,348	2012-2013	436,692	634,709	2013-2014	497,614	509,036
Year	On-Street	Off-Street											
2011-2012	619,767	741,348											
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2013-2014	497,614	509,036											
4.3	<p>Off Street Parking</p> <p>Currently there are 33 off street car parks which are made up of free and pay and display bays with a total of 4,270 parking spaces. The popularity of these car parks varies depending on location. Full details can be found on our website using the following link:</p> <p>http://thanet.gov.uk/your-services/parking/parking-charges/fees-and-charges-car-parks/</p> <p>The management of off-street car parks is regulated through the Thanet District Council Off-Street Parking Places Order 2003 as amended in 2010 and 2011. For any fundamental changes to the way off-street car parks are managed, the order would need to be amended or revised. The council annually review the order and assess the viability of any additional off street</p>												

	<p>parking sites.</p> <p>Parking charges are reviewed annually. The level of charges for off-street parking should encourage and incentivise their use over on-street bays which in turn, will help to reduce congestion and improve turnover of visitors to an area.</p> <p>Parking charges are currently collected in three ways. The primary method used is ticket machine allowing payment by cash only. An alternative payment method is one which allows payment by debit/credit card via a mobile phone. A variety of season discs can also be purchased in advance which allows parking within selected car parks.</p> <p>The security of users is clearly important if drivers are to be encouraged to use off-street car parks. People need to feel secure when entering or leaving a car park on foot and confident that their vehicle is parked in a safe place. In addition the requirements of appropriate legislation, for example the Disability Discrimination Act, needed to be met, by ensuring all car parks have adequate disabled bays and access. Some of the council's car parks have CCTV and all have regular enforcement by the council's officers.</p> <p>Signage is important and the council will look at ways of improving the signage to the car parks across the district and informing drivers of the locations of its other car parks.</p> <p>It has been highlighted in the Beach Management Plan that Motorhome parking should be explored particularly around the coast and is a possible income stream, clearly this does come with a need to provide services. But the levels of services do vary.</p> <p>New pay and display parking locations will be investigated across the district on land already owned by the council as this would raise revenue to help support the much needed front line services that the council provides.</p> <p>Consideration will be given to the disposal of car parks. This needs to be clearly thought through as it could have an effect on the parking behaviour for a wider area. Section 12 includes sites currently under consideration for disposal.</p>
4.4	<p>On-Street Parking</p> <p>Thanet Council have an agency agreement with Kent County Council to administer and enforce parking restrictions and on-street parking on their behalf.</p> <p>The availability of parking space, especially on-street around the district is limited and there will be an increasing pressure as car ownership grows. It is therefore essential to manage the various parking demands across the district, providing a balanced parking offer of short stay (on-street), long stay (off street) and free parking.</p> <p>Currently there are 631 on-street pay and display areas available across the district: Full details can be found on our website using the following link:</p> <p>http://thanet.gov.uk/your-services/parking/parking-charges/fees-and-charges-os/</p>

Charges for pay and display are higher than off-street charges to ensure that the limited spaces are used by those who need them most and to encourage a higher turnover of spaces. In addition charges can help to reduce cruising by drivers trying to find available spaces. It is clear that the Council's policy is to encourage people to park in long stay car parks to ease congestion.

The current on-street pay and display charges and time allowed are varied to reflect local circumstances in terms of local parking demand and turnover of spaces. Parking charges are currently collected in two ways by pay and display and via mobile phone.

There are six residents' schemes across the district, two in Margate, one in Birchington, one in Ramsgate and two in Broadstairs. The schemes are set up to allow residents that have a valid permit to be able to use the time limited or pay and display bays within selected streets with no restrictions.

The council should investigate looking at further residents' schemes across the district for more consistency as there are areas across the district such as the old town Margate, Westbrook, Westgate and areas of Ramsgate and Broadstairs that suffer with a high demand of long term parking without any restrictions at all. Time limited bays across the district could also be made more effective by changing them to pay and display bays or shared residents' bays which would encourage a better turnover of vehicles.

A ban on caravan/ camper van parking is already in place along the eastern and western esplanades in Broadstairs every day between the hours of 6pm and 6am. The council will look at other areas that could benefit from this type of ban but this has to be managed and is not always a practical solution as it just displaces vehicles to another location. It has been highlighted in the Beach Management Plan that Motorhome parking should be explored particularly around the coast and is a possible income stream, clearly this does come with a need to provide services. But the levels of services do vary. Signage is important and where possible signs will be placed on the highway directing them to locations that are more suitable for this type of vehicle.

Anti-social parking across the district such as pavement parking is a problem at some locations. However if this parking was to be taken away with no solution then residents will find it even more difficult to find somewhere to park. In future the council will work with residents to find a possible solution in problem areas that it is made aware of.

Park and ride is an alternative solution however unlike most towns that have a scheme Thanet is unique by having four town areas that have a greater visitor demand during the summer months only. Most schemes offer drivers an easier way to leave their vehicle at an out of town location and then use a quick service to travel in to town without delays. Thanet does not have a central point that could be used for all towns that would give drivers the same opportunity.

A large amount of investment would be required for such a scheme not only for the land but for the on-going operating costs. It may be possible with partners to look at a scheme for the summer period only covering the towns that get traffic congestion.

4.5	<p>Types of Permits</p> <p>Off street permits are available to park within our off street car parks ranging from parking within all of our car parks to a few selected car parks. Resident's permits allow users to be able to park within the time limited or selected pay and display bays with no limit.</p> <p>Full details of all permits can be found on our website using the following link: http://thanet.gov.uk/your-services/parking/season-parking-permits/car-park-permits/</p>
4.6	<p>Cashless parking</p> <p>Thanet Council offers 'cashless' parking in its on and off street parking bays. This convenient system allows motorists to pay for parking easily using a mobile phone and also includes options to extend the parking time up to the maximum stay.</p> <p>The first time you use the 'cashless' system you will need to register your vehicle and payment card details. You will also need the location number that is located on signs on or near the pay and display machine.</p> <p>Full details of cashless parking can be found on our website using the following link: http://thanet.gov.uk/your-services/parking/pay-to-park-by-phone/pay-by-phone/</p>
4.7	<p>Pay and Display</p> <p>Pay and display machines have been the main parking payment system in Thanet for 30 plus years until 2011 when the option of cashless parking system was first introduced.</p> <p>All of our charges start off with an initial 1 hour charge (off street) or a 10 minute charge (on-street) and then linear charges up to the maximum stay, which gives users the specific time they have purchased.</p>
4.8	<p>Tariff Reviews</p> <p>Parking tariffs are reviewed annually to ensure our revenue keeps pace with our costs. When setting levels the council also look at those of our neighbouring town centres and other comparable towns to help us get the right balance to ensure both a quality service and buoyant economy can be maintained.</p> <p>Over the last two years we have been able to maintain the tariffs at the same level even though the costs to maintain those car parks increased.</p> <p>When looking at neighbouring towns we also looked at stand-alone retail developments such as Westwood Cross where parking is free to the customer because the cost is absorbed within the rents paid by the businesses operating there and very often reflected in the price the customer</p>

	<p>pays for their goods.</p> <p>Full details of our parking charges can be found on our website using the following link:</p> <p>http://thanet.gov.uk/your-services/parking/parking-charges/fees-and-charges-car-parks/</p>
5.	Consultation Feedback
5.1	<p>Conclusion</p> <p>A public consultation was held in 2013 involving more than 700 local people, business and visitors.</p> <p>This consultation was not just about parking charges, it also sought our customers' views on car parks, the signage in place, the number of spaces available and where people actually wanted to park.</p> <p>Feedback revealed that car parking charges were the biggest priority for people when deciding where to park and where to shop, with the availability of parking and the range of shops on offer.</p> <p>When asked for their top priority when choosing where to park, the top three responses were that charges are reasonable (51%), it is close to where they are going (35%) and that it is easy to find a parking space (26%).</p> <p>Top priorities for people when choosing where to shop were free parking (45%), the availability of parking (33%) and the overall range of shops available (22%).</p> <p>When asked what they would like the council to focus on, the top priority for most respondents (37%) was the free flow of traffic – ensuring all restrictions are monitored to help with the free flow of traffic and to ease congestion.</p> <p>In terms of the income raised, most people (68%) felt that surplus income raised from parking charges should be used to improve the parking service, (62%) would like income to be used to improve roads and road safety.</p> <p>Following the consultation the proposals below from Cabinet and fully agreed by full council in March 2014 have taken place:-</p> <ul style="list-style-type: none"> • Almost all of the car parking charges have been frozen for 2014/15 and 2015/16. • Free Saturday parking schemes have continued. • Changed all off street car park charges to a linear system • Reduced the charging period on street from 7pm to 6pm. • Closing of Mill Lane multi-storey and the partial closure of Leopold Street multi-storey car parks from 7pm to 7am every day. • Bought the hourly on street charge at Lawn Road, Broadstairs in line with the other on street charges. <p>In addition, the scheme in Albion Road car park in Birchington has continued, but with a 10p charge for the first 30 minutes of parking to prevent the anti-social use of the existing free ticket scheme.</p>

6.	Partnership Working
6.1	<p>Parking Liaison Group</p> <p>This internal group is set up to help consider all involved departments and takes their needs into account. This group is made up of members from the following departments and areas, waste and recycling, tourism, planning, economic development, Kent county council highways team. The group works together in developing schemes, helping with planning and transportation issues and taking the service forward.</p>
6.2	<p>Kent District Engineers</p> <p>Members meet quarterly and endeavour to improve new restriction processes for the highways to engage with the Department of Transport on law and signing processes.</p>
6.3	<p>South East Parking Managers and Operation Group</p> <p>In an endeavour to improve operations and service across the south east, parking managers and operational staff meet 3 times a year. They work together so that there is consistency of process as well as clarity and transparency for users across the district involved. Councils will work together to help set policy and operational guidelines. This approach will result in greater public understanding of and confidence in the enforcement processes across the districts.</p>
6.4	<p>British Parking Association</p> <p>Are the largest professional association in Europe and are considered the recognised authority on parking. They represent, promote and influence the best interests of the parking and traffic management professions throughout the UK and Europe. The BPA holds regional and national meetings at which all members are welcome.</p>
6.5	<p>Traffic Penalty Tribunal</p> <p>The Traffic Penalty Tribunal is the final stage of appeal for motorists or vehicle owners against a penalty issued by a council in England (outside London) and Wales.</p> <p>The Traffic Penalty Tribunal decides appeals against parking and bus lane penalties issued by Civil Enforcement Authorities in England (outside London) and Wales and against moving traffic penalties issued by Civil Enforcement Authorities in Wales.</p>
6.6	<p>Emergency Services</p> <p>Thanet Council along with Kent County Council meet with all emergency services and other bodies to discuss traffic related problems that have been suggested by members of the public, councillors, traders, visitors, emergency</p>

	services and other bodies when any new restrictions or schemes are in their early stages of planning.
6.7	<p>Kent County Council</p> <p>Kent County Council is the highway authority for the district. TDC work in close partnership with KCC on all parking related matters for the district.</p>
7.	Charging Policy
7.1	<p>Short Stay Car Parks</p> <p>We have a small number of short stay car parks within the district which allow users to have access to car parks located near to the town centres. The car parks have a maximum stay of 3 hours at a higher charge than the longer stay car parks which allows a higher turnover of vehicles than longer stay car parks. Giving visitors and residents the opportunity to park close to the amenities for a short period of time. It is important that the council keep prices within these car parks consistent across the district.</p>
7.2	<p>Long Stay Car Parks</p> <p>The majority of our off street car parks are long stay, some being close to the town centres and others being further afield. The charge within the car park depends on its proximity to amenities. Car parks located near beaches, town centres and attractions are higher than those car parks that are further away. This gives visitors, residents and workers the opportunity to park for long periods of time at a fair rate. It is important that the council keep prices within these car parks consistent across the district and that we take usage of these car parks into consideration when setting the charges.</p>
7.3	<p>Seasonal Charging</p> <p>Higher charges are set in some car parks during the summer months with some long stay and seasonal car parks located near the beach and attractions. These long stay car parks are then adjusted back to cheaper charges during the winter months. A few car parks are open all year round but are only charged during the summer months.</p>
7.4	<p>Charging Periods</p> <p>On street charging periods are between the hours of 9am and 6pm every day including bank holidays.</p> <p>Off street charging periods are between the hours of 7am and 10pm every day including bank holidays.</p> <p>The council can waive charges at certain times of the year for events which can help the economy. However, this could have a negative effect by having a reduction in the turnover of vehicles.</p>

	<p>Charging on a Sunday is enforced both on and off street to encourage shoppers and deter all-day parkers. Keeping traffic moving and parking spaces turning over is essential for the economy.</p>
7.5	<p>Waivers and Dispensations</p> <p>A waiver authorises a vehicle to be able to temporarily park in an agreed location in contravention of a Traffic Regulation Order. It does not grant exemption from any other traffic order.</p> <p>An application form has to be completed, and is assessed by the parking officer before it can be issued.</p> <p>There is a weekly charge for this waiver and is mainly purchased by building companies doing work on properties where parking is impractical.</p> <p>A dispensation authorises a vehicle to be able to temporarily park in contravention of a Traffic Regulation Order. It does not grant exemption from any other traffic order. The dispensation allows parking on a single or double yellow line (not pay and display, loading/taxi bays, bus clearways or kerb markings). The permit allows a maximum stay of 2 hours in a street with no return for 24 hours.</p> <p>An application form has to be completed, and is assessed by the parking officer before it can be issued.</p> <p>The dispensation is not for use as a residential parking permit near their home or place of work. It can only be used when the vehicle is being used for commercial or business purposes other than at home or work. There is an annual charge for businesses and the NHS and free of charge for charities.</p>
7.6	<p>Suspension Of Parking Bays</p> <p>Suspension of parking bays can be applied through parking services by anyone that is holding an event or may want to use a parking bay for a particular reason such as placing a skip or to park a removal vehicle etc.</p> <p>The council is permitted to temporarily suspend parking places including residents and other permit bays. The suspension does not permanently remove the legal status of the parking place. The effect of the suspension is to remove it from use during the prescribed suspension period.</p>
7.7	<p>Permits and Season Discs</p> <p>Parking permits are available for residents that live in a road that is within a zone. The permit will cover time limited parking bays and some pay and display areas depending on the location of the zone. All other restrictions apply. Residents and businesses can purchase a permit but must supply proof of residency and vehicle ownership which ties them to the property or business within a zone.</p> <p>Permits can be purchased on an annual basis and are pro-rata quarterly over the year. Refunds can also be made when the permit is returned on any full</p>

	<p>unexpired months.</p> <p>Season discs are available for parking in all of the off street council car parks. A disc can be purchased on an annual, six month or monthly basis.</p> <p>Full details on the types of discs that are available can be found on the web site on the following link:</p> <p>http://thanet.gov.uk/your-services/parking/</p>
<p>8.</p>	<p>Legislation</p>
<p>8.1</p>	<p>Individual Laws</p> <p>Road Traffic Regulation Act 1984 (RTRA 84)</p> <p>The RTRA 84 enables authorities to make Traffic Regulation Orders (TROs) to restrict, regulate and control traffic including parking, both on and off street. Section 122 of the act places a duty on local authorities to exercise their functions under the Act so as to secure the expeditious, convenient and safe movement of traffic, so far as practicable having regard to matters such as amenity and need for access to premises. The Act also requires local authorities to keep account of income and expenditure from on-street parking places and the collection of additional parking charges.</p> <p>The Road Traffic Act 1991 (RTA 91)</p> <p>The RTA 91 brought in the Decriminalisation of Parking Offences which made a number of changes to traffic law and enabled local authorities to take responsibility in respect of parking offences and enforcement. The act allowed local authorities to carry out enforcement rather than the Police.</p> <p>Thanet District Council applied to the Secretary of State for permission for powers provided to Local Authorities under the Road Traffic Act 1991 in 1999. Thanet was designated a Special Parking Area in 2000.</p> <p>The Traffic Signs Regulations and General Directions Act 2002</p> <p>This legislation set out how lines and signs should appear on the highway and could only be amended by approval of The Secretary of State.</p> <p>Traffic Management Act (TMA) 2004</p> <p>The TMA 04 has been set out in seven parts with the different parts coming into force at different times. It sets out additional powers and requirements for Local Authorities regarding Parking and Enforcement.</p> <p>Part 6 came into force from 31st March 2008 and increased the scope for local authorities to enforce traffic contraventions and replaces Part II and Schedule 3 of the Road Traffic Act 1991. It includes powers to tackle double parking and parking at dropped footways as well as the enforcement of bus lanes by cameras.</p> <p>It also advises that local authorities should publish parking policies, information about parking provision, parking restrictions shown on web sites as well as other financial and statistical information.</p>

	<p>This also included differential penalty charges, for example a higher penalty for parking on a double yellow line and a lower charge for over staying in a pay and display bay.</p> <p>Part 7 amends duties in the Road Traffic Regulation Act 1984 regarding how surplus income from parking management can be spent.</p> <p>All of the above legislation is done under an agency agreement with Kent County Council who are the highway authority.</p>
<p>9.</p>	<p>Enforcement and Assisting Traffic Flow</p>
<p>9.1</p>	<p>What we enforce</p> <p>To ensure professional and adequate enforcement takes place, an average of 8 Civil Enforcement Officers (CEOs) are deployed per day. The hours of enforcement are primarily between 9.00am to 5.15pm when most restrictions are in force. However, enforcement during the evenings/nights and early mornings are also undertaken to ensure a comprehensive service is provided. CEOs use up to date technology to issue Penalty Charge Notices (PCNs) and record photographic images of contraventions.</p> <p>We receive many requests for enforcement at specific locations in the District from residents and businesses. CEO's are then tasked with patrolling the area. The council are pleased to be able to provide this service and endeavour to respond to requests as quickly as possible, normally within an hour. If there is an on-going problem, the feasibility of more regular enforcement will be investigated.</p> <p>There is a list on our website:</p> <p>http://thanet.gov.uk/your-services/parking/</p> <p>This shows which parking contraventions are enforced by Thanet District Councils Civil Enforcement Officers and which are enforced by the Police. The council also carry out joint patrols with the Police in areas where there is either a large volume of illegal parking or where there are several traffic offences being committed. Partnership working of this nature has proved successful at large events where there are a large number of vehicles descending on a particular area quickly.</p> <p>Patrolling areas include: Town Centre's, Sea front locations, and residential areas. Vehicle's parking on school safety restrictions are a particular problem in the area and compromises the safety of children and so the enforcement team has a designated CEO to enforce the safety restrictions at schools. There are also some occasions where CEO's are deployed to specific locations to assist with traffic management, usually when there is a large event in the area.</p> <p>By law, all challenges to Penalty Charge Notices must be made in writing, which can be by e-mail using an online form, or by sending a letter in the post. Payment of a PCN constitutes acceptance of liability.</p> <p>There are a number of stages to the challenge process, including an informal appeal, a formal appeal and an appeal to a traffic penalty tribunal.</p>

	<p>Persistent Offenders are a particular problem for parking enforcement as some drivers repeatedly and willfully disregard parking regulations. A key issue with persistent offenders is that they are often unregistered vehicles, vehicles with non-UK license plates and vehicles with duplicate registration plates. However, every effort is made to combat this issue including sharing information with other agencies and targeting hotspot areas of Thanet where they are likely to contravene the regulations.</p> <p>Abandoned vehicles are an environmental nuisance and a hazard wherever they have been dumped. They also impact on the resident's quality of life and their perception of crime levels in the local area.</p> <p>Thanet District Council is responsible for the investigation and removal of abandoned vehicles. Every year Thanet District Council investigates hundreds of reports of abandoned vehicles. Some of these turn out to be abandoned and are removed, stored and then destroyed.</p>
9.2	<p>Working with police</p> <p>Thanet District Council work with the police to help the local community events. Civil Enforcement Officers work in partnership with Kent Police on joint operations to ensure parking compliance in particular problem areas where illegal parking occurs alongside other traffic offences.</p>
9.3	<p>Parking Offences</p> <p>A full list of contraventions that can be enforced by the council and police can be found on our website at:</p> <p>http://thanet.gov.uk/your-services/parking/</p>
9.4	<p>Using technology</p> <p>Exploration of digital solutions to support parking services will become an on-going action within the service to continue delivering a more cost effective and efficient service for the public. These will include:</p> <ul style="list-style-type: none"> • New smartphone handhelds • Virtual permits • Residents visitors permits purchased on line • Mobile CCTV/ ANPR camera technology for enforcement • Extending our online permits system to online renewals
9.5	<p>Traffic Flow</p> <p>The structured use of car parking controls is an essential tool in helping to balance competing demands for road space, restraining non-essential traffic, and in encouraging a shift towards more sustainable modes of travel. The enforcement of on and off-street parking regulations and restrictions are a key element of parking management.</p> <p>The established benefits of providing parking enforcement are to:</p>

- To improve the safety of road users;
- To assist the free flow of traffic and reduce traffic congestion, especially for emergency services;
- To assist and improve bus movement;
- To ensure effective loading/unloading for local businesses;
- To provide a turnover of available parking spaces in areas of high demand;
- Increase protection of disabled spaces, bus stops, loading bays, taxi ranks and residents parking areas;
- To promote and enhance the health of the local economy.

It is acknowledged that parking enforcement is controversial and sensitive but is also widely recognised that without enforcement of parking regulations, these restrictions would be abused and as a consequence the following would occur:

- Injury to road users;
- Congestion and obstructions;
- Lack of parking for shoppers / visitors;
- Abuse of disabled spaces, bus stops and taxi ranks;
- Nuisance parking creating anti-social behaviour;
- Gridlock and traffic jams.

Civil Enforcement Officers enforce parking restrictions in two ways-

1. Issuing a Penalty Charge notice (PCN)

There are two levels of penalty charge, with the level of charge dependent on the seriousness of the contravention.

Higher Level – for more serious offences i.e. parking on double yellow lines. This offence carries a £70 charge.

Lower level – for less serious offences i.e. overstaying time. This offence carries a £50 charge.

2. If the driver of the vehicle is located then they are asked to move on from their current location and the CEO will attempt to educate the driver on why the restrictions are in place and the problems that parking on the restrictions can cause. This practice is in line with the Traffic Management Act and ensures fair and consistent enforcement.

There is a 50% discount if payment of a PCN is received by the council within 14 days.

PCN's are generally issued and affixed to the windscreens of the vehicle. If a driver returns to the vehicle the PCN can be handed to the driver by the CEO.

However, in some circumstances it is no longer necessary for a Penalty Charge Notice to be placed on the vehicle or handed to the driver in order for it to be properly served. If the Civil Enforcement Officer was unable to serve the Penalty Charge Notice for the following reasons the Penalty Charge Notice can be sent by post:

- Prevention of Issue - If the Civil Enforcement Officer has been prevented by force, threats of force, obstruction or violence, from

	<p>serving the Penalty Charge Notice either by affixing it to the vehicle or by giving it to the person who appears to be in charge of the vehicle</p> <ul style="list-style-type: none"> • Drive away - If the Civil Enforcement Officer had started to issue the Penalty Charge Notice but did not have enough time to finish or serve it before the vehicle was driven away <p>A postal Penalty Charge Notice (Regulation 10 PCN) will be sent to the registered keeper/owner of the vehicle within 14 days of the contravention taking place.</p>
10.	How to introduce new parking schemes
10.1	<p>The role of the Joint Transportation Board</p> <p>The board meets three times a year and is made up of Council Members from KCC and TDC. Items are brought to the meeting by officers and members from KCC and TDC in relation to transportation matters. The meeting allows members discuss any proposals and give input and suggestions.</p>
10.2	<p>New Pay and Display parking bays</p> <p>New schemes will be introduced to help residents and businesses to be able to get a turnaround of visitors using the bays close by. Parking services will explore a number of sites around the district for pay and display parking schemes.</p> <p>Council Officers shall design a scheme before consulting with residents, members and businesses affected by the proposals. Consultation will be in the form of a letter, questionnaire, leaflet and plan detailing the boundaries of the proposed scheme and the restrictions that will be implemented within that boundary.</p> <p>When introducing any new pay and display schemes and it is found that it will not fit within the current resources available the council will assess the case for employing additional Civil Enforcement Offices provided this is cost neutral to the service.</p>
10.3	<p>Residents' schemes</p> <p>The purpose of a residents' parking scheme is to provide a priority for residents where on-street parking is a necessity and where non-residential parking is sufficient for residents to experience substantial problems parking in the vicinity of their homes. They are not normally used to control localised residential parking demand only.</p> <p>The aim of a scheme is to balance the needs of residents, their visitors and support businesses whilst keeping traffic moving.</p> <p>New schemes arise where more than 40% of the households of a given area of at least 1000 households request a residents' parking zone in any 12 month period. A survey of the households of that area shall be carried out subject to agreed priorities. Exceptions may be considered where the Joint Transportation Board agrees that a residents' parking scheme is both</p>

	<p>appropriate and desirable for any area not meeting the normal criteria.</p> <p>Requests for amendments to an existing residents' parking scheme should be supported by a petition consisting of signatures from more than 60% of properties in any road. This will give a clear indication of sufficient support from others in the vicinity before a survey is undertaken.</p> <p>The extent of a possible residents' parking zone will be determined by officers in consultation with local and County members and ratified by the Joint Transportation Board at their next meeting.</p> <p>At least 50% of properties in a road must have no off-street parking facility to be considered for inclusion within a scheme. Furthermore, a survey of existing parking arrangements must indicate that at least 75% of available kerbside space is regularly used for parking during the normal working day. The amount of residents' priority parking provided will be dependent on the parking volume in each road. Should 100% of available space be used for parking, the maximum amount of residents' priority parking will be 75%.</p> <p>The hours selected for parking control will have regard to the availability of the Council's Enforcement team and the level of parking demand throughout the week. Limited waiting and timed restrictions will be used where appropriate, particularly when close to retail areas.</p> <p>Whilst every attempt will be made to maximise the available parking space, parking restrictions will remain or be imposed where it is considered that parking would cause a danger or significant obstruction to other road users.</p> <p>Council Officers shall design a scheme before consulting with residents, members and businesses affected by the proposals. Consultation will be in the form of a letter, questionnaire, leaflet and plan detailing the boundaries of the proposed scheme and the restrictions that will be implemented within that boundary.</p> <p>When introducing any new residential schemes and it is found that it will not fit within the current resources available the council will assess the case for employing additional Civil Enforcement Offices provided this is cost neutral to the service.</p>
10.4	<p>New restrictions (Yellow Lines, Loading Bays, Bans)</p> <p>Traffic Regulation Orders (TROs) provides a legal framework of measures which manage the movement and parking of vehicles on the highway. TROs for parking controls are usually used for prohibition purposes i.e. no waiting/loading or management purposes. TROs control parking both in terms of time (e.g. no waiting at any time) and by use (residents parking, bus stops, pay and display etc.) These controls can be simple such as double yellow lines at a junction, through to more complex schemes across a wider area.</p> <p>Restrictions and controls are implemented at locations such as junctions or where parking would cause safety or congestion problems. The restrictions also ensure that emergency vehicles and bus stops are free from obstruction and delays. Inconsiderate or illegal parking may cause a delay to emergency service vehicles responding to calls or impact on their ability to deal with an incident due to access problems. The council will work with the emergency</p>

	<p>services to ensure that inconsiderate or illegal parking does not create obstructions.</p> <p>The Council receives many requests for TROs and reviews them on a regular basis with Kent County Council and the emergency services. Each request is investigated under a set criteria and those that meet the highest priority are placed before the Joint Transportation Board. Members will then decide whether to make the order as proposed, amend it or abandoned it. However, the priority ranking system does not include residents parking (see section 10.3.)</p> <p>The Council will undertake the appropriate measures to deal with parking based upon clear criteria. Whilst it should be clear that residents cannot always expect to be able to park directly outside their property it is reasonable that they should be able to park within a reasonable distance. Parking schemes can also contribute to local environmental and community agendas.</p> <p>Council Officers will consult with residents, members and businesses affected by the proposals. Consultation will be in the form of an advert within the local free newspaper, by on street notices, copies of the proposals on deposit at the local libraries and on our website.</p> <p>As TROs develop out of specific requests or from changing traffic circumstances a list of possible schemes is not included in the Policy.</p> <p>Most new waiting restrictions are located on junctions that are self-enforcing. However, if the council are aware of issues at specific locations then enforcement will be increased subject to the resources available.</p>
10.5	<p>Disabled persons parking bay</p> <p>In residential areas the Council provides designated on-street parking bays for use by drivers with mobility impairments.</p> <p>New disabled bays can be applied for by a resident of a street to the parking services. There is a set criteria and if the application meets them then a bay, is marked out as an interim bay directly outside or as close to the applicants residential premises as possible (where the road layout permits) to enable easier access to the property. These spaces are not allocated for a specific user and can be used by any vehicle displaying a valid Blue Badge.</p> <p>After the interim bay has been in for a period of time a report will then be taken to JTB before going out to public consultation to make a TRO which enables the bay to be enforceable.</p>
11.	<p>Related work streams:</p>
11.1	<p>KCC Transportation Strategy</p> <p>This policy will work alongside the Transportation Strategy which covers all transport related matters. To provide an efficient transport system, delivering the transport infrastructure required to support existing communities and new development across the district.</p> <p>This would include the development of park and ride facilities, but no specific</p>

	proposals are being made in the Policy at present until the completion of the current review of the Transportation Strategy by KCC in association with TDC.
11.2	<p>Local Plan</p> <p>If setting local parking standards for residential and non-residential development, local planning authorities should take into account:</p> <ul style="list-style-type: none"> • the accessibility of the development; • the type, mix and use of development; • the availability of and opportunities for public transport; • local car ownership levels; and • an overall need to reduce the use of high-emission vehicles. <p>Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for drivers with different needs and a range of vehicles. They should set appropriate parking charges that are affordable and do not undermine the vitality of town centres. Parking enforcement should be proportionate.</p>
11.3	<p>Environmental Health</p> <p>Air pollution and quality is an issue at key junctions around the district which include The Square in Birchington, High Street St Lawrence and the junction of Hereson Road with Boundary Road Ramsgate.</p> <p>Unlawful and indiscriminate on-street parking exacerbates the traffic flow constraints and resulting air quality problems in the Air Quality Management Areas by obstructing the highway and causing congestion. Parking services are working with the Environmental Health section and KCC to help improve air quality were possible.</p> <p>Through partnership working with the Environmental Health and KCC 4 electric charging points have been installed within the two multi-storey car parks.</p>
12.	Looking forward
12.1	<p>Future Parking Control Proposals</p> <p>It is necessary for this policy to provide consistency across the district and to support future developments to ensure that the council always have adequate space to meet demands.</p> <p>We will take forward proposals for providing further off and on-street paid for parking in areas that are currently unrestricted in accordance with the consultation approach set out in section 10. This could be in the way of pay and display bays, residential parking schemes or a mixture of both, and will aim to manage demand to the benefit of local residents and businesses. In addition, the parking provision and charging for motorcycles will be reviewed.</p> <p>The Parking Service will work with Regeneration, Tourism, Planning and KCC to ensure we have an infrastructure in place to deal with displacement</p>

	where it is necessary to reduce parking spaces.
12.2	<p>Coach Parking</p> <p>Visitors coming to Thanet by coach are a vital part of the visitor economy. Parking services are investigating enhancements to existing facilities or alternative locations for coach parking across the district with other interested stakeholders, including visiting coach companies, local tourism businesses including language school providers.</p> <p>The number of coaches that currently visit Thanet cannot be measured exactly, but feedback from local people, local businesses and operators indicate that there are not enough spaces in the district currently to cope with the demand at peak times. This demand is currently greater in Broadstairs and Margate due to nature of visits to the area, but the approach will be to develop and improve facilities across Thanet to support the Destination Management Plan aims. This will include controls if required in primary residential areas to restrict the use of on-street parking by coaches as well as motorhomes, caravans and HGV's.</p> <p>The parking of coaches is a problem for the district and the council need to make sure that there is a robust signage system in place to direct coaches to the dedicated car parks with coach parking facilities and away from the residential areas. However, if there are no restrictions in place then the council have no enforcement or removal powers for coaches parking within a road.</p>
12.3	<p>Car Park Asset Disposal</p> <p>At present Harold Road in Margate is under consideration due to the very low levels of usage (despite the free Saturday parking) and regular anti-social behaviour. Alternative on-street parking is available to service businesses in Northdown Road.</p>
12.4	<p>Service Development</p> <p>The following areas are under consideration by the parking service to improve information to members of the public and increase shopping parking as part of supporting of local businesses:</p> <p>Car Park Signage</p> <p>Working with KCC on improving car park signage on the approaches to Thanet and within town centres, and introduce improved signage within car parks to allow redirection to less used sites. Variable message signing is currently not seen to be cost effective due to the very high cost of introducing this across the 5 main towns.</p> <p>Shopping Car Parking</p> <p>It is proposed to consider alternative means to increase shopping visits during 2015 through consideration of the following alternatives:</p> <ul style="list-style-type: none"> • Reduced charges for parking between 9am and 11am or 3pm and 5pm Monday to Friday or reduced charges between 10am and 3pm

	<p>Monday-Friday</p> <ul style="list-style-type: none"> • Shoppers car park in each town with a cheap rate for up to 3 hours and then normal charging for more than 3 hours • Reduced parking permit charges for residents in under used car parks between 4pm and 10am Monday to Friday and all weekend. <p>Digital Solutions</p> <p>Exploration of further use of digital solutions to support effective parking control and enforcement, including smartphones, virtual permits purchased and renewed on line and number plate recognition for enforcement.</p>
<p>13.</p>	<p>Review</p>
	<p>Monitoring and reviewing</p> <p>Monitoring and reviewing Thanet District Parking Policy annually is key to ensuring that it is keeping in line with the local plan, the corporate plan and any relevant national change in policy.</p> <p>Elements of the policy that shall be considered when reviewing include the following:</p> <ul style="list-style-type: none"> • Existing and predicted levels of demand for both on and off street parking • Accuracy and quality of existing signs and plates • Nature and extent of restrictions for both on and off street parking • Availability and pricing for both on and off street parking for residents and visitors, deliveries and coach parking • Levels of compliance to the policy • Level of fear of crime, environmental and economic issues, statutory guidance and effective practice <p>There is a range of evidence to be considered during a review such as consultation and statistical data.</p> <p>The performance data is built from income sources such as business permits, bay suspension, pay and display and PNC's, which is then compared with the previous year and the targets set for the current year. This information is invaluable due to its ability to highlight the detail of the parking demand, for example the length of time people stay, and the most popular areas to park; therefore highlighting the trends or issues (more coach/green car spaces needed etc.) that allow for the emerging policy options.</p>

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01843 577165



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POLICY FOR SECTION 44A DISCRETIONARY BUSINESS RATE RELIEF

To: **Extraordinary Cabinet - 19th February 2015**

Main Portfolio Area: **Financial Services and Property**

By: **Cllr Rick Everitt**

Classification: **Unrestricted**

Ward: **All wards**

Summary: **To recommend changes to Section 3 of the Council Tax and Business Rates Discretionary and Hardship Relief Policy with immediate effect.**

For Decision

1.0 INTRODUCTION

1.1 Cabinet reviews this policy from time to time, last doing so on 3rd April 2014.

2.0 S44A relief

2.1 Under S44A of the Local Government Finance Act 1988, discretionary business rates relief may be granted where a property is partly occupied for a temporary period.

2.2 It is a local authority discretion whether to grant the relief.

2.3 The relief is put into effect by splitting the hereditament or land into occupied and unoccupied parts with the rateable value divided between the parts. Relief is then granted on the unoccupied part.

2.4 Section 3 of the current policy states that relief will be granted where the application 'meets the qualifying criteria'. The qualifying criteria are those set out in the Local Government Finance Act 1988, and these are set out in Section 3.1 of the Policy.

2.5 Section 3.2.1 of the current policy states 'There is no cost to each Local Authority, as the relief is fully funded by Central Government.' This is incorrect as any relief granted diminishes business rates achievement under the business retention system that came into force in the year 2013-14.

2.6 Thanet is a member of the Kent Business Rate Pool with effect from 2015-16. Any lost income in 2015-16 would reflect both on the council's guaranteed share – the retention share that would have applied had it not been a pool member – and any additional retention achievement through pool membership. The guaranteed share would be lost at a marginal rate of around 40%.

2.7 If relief is granted in respect of a high value hereditament, this impacts on the Council's overall financial position.

- 2.8 It is therefore proposed that the policy is revised to limit the gross rateable value before any proposed S44A changes are considered to £10,000. Exceptional circumstances would be considered if the RV is over £10,000. Any exceptional case would be considered by the S151 Officer and the Portfolio Holder for Financial Services and Property.
- 2.9 The proposed change would allow the Council to continue to support small businesses, whilst not having a significant adverse impact on the Council's overall financial position.
- 2.10 If agreed the revised policy would come into effect for any subsequent application from the date of the Cabinet meeting.

3.0 CORPORATE IMPLICATIONS

3.1 Financial and VAT

- 3.1.1 Set out in the main report

3.2 Legal

- 3.2.1 The proposed changes have been fully considered and advice has been obtained which confirms the legality of the changes to the policy as outlined in this report.

3.3 Corporate

- 3.3.1 The revised Section 3 of the policy would continue to promote economic development for smaller businesses whilst maintaining the Council's resource base to deliver all its service priorities.

3.4 Equity and Equalities

- 3.4.1 There is no issue arising from the report and recommendations which adversely affects any specific category of Equality group.

4.0 Recommendation

- 4.1 That the revised section 3 of the policy set out in Annex 1 be adopted.

Annex 1 – Changes to the previous policy are struck out or underlined.

3.0 Business Rates - Relief for properties that are partially unoccupied for a temporary period (Section 44a)

3.1 Legal Requirements

- 3.1.1 Under section 44a of the Local Government Finance Act 1988 a Local Authority has the discretion to allow rate relief where a property is partly occupied for a temporary period.
- 3.1.2 The definition of a 'temporary period' is not prescribed with the law and therefore EK Services, using delegated authority, have discretion to decide the period relief should be awarded. This will not normally be for a period exceeding 12 months.
- 3.1.3 Partially occupied rate relief (also referred to as Section 44a Relief) is not intended to be used where part of a property is temporarily not used. The intention is aimed at situations where there are practical difficulties in occupying or vacating part of the property.

3.2 Financial Impact

- 3.2.1 ~~There is no cost to each Local Authority, as the relief is fully funded by Central Government.~~ There is a cost to the authority as the relief affects business rate retention.
- 3.2.2 ~~EK Services recognises that awarding this relief is beneficial to local businesses, therefore Section 44a Relief will be awarded in all cases that meet the statutory requirements.~~ EK Services recognises that awarding this relief is beneficial to small local businesses, therefore Section 44a Relief will be awarded in all cases that meet the statutory requirements and where the gross rateable value before any adjustment is less than £10,000.

3.3 Persons who can make application

- 3.3.1 Applications must be made by the ratepayer.
- 3.3.2 EK Services will require a written application and the ratepayer must supply a plan of the property, with the unoccupied portions clearly identified.

3.4 The decision making process

- 3.4.1 There are no restrictions in the provisions of a Section 44a Relief, regarding the type of property or circumstances in which relief can be awarded.
- 3.4.2 Once EK Services has received an application, providing the application meets the qualifying criteria, relief will be awarded. However any application where the gross rateable value of £10,000 is exceeded will be referred to TDC with full supporting information.
- 3.4.3 EK Services will require accompanied access to the property during normal working hours to verify the application. Further access will be required on at least one occasion each month, during normal office hours, during the period for which relief is being awarded.

- 3.4.4 Relief will not be awarded under any circumstance where it is not possible to verify the application.
- 3.4.5 EK Services will consider applications within 21 days of the application and all supporting information being received and will notify the customer should there be a delay in processing the application.
- 3.4.6 EK Services will notify the applicant of the decision in writing and where the relief is refused, an explanation of the reasons why will be given.
- 3.4.7 EK Services will not consider applications where the customer has failed to provide information within the timescales provided to them and will notify the customer in writing that the application has been refused.
- 3.4.8 To ensure there is a fair and consistent approach to the award of Section 44a Relief, all applications will be considered within the guidelines of this policy and a written record will be kept on file of the decisions and factors considered in the process. The decision will be available free of charge to the applicant on request.

3.5 Period of Section 44a Relief

- 3.5.1 Section 44a Relief will only be applied to a property that is partly occupied for a temporary period.
- 3.5.2 Section 44a Relief will end under the following circumstances;
- At the end of a financial year, regardless of the date relief was applied;
 - Where all or part of the unoccupied area becomes occupied;
 - The person liable for Business Rates changes.
- 3.5.3 A new application may be submitted immediately by the customer if relief ends for any of the reasons outlined in 3.5.1.

3.6 Calculation of Section 44a Relief

- 3.6.1 Where EK Services agrees to award a Section 44a Relief, we will notify the Valuation Officer to seek a reduction in the rateable value.
- 3.6.2 The amount of relief is calculated on a statutory basis based on the rateable value of the empty portion of the property. The appropriate rateable value is provided to EK Services by the Valuation Office Agency.

3.7 Authority to Award Section 44a Relief

- 3.7.1 In the interests of efficiency, the authority to consider applications is delegated to EK Services' Business Rates Officers unless the gross rateable value exceeds £10,000.

3.8 Backdating Section 44a Applications

- 3.8.1 Where a backdated application is received, the customer will be required to produce evidence to prove the area was unoccupied for the period the relief relates to. Acceptance of such evidence is at the discretion of EK Services.

Proposal for Thanet District Council to join the Dementia Action Alliance

To: **Extraordinary Cabinet – 19 February 2014**

Main Portfolio Area: **Housing and Planning Services**

By: **Cllr Richard Nicholson, Deputy Leader and Portfolio Holder
Housing and Planning Services**

Classification: **Unrestricted**

Ward: **All Wards**

Summary: Proposal for Thanet District Council to join the Dementia Action Alliance.

For Decision

1.0 Introduction and Background

- 1.1 Thanet has the highest number of people living with dementia in the whole of Kent. In 2010/11 *Projecting Older People Population Information* advised that there were 19,300 people living with dementia in Kent. 11.5% (2, 213 people) of them are living in Thanet, with Canterbury being the next highest district with 11.1% (2,145 people).
- 1.2 2012 saw the launch of the Prime Ministers Dementia Challenge, seeking to build on the National Dementia Strategy it focused on three key areas,
- Driving improvements in Health and Social Care;
 - Creating dementia friendly communities that understand how to help the person with dementia and their families; and
 - Better research.
- 1.3 The Challenge recommends the development of local Dementia Action Alliances to bring together people with dementia, their carers and key organisations. Such a group exists in this area, the Kent Dementia Action Alliance.
- 1.4 The aim of the Kent Dementia Action Alliance is to transform the quality of life of people with dementia and their carers within Kent through promoting the National Dementia Declaration and delivering on the Action Plans submitted by Alliance members, thereby informing commissioning decisions and development of services for people with dementia and their carers.
- 1.5 The Alliance brings together major organisations of influence across the region to promote and support the development of plans and priorities identified by both the national and regional alliance (based on the dementia declaration) and to influence the future shaping of the national alliance. The Alliance acts as an advisory body, attends local meetings and offers consultancy to organisations and services within the scope of the various expertise represented in the group.
- 1.6 Officers have researched joining Dementia Action Alliance to enable Thanet DC to work towards creating dementia friendly communities. They are currently working in

partnership with Kent Housing Group and Joint Policy and Planning Board (JPPB) to implement a Dementia Housing Action Plan across Kent.

2.0 Options

- 2.1 To extend this work throughout the whole of the Council which opens up opportunities to both promote the Councils work to become Dementia Friendly and learn from others.
- 2.2 To support the submission of Thanet District Council's action plan in annex 1 to the Dementia Alliance. Although housing is taking the lead on this initiative and is the focus for the initial action plan, all services are encouraged to consider how they can become more dementia friendly and how people with dementia can be assisted through our services.

3.0 Equality Impact Assessment

- 3.1 An Equality Impact Assessment is due to be undertaken following the agreement of the action plan

4.0 Corporate Implications

4.1 Financial and VAT

- 4.1.1 There is no financial implication to the authority.

4.2 Legal

- 4.2.1 There are no legal documents required to join the alliance.

4.3 Corporate

- 4.3.1 The obligation to the council is to update the action plan annually and a commitment to join our local alliance.

5.0 Recommendations

- 5.1 To join the Dementia Alliance;
- 5.2 To agree the action plan in annex 1.

Contact Officer:	Ashley Stacey, Strategic Housing Manager
Reporting to:	Tanya Wenham, Head of Housing Services

Annex List

Annex 1	Action Plan
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Background Papers

Title	Details of where to access copy
None	N/A

Corporate Consultation Undertaken

Finance	Nicola Walker, Finance Manager, HRA, Capital and External Funding
Legal	Steven Boyle, Legal Services Manager & Monitoring Officer

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National Dementia Declaration Action Plan

Part 1 of 2: Information about you and your organisation

The organisation listed below agrees to sign up to the Declaration and commits to delivering it through the actions listed below: Please tick []

Fill in your contact details

Contact Name:	Ashley Stacey, Strategic Housing Manager
Work Address:	Thanet District Council, PO Box 9, Cecil Street, Margate, Kent. CT9 1XY.
Phone:	01843 577280
Email:	Ashley.stacey@thanet.gov.uk
Website:	www.thanet.gov.uk

Are you willing for us to share your contact details with fellow Dementia Action Alliance members: Yes [*] No []

Organisation Logo

Please attach your organisation’s logo in jpeg format when returning this Action Plan via email to: dementiaactionalliance@alzheimers.org.uk - it will be displayed on the Dementia Action Alliance website alongside your Action Plan.

Fill in your organisation details

Organisation name

Thanet District Council

Organisation summary (max 150 words)

Local Housing Authority that still holds council owned housing.

Please select your region(s)

- | | | |
|--|-------------------------------------|---|
| <input type="checkbox"/> National | <input type="checkbox"/> London | * <input type="checkbox"/> South East |
| <input type="checkbox"/> East of England | <input type="checkbox"/> North East | <input type="checkbox"/> South West |
| <input type="checkbox"/> East Midlands | <input type="checkbox"/> North West | <input type="checkbox"/> West Midlands |
| | | <input type="checkbox"/> Yorkshire and Humber |

Area covered

Please make clear what area your organisation operates in. At the moment this is on the basis of local authority boundaries. For example an organisation may say they work in Birmingham, Sandwell, Solihull and Walsall; another may say Staffordshire and Stoke-on-Trent. If you are not sure, be as descriptive as possible.

The district of Thanet which includes the towns of Margate, Ramsgate and Broadstairs

Select your organisation type:

- Commercial ** Public Sector Third Sector

What sectors does your organisation work in?

- | | | |
|---|--|---|
| <input type="checkbox"/> Care | <input type="checkbox"/> Hospital Trusts | <input type="checkbox"/> Pharmaceutical |
| <input type="checkbox"/> Commissioners | <input type="checkbox"/> Hospitality | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Communication | * <input type="checkbox"/> Housing | <input type="checkbox"/> Research |
| <input type="checkbox"/> Education | * <input type="checkbox"/> Local authorities | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Emergency services | <input type="checkbox"/> Membership organisation | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Faith groups | <input type="checkbox"/> Other Health | <input type="checkbox"/> Utility |
| <input type="checkbox"/> Finance | | |

Part 2 of 2: Completing your Action Plan

1. The National Dementia Declaration lists seven outcomes that the DAA are seeking to achieve for people with dementia and their carers. How would you describe your organisation’s role in delivering better outcomes for people with dementia and their carers?

Your response could include a national AND local role. Consider your organisation’s role in influencing and supporting the work of other organisations as well as the projects you deliver. (200 words)

- As a local authority with our own housing stock, Thanet DC are working with our development partners to remodel their sheltered housing schemes to provide modern extra care schemes which are dementia friendly, applying the principles of HAPPI (Housing our ageing population panel for innovation).
- The Council is part of the Kent PFI programme that has already developed two extra care schemes in the district and is due to deliver another two schemes in the current programme.
- In addition the Council works alongside Housing Associations to ensure older persons housing is fit for purpose and enabling residents to live independently for as long as possible by ensuring design is dementia friendly.
- The Housing service works with planning colleagues to influence policies and master planning exercises to ensure new communities are dementia friendly environments.
- Joint working with other agencies and commissioners to ensure the right services are provided where there is a demand and considering a range of options to assist people to remain independent such as telecare.

2. What are the challenges to delivering these outcomes from the perspective of your organisation?

Your response could include your members’ understanding of dementia. A training body might say there is no agreement on appropriate core curricula. (150 words)

- As a housing provider securing adequate funding. Due to restrictions on borrowing and reduced central government grant for affordable/social older persons housing ensuring dementia friendly design features and appropriate technology can be incorporated in new build and refurbishment projects is a challenge. Sourcing alternative funding and engaging with other statutory partners such as health and social care to deliver joined up projects can also be difficult.
- Working with other services to try and influence private developer/organizations to consider dementia friendly environments and accommodation when planning new developments.
- Achieving full political support, across all parties, to give greater emphasis to creating dementia friendly communities.
- Changing attitudes and increasing understanding by residents of older person’s accommodation to be aware of dementia and foster a culture of inclusion not isolation for those with dementia.

3. What are your plans as an organisation to respond to these challenges between now and 2014?

This section is where the actions are. They involve having a short header that summarises the action (ideally no more than 25 words), and the main content where organisations can go into more depth. These need not be too detailed and should aim to give a general overview to casual readers from a range of backgrounds.

Please aim to have a minimum of three action points and a maximum of ten.

This template only has space for three actions but add extra as needed.

1. Action Title

This is a short sentence summarising the Action (max 25 words)

Work with developers & Registered Social Landlords to ensure new developments are dementia friendly -eg signage, floor colour, decoration to help orientation etc

Action Description

This is where you go into more detail about the Action.

**TDC will encourage development at an early stage of the planning process to adopt a best practice model for dementia friendly adaptations.
Measure of success – Number of times we have met with providers to discuss options and number of schemes which have in place dementia friendly adaptations following our intervention.**

Stage of Action

Please select one. For further explanation see Appendix.

- | | | |
|---|--|---|
| <input type="checkbox"/> Case Study | <input type="checkbox"/> Initial Scoping | <input type="checkbox"/> Launch event – |
| * <input type="checkbox"/> Delivery | <input type="checkbox"/> Planning | advocacy |
| <input type="checkbox"/> Implementation | <input type="checkbox"/> Uncompleted | <input type="checkbox"/> Other: |

Action tags

Please select the relevant topics that apply to your Action. This assists with filter searches on the DAA website. For further explanation see Appendix.

- | | | |
|---|---|--|
| <input type="checkbox"/> Antipsychotics | <input type="checkbox"/> Diagnosis | <input type="checkbox"/> People/skills |
| * <input type="checkbox"/> Assistive technology | * <input type="checkbox"/> Dignity | <input type="checkbox"/> Prime Minister’s |
| * <input type="checkbox"/> Awareness raising | <input type="checkbox"/> Disseminating best | Challenge |
| * <input type="checkbox"/> Care for people with | practice | <input type="checkbox"/> Quality Standards |
| dementia | <input type="checkbox"/> End of life | <input type="checkbox"/> Research |
| <input type="checkbox"/> Care in Hospitals | <input type="checkbox"/> Funding | <input type="checkbox"/> Safeguarding |
| <input type="checkbox"/> Commissioners | <input type="checkbox"/> Inclusion | <input type="checkbox"/> Supporting carers |
| * <input type="checkbox"/> Dementia Friendly | <input type="checkbox"/> Information for people | |
| communities | with dementia and carers | |
| <input type="checkbox"/> Dementia Friends | <input type="checkbox"/> Money | |

2. Action Title

This is a short sentence summarising the Action (max 25 words)

Developing front line service & resident champions to disseminate training to staff re dementia awareness. Introduce Dementia Friendly champions to train colleagues.

Action Description

This is where you go into more detail about the Action.

- **I identify and train champions to disseminate information.**
- **This will include training for staff to have increased understanding of dementia and how this affects those with the illness and the impact on other residents. This also includes encouraging housing association partners with scheme managers, including EK Housing, to become ‘dementia friends’ with champions.**

Measure of success – How many dementia friendly champions we have on board by March 2016.

Stage of Action

Please select one. For further explanation see Appendix.

- | | | |
|---|--|---|
| <input type="checkbox"/> Case Study | <input type="checkbox"/> Initial Scoping | <input type="checkbox"/> Launch event – |
| <input type="checkbox"/> Delivery | <input type="checkbox"/> Planning | advocacy |
| * <input type="checkbox"/> Implementation | <input type="checkbox"/> Uncompleted | <input type="checkbox"/> Other: |

Action tags

Please select the relevant topics that apply to your Action. This assists with filter searches on the DAA website. For further explanation see Appendix.

- | | | |
|--|--|---|
| <input type="checkbox"/> Antipsychotics | <input type="checkbox"/> Diagnosis | <input type="checkbox"/> People/skills |
| <input type="checkbox"/> Assistive technology | * <input type="checkbox"/> Dignity | <input type="checkbox"/> Prime Minister’s Challenge |
| * <input type="checkbox"/> Awareness raising | <input type="checkbox"/> Disseminating best practice | <input type="checkbox"/> Quality Standards |
| <input type="checkbox"/> Care for people with dementia | <input type="checkbox"/> End of life | <input type="checkbox"/> Research |
| <input type="checkbox"/> Care in Hospitals | <input type="checkbox"/> Funding | <input type="checkbox"/> Safeguarding |
| <input type="checkbox"/> Commissioners | <input type="checkbox"/> Inclusion | <input type="checkbox"/> Supporting carers |
| <input type="checkbox"/> Dementia Friendly communities | <input type="checkbox"/> Information for people with dementia and carers | |
| * <input type="checkbox"/> Dementia Friends | <input type="checkbox"/> Money | |

3. Action Title

This is a short sentence summarising the Action (max 25 words)

Commit to working across Kent through JPPB to develop further dementia aware action plan to encourage more partners to become Dementia Friendly.

Action Description

This is where you go into more detail about the Action.

- **JPPB is a Kent wide strategic multi agency partnership board between health housing and social care and other partner agencies, which seeks to address the overarching issues which have an impact on housing.**
 - **To continue to influence and inform the JPPB dementia action plan.**
 - **Engage with local services with commitment to JPPB, eg CCG and the Health & Well Being Board.**
- Measure of success – Successful commitment to a Kent wide action plan.**

Stage of Action

Please select one. For further explanation see Appendix.

- | | | |
|---|--|--|
| <input type="checkbox"/> Case Study | <input type="checkbox"/> Initial Scoping | <input type="checkbox"/> Launch event – advocacy |
| <input type="checkbox"/> Delivery | <input type="checkbox"/> Planning | <input type="checkbox"/> Other: |
| * <input type="checkbox"/> Implementation | <input type="checkbox"/> Uncompleted | |

Action tags

Please select the relevant topics that apply to your Action. This assists with filter searches on the DAA website. For further explanation see Appendix.

- | | | |
|---|--|--|
| <input type="checkbox"/> Antipsychotics | <input type="checkbox"/> Care for people with dementia | * <input type="checkbox"/> Dementia Friendly communities |
| <input type="checkbox"/> Assistive technology | <input type="checkbox"/> Care in Hospitals | * <input type="checkbox"/> Dementia Friends |
| <input type="checkbox"/> Awareness raising | <input type="checkbox"/> Commissioners | <input type="checkbox"/> Diagnosis |

- | | | |
|--|--|--|
| <input type="checkbox"/> *Dignity | <input type="checkbox"/> Information for people with dementia and carers | <input type="checkbox"/> Quality Standards |
| <input type="checkbox"/> Disseminating best practice | <input type="checkbox"/> Money | <input type="checkbox"/> Research |
| <input type="checkbox"/> End of life | <input type="checkbox"/> People/skills | <input type="checkbox"/> Safeguarding |
| <input type="checkbox"/> Funding | <input type="checkbox"/> Prime Minister's Challenge | <input type="checkbox"/> Supporting carers |
| <input type="checkbox"/> Inclusion | | |

Please add additional actions if needed.

Appendix 1

Stage of Action - definitions

Case study (contribute example for Achievement section on DAA website)

Completed (if time linked)

Delivery (conducting research / providing service)

Implementation (changing practice to reflect research finding)

Initial scoping (deciding what initiative to deliver)

Launch event/ Advocacy (research results / campaign)

Planning (deciding how to deliver initiative)

Uncompleted (if something haven't worked, we are keen to know why)

Appendix 2

Action tags – definitions

Antipsychotics (reducing the use of / developing alternatives to)

Assistive technology (using technology to support people with dementia and those that care for them)

Awareness raising - (public awareness and understanding)

Care for people with dementia (care homes, care for people at home, extra care, care pathways, access)

Care in Hospitals (acute / community and mental health)

Commissioners (Support to / influencing commissioners / CCGs)

Dementia friendly communities (engaging organisations outside health and social care)

Dementia Friends -(prescribed programme)

Diagnosis (memory clinics / work to boost diagnosis)

Dignity (respect / personalisation)

Disseminating best practice (organisations and for person)

End of life (palliative care / planning / campaigning)

Funding (sources of / applications to - from perspective of organisations)

Inclusion (BME / equality / sexuality / young people with dementia, working to promote support for lonely people)

Information for people with dementia and carers -(advice and guidance on living with the condition)

Money (personalisation / personal financial management –from perspective of people with dementia and carers)

People / skills - (workforce development / leadership development / professional education, Specialist Roles)

Prime Minister's Challenge

Quality Standards (Reporting / Accredited Memory Clinics)

Research (medical / economic and social research, Evidence Base)

Safeguarding (protecting people with dementia)

Supporting carers (*respite care / peer support*)

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Sport and Active Recreation Strategy 2015-2019

To: **Extraordinary Cabinet – 19 February 2015**

Main Portfolio Area: **Community Services**

By: **Councillor Johnston, Cabinet Member for Community Services**

Classification: **Unrestricted**

Ward: **All**

Summary: The report explains the rationale behind the draft Sport and Active Recreation Strategy 2015 – 2019. The strategy aims to increase participation and promote the wider benefits of sport and active recreation, including improved health outcomes and promoting safer communities.

For Decision

1.0 Introduction and Background

- 1.1 The draft Sport and Active Recreation Strategy (herein the Strategy) sets out the Council's vision, priorities, actions and outcomes for the services it will provide over the next four years.
- 1.2 The new document will refresh the current Sport and Active Recreation Strategy 2010-2013 and picks up on the changes in the public sector over the last few years and puts more emphasis on supporting third and private sector organisations.
- 1.3 The strategy will build on from the successful outcomes of the last four years and identify new areas of action following recent consultation with residents and local and national partners.
- 1.4 The strategy will provide clear direction for delivering corporate priority 9 – supporting a broad range of sports, leisure and coastal facilities and activities but also link into other corporate plan priorities, thus meeting many of the wider social agendas outlined in the plan including;
 - supporting economic growth
 - tackling disadvantage,
 - supporting voluntary sector
 - safer communities and
 - promoting open spaces

2.0 The Current Situation

- 2.1 Evidence suggests that Sport and Active Recreation has the potential to;

- Provide positive opportunities and diversionary activities to those young people who may otherwise become disfranchised and reduce anti-social behaviour.
- Provide health benefits to those who regularly participate in active lifestyles.
- Develop a sense of community and pull together local groups and organisations.
- Improve educational attainment contributing to a reduction in unemployment
- Deliver economic benefits to areas through visitors attracted by high quality sporting events and facilities which raise the profile of local communities.
- Provide opportunities for residents to make use of their natural environment by promoting the use of open spaces, coastal routes to improve overall health and well-being.

2.2 Following the success of the London 2012 Olympic the government have maintained a strong focus on participation in sport and physical activity with continued investment in both grassroots programmes and elite performance programmes. National Governing Bodies of sport (NGBs) have as a result produced challenging ‘whole sport plans’ to increase participation and enhance sporting facilities by aspiring residents to adapt an active and healthier lifestyle.

2.3 Thanet is currently one of the most deprived areas in the country and the local health inequalities are mirrored by a lack of basic physical activity participation amongst our residents. The strategy will work with local and national partners to change social attitude and implement effective strategies to enhance positive change in participation which in turn will support the health outcomes.

2.4 The Sport England Active People survey provides annual data to evaluate Thanet’s participation levels. The below chart provides a snap shot of the percentage of residents engaging in 3 x 30 minutes moderate activity each week, for the period of the last strategy. They figures show an encouraging increase from the baseline although we are currently looking at the reasons behind the slight drop in 13/14.

Area	2009/10 Regular Participation	2010/11 Regular Participation	2011/12 Regular Participation	2012/13 Regular Participation	2013/14 Regular Participation
Thanet	19.7%	18.2%	21.2%	22.5%	20.9%
Kent	20.4%	21.2%	21.8%	24.8%	23.3%
South East region	23.1%	22.8%	24.7%	26.9%	26.9%
England	22.1%	21.8%	22.9%	26.0%	26.0%

**The above chart indicates the current levels of activity in Thanet as measured as by The percentage of the adult population participating in at least 30 minutes of sport and active recreation (including recreational walking and cycling) of at least moderate intensity on at least 3 days a week*

2.6 The current ‘Thanet Health Profile’ provides evidence of inequalities that the strategy and its priorities can help address. One of the key areas within this strategy is working with partners to implement health interventions. Sport and Active recreation has the capacity to bridge the gaps that affect the detriments of poor health, including sports engagement, and enhancing the well-being of local residents.

Key Summary	Overview
Health Summary	The health of people in Thanet is generally worse than the England average. Deprivation is higher than average and about 27.4% (6,900) children live in poverty. Life expectancy for both men and women is lower than the England average.
Living Longer	Life expectancy is 9.4 years lower for men and 7.5 years lower for women in the most deprived areas of Thanet than in the least deprived areas.
Child Health	In year 6 year range, 18.1% (235) of children are classified as obese. The rate of alcohol-specific hospital stays among those under 18 was 58.3%. Levels of teenage pregnancy, GSCE attainment, breastfeeding and smoking at time of delivery are worse than the England average.
Adult Health	In 2012, 21.4% of adults were classified as obese. The rate of smoking related deaths was 356. Estimated levels of adult's excess weight are worse than the England average.

2.7 As a result the strategy will work alongside the Health and Well-being Board to develop a shared vision and to build and sustain active lifestyles through the delivery and commissioning of services. This will be achieved by working together with local and national partners, from the local leisure trust, community voluntary sports clubs, third sector and private sports organisations.

2.6 The vision wants us to achieve;

- More residents aspiring to take part in sport and active recreation.
- More people actually taking part in sport and active recreation.
- More residents aspiring to gain sports related qualifications to ensure that our voluntary clubs have the best coaches, from grassroots to competitive level.
- More people becoming involved as volunteers.
- Encouraging local businesses and employers to adopt the new strategy to drive forward an active workforce.
- More people taking advantage of the coastal environment and open spaces.
- Increased levels of satisfaction with sport and leisure facilities and improving the current sports facility offer.

2.7 The strategy has maintained the four key priorities to achieve our visions over the next 4 years. This will allow comparison with previous successes in the plan.

1. Raising the profile of sport and active recreation
2. Increasing opportunities for sport
3. Developing healthy lifestyles
4. Enhancing Sports facility provision

2.7 These priorities are supported by the recent consultation undertaken by the Council with residents and local sports organisations. 58% stated that improved sports facilities were the biggest priority followed by 46% saying health and well-being and 42% commenting on sport used as a tool to reduce crime and anti-social behaviour.

63% of respondents 'strongly agreed' with the priorities, 32% agreed and just 3% disagreed.

- 2.8 These priorities will be supported by a number of key actions (see appendix 1 for draft strategy and action plan) to meet our priority outcomes. The actions will be reviewed annually and where applicable the action plan will be amended to address key areas as they emerge.

3.0 Options

- 3.1 That Cabinet agree the Sport and Active Recreation strategy is adopted as drafted, and that the actions and priority outcomes are endorsed by TDC to further enhance the provision of Sport and Active recreation in Thanet.

- 3.2 That Cabinet make suggestions for inclusion/amendment and defer decision to next meeting.

4.0 Next Steps

- 4.1 Following adoption of the Strategy, a series of workshops will be held with key partners to move the actions forward.

5.0 Corporate Implications

5.1 Financial and VAT

- 5.1.1 The revenue budget as set out in the Medium Term Financial Strategy indicates the need for reduction in overall Council expenditure. The Sport and Active Recreation Strategy priorities and actions have been drafted to minimise the additional strain on the Council's future revenue funding.

- 5.1.2 In fact, each year over the course of the last strategy, the sports and leisure service offered up savings on the base budget due to the successful attraction of external funding. This external funding totalled in the region of £644,000 much of which was offset against salaries. The production of the strategy played a key role in this success as it sets out a clear mandate for our service that funding partners bought into. Importantly it recognises the challenges ahead but had clear methods of how we wanted to achieve an improvement.

- 5.1.3 The new strategy will continue to enable bids for external and capital funding to be submitted to help deliver some of the actions.

- 5.1.4 Savings were also delivered in the last restructure due to the reduction in posts from two to one. Whilst this has added additional pressure on the deliverability of services we are confident that future funding bids may allow the addition of extra staff time whether part or full-time.

- 5.1.5 The Council is an owner and in some cases operator of some of the key sports facilities in the district and the satisfaction of users/local population is key to achieving the overall aim of the sport and active recreation strategy - increasing participation. It will also impact positively on perceptions of the Council and so needs to be recognised that budgets outside the control of the sport and leisure service have the ability to impact on the delivery of the outcomes – for example the management fee of the leisure centre contract and maintenance budgets held within the parks and open spaces department.

5.1.6 Sport England have recently produced a tool to measure the Economic Impact of Sport in local areas. The tool is very new so we have only been able to pull off the basic information but the tool measures the financial impact of sport and leisure as £31.2million in Thanet. This includes the volunteer hours, merchandise and production of equipment, jobs created etc.

5.2 Legal

5.2.1 The council is not directly obliged to provide specific sporting services and facilities however the Children's Act, which identifies that district councils have a responsibility to provide positive activities for children and young people.

5.3 Corporate

5.3.1 The Strategy will assist the Council in making decisions on what services to deliver and whilst Sport and Leisure team isn't a core service, it highlights the value it will have on achieving wider social issues that are statutory obligations such as those mentioned in section 2.1 of this report.

5.3.2 Residents consistently state the sport and leisure service as an important service in the budget surveys held annually.

5.4 Equity and Equalities

5.4.1 The Strategy identifies key hard to reach groups as it is clearly shown that participation is generally lower in these groups.

5.4.2 All activities and commissioned services delivered under TDC are monitored in order to analyse equality.

6.0 Recommendation

6.1 That Cabinet agree the Sport and Active Recreation Strategy is adopted as drafted, and that the actions and priority outcomes are endorsed by TDC to further enhance the provision of Sport and Active Recreation in Thanet.

7.0 Decision Making Process

7.1 The Sport and Active recreation strategy has been drafted on the basis of achievability, reflecting existing local and national initiatives in line with the corporate plan and local and national frameworks. The report has been to Corporate Management Team and is prepared for decision by Cabinet and then Full Council.

Contact Officer:	Colin Rouse, Sports Development Officer, 7032
Reporting to:	Martyn Cassell, Community Safety and Leisure Manager

Annex List

Annex 1	Sport and Active recreation strategy 2015-2019
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Background Papers

Title	Details of where to access copy
Sport and Active Recreation Strategy 2010-2013	TDC website or Sports and Leisure dept
Economic Impact of Sport	Sport England Website
Active People Survey	Sport England
Thanet Health Profile	Public Health and Clinical Commissioning Group

Corporate Consultation Undertaken

Finance	Matthew Sanham, Finance Manager (Service Support)
Legal	n/a

Thanet District Council

Sport and Active Recreation Strategy 2015 - 2019



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Foreword

The last four year strategy achieved a number of fantastic outcomes including regular activities for young people and adults, huge investment to our sports facilities and a range of support packages for our local clubs, coaches and talented performers.

Through this Sport and Active Recreation Strategy - we want to celebrate all these achievements, build on the successes and help to create a sporting community. With Thanet's stunning surroundings of beaches, bays and natural coastline, we can promote a broad range of sport and leisure opportunities. We know that sport and active recreation brings so many benefits to the health and wellbeing of local residents and we want to help inspire local people to get involved.

I recognise the Council has a significant role to play in increasing participation but also that we are only one of many organisations involved. We provide some of the infrastructure where sport takes place such as leisure centres, playing fields and parks however schools and other education providers, private sector facilities and voluntary sports clubs also provide a range of facilities and undertake much of the provision and activity. Therefore this strategy is about working closely with all of these partners to get the best sports offer for Thanet.

The District Council has attracted significant external funding for Sport and Leisure in the area and we will continue to look for these opportunities for the delivery of our services as well as helping other local groups to achieve the same investment.

By 2019 we want to see residents in Thanet becoming more active, healthy and developing a generation that can adopt active lifestyles as part of everyday life. To achieve these priorities we will need an innovative and joint approach and have consulted with residents to value their opinions to achieve this objective.

Cllr Iris Johnston – Leader and Portfolio Holder for Community Services

Executive Summary

The importance of sport and active recreation as a means to achieve wider social, health, economic and environmental outcomes for individuals and communities has been increasingly recognised by Central Government and others over recent years. Growing research and evidence has demonstrated that sport and active recreation has the potential to:

- Provide positive opportunities and diversionary activities to those young people who may otherwise become disfranchised and reduces anti-social behaviour.
- Provide health benefits to those who regularly participate in active lifestyles.
- Develop a sense of community and pull together local groups and organisations.
- Improve educational attainment contributing to a reduction in unemployment
- Deliver economic benefits to areas through visitors attracted by high quality sporting events and facilities which raise the profile of local communities.
- Provide opportunities for residents to make use of their natural environment by promoting the use of open spaces, coastal routes to improve overall health and well-being.

Thanet District Council Sports and Leisure team is a pivotal resource within the local authority, setting out and delivering these key central government agendas to meet and tackle wider social outcomes. Over the last 4 year strategy cycle, the team, along with partners, have had a number of achievements which are set out in the main strategy.

The strategy will build on from the successful outcomes of the last four years and identify new areas of action following recent consultation with residents and local and national partners.

It covers what is currently offered by the Council, what the sporting landscape looks like in Thanet and how the district compares to regional and national averages.

It has been identified that the importance of sport and active recreation in Thanet is vital in developing a district that can be active, healthy and reduce the burden on both the local and national health bill. Across the UK residents are damaging their health through physical inactivity costing the UK an estimated £7.4 billion a year. Thanet compares poorly against the average of most national health indicators and tops the table in Kent for the highest percentage of physically inactive people at 40.5% of the population.

Evidence however suggests that trends can be changed. Finland, once the world record holder for prevalence of heart disease, started a campaign to get the nation moving over 40 years ago. The Finnish government allocated money to local authorities and encouraged social change by helping residents to be more active, building active and outdoor exercise areas, breaking down the barriers and developing a mechanism to tackle inequalities with an innovative approach. They now rank amongst the most active nations in the world.

Within this strategy we will focus on how we can encourage and increase participation over the next 4 years, identifying key areas of intervention to ensure we take a direct and innovative approach to get Thanet moving.

The strategy has consulted with local residents and external partners and needs have been accounted for and prioritised accordingly within this strategy.

Our vision is to build active, healthy, safe and successful communities in Thanet through increased participation in sport and active recreation.

By 2019 we want to see more people in Thanet enjoying the benefits associated with more active lifestyles, with the long term vision to create and develop an active, motivated and healthier Thanet.

To achieve these goals we need to see:

- More people aspiring to take part in sport and active recreation
- More people actually taking part in sport and active recreation
- More residents aspiring to gain sports related qualifications to ensure that our voluntary clubs have the best coaches, from grassroots to competitive level
- More people becoming involved as volunteers in sport and active recreation
- Encouraging local businesses and employers to adopt the new strategy to drive forward an active workforce
- More people taking advantage of the coastal environment and open spaces
- Increased levels of satisfaction with sport and leisure facilities and improving the current sports facility offer

During the consultation processes a number of complementary themes emerged that will help us to achieve this overall vision of increasing participation and the wider benefits this brings;

Theme 1 - Raising the profile of sport and active recreation

Theme 2 - Increasing opportunities for sport at all levels

Theme 3 - Developing healthy lifestyles

Theme 4 - Enhancing sports facility provision

The last 4 years – A snap shot

In the 2010-2013 Thanet District Council Sport and Active Recreation strategy, a number of priorities were identified. Our aim was to establish a clear vision to build and sustain active, healthier, safe, and successful communities within Thanet. To date key outcomes achieved include;

Priority 1: Raising the profile Sport and Active Recreation

- Made links and increased Thanet's reputation for sport with key national and county partners and agencies.
- Undertook complete refresh of our marketing literature resulting in 6 new look leaflets and an informative new campaign website. Sport Matters brand launched.
- National press and television coverage of Margate through the delivery of the Volleyball England Beach Volleyball Tour Finals.
- Successful delivery of four annual Thanet Sports Awards to recognise achievements and success of partners and local providers.
- Created Thanet Sports Network to provide a group of partners with an interest in developing sport and active recreation in the district seeing increased funding and reduced duplication.
- Sport and Leisure recognised as a key priority in the TDC corporate plan 2012-2016.
- 100 talented performers signed up onto the FACS and FANS scheme.
- **OUTCOME: Local people know who we are and what services we provide.**

Priority 2: Increasing Opportunities for Sport

- Over 18,849 attendances through the council Sport 4 NRG and Sport Matters initiatives. 1758 community sessions organised over 4 years, averaging at 439 sessions each year.
- Over 1000 attendances through TDC's disability Sports projects. Providing support to voluntary Disability Sports organisations.
- Provided over £42,489 grant contributions to support local clubs, coaches and talented performers.
- Supported 56 residents to complete coach education courses increasing the number of qualified sports coaches in the district.
- Almost 1.5million attendances at Council owned leisure centres facilitated by partner Your Leisure.
- Secured revenue funding which totalled in the region of £644,000 to increase sports opportunities.
- Provided over 120 volunteering opportunities through community sports events.
- **OUTCOME: Local people have a range of activities to take part in.**

Priority 3: Developing Healthy Lifestyles

- Successful delivery of the Exercise Referral scheme working together with Kent Community Health Trust and 'Your Leisure' to assist those requiring physical activity intervention for medical reasons.
- Delivered the National Free Swimming programme which attracted over 30,000 attendances to encourage active lifestyles amongst children under 16 and those 65 years and over.
- Created a set of 'Calorie Maps' in partnership with the NHS Community Trust to encourage more physical activity across the district.
- Delivered a range of community events to educate and raise awareness of active and healthier lifestyles.
- Over 1,500 attendances through the delivery of the councils Sport 4 Life programme focusing on residents not currently engaged in sport.
- **OUTCOME: Targeted sessions for those that need it most**

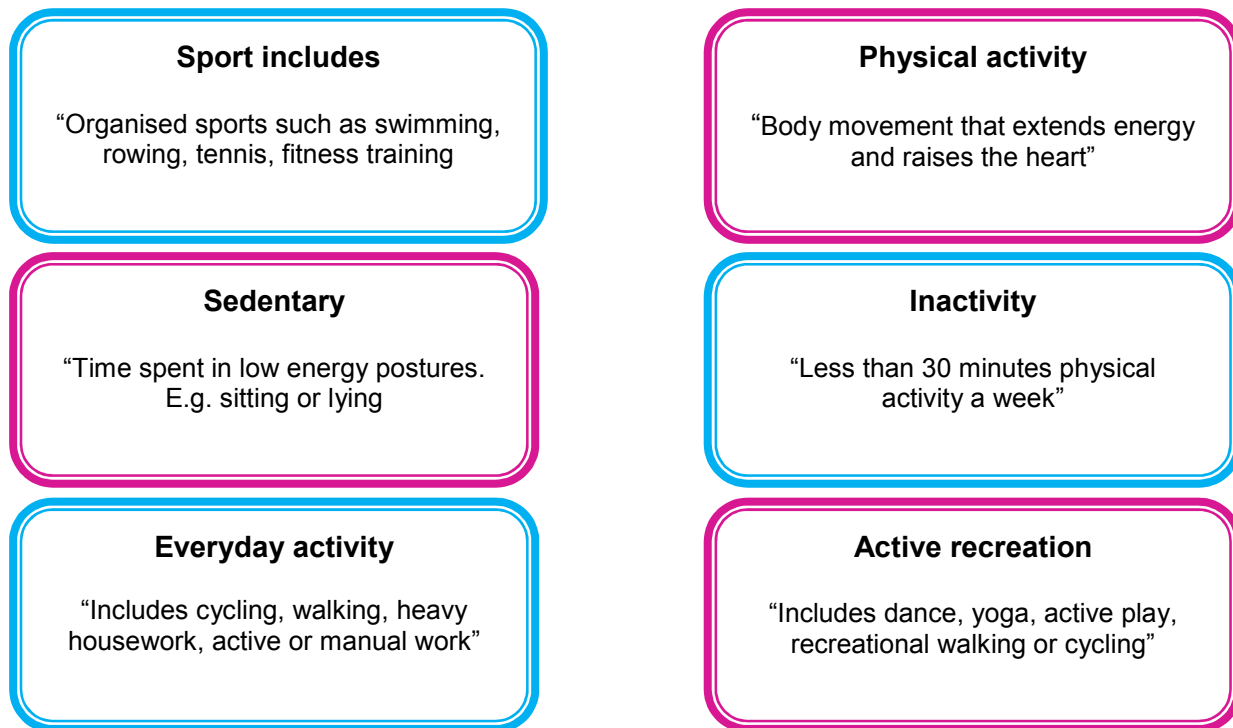
Priority 4: Enhancing Sports Facility Provision

- Worked in partnership with Your Leisure to implement the successful £5.12 million refurbishment of Hartsdown and Ramsgate Leisure Centres.
- Supported a host of local clubs and organisations in achieving external funding bids totalling over £1 million to build new facilities available to the public.
- £220k investment in the development new Skate Parks in Broadstairs and Ramsgate with a third in Margate to follow.
- The development of a new multi-purpose beach sports court facility at Margate Main Sands and three new outdoor table tennis tables to promote outdoor living and enjoyment.
- Created three new multi-use games areas in Westgate, Ramsgate and Newington for free open access to residents.
- **OUTCOME: Increased satisfaction with new facilities**

What is Sport and Active Recreation?

Sport, active recreation and physical activity may mean different things to different people. Sport and active recreation is not solely based on formal and outdoor participation. For the purpose of this Strategy the following definitions apply;

Definitions of Sport and Active Recreation;



Why a Sport and Active Recreation Strategy?

Sport and active recreation has the potential to achieve wider social, health, economic and environmental outcomes and has the potential to improve and increase the quality of life for residents and communities.



We want to set out a clear vision to encourage our residents to adopt an active and healthier lifestyle.

The strategy will allow the council to work towards an agreed set of actions to meet the corporate plan priorities. The new strategy will also have the ability to:

- Increase the profile of Sport within the planning, policy and decision making processes of Thanet District Council.
- Provide a link with strategies of regional and national agencies relating to sport and active recreation.
- Demonstrate the benefits of sport and active recreation to broader agendas.
- Target scarce resources most effectively, in line with corporately identified priorities and act as a lever for gaining funding from external resources for the delivery of projects and facility improvements.
- To continue to work with partners at local, regional and national level to develop a shared vision to help build an active population.

How was the strategy developed?

This Sport and Active Recreation Strategy has been developed to provide a framework for the development of sports activities, facilities and services within Thanet for the next 4 years. This will ensure our service is delivered alongside both national and local priority outcomes.

We used various methods which have contributed towards our vision and priorities over the next 4 years.

- Used local and national profile data to analyse where the focus should be. This has formed our vision and priorities for the next 4 years.
- Undertaken a consultation process with residents and local partners to highlight priority areas within the district and ask for their opinions on if the direction is right.
- Reviewed the outcomes of the previous sports strategy to ensure the successes are sustained and developed further over the next four years.

The Council has taken into consideration other key strategies and documents that have been developed by other organisations at a national, regional and local level. A summary of these key documents can be found in appendix 1.

The strategy also builds on the Council's Corporate Plan (2012-2016) priorities in which the council will support a broad range of Sports, Leisure and Coastal facilities and activities within the district, and aims to set these actions for a further 4 years and beyond.

Feedback from Public Consultation

The priorities that have been set are supported by the recent consultation undertaken by the council with residents and local sports organisations. Feedback from the consultation as shown below

“58% of local residents stated that improving local sports facility was the highest priority”

“63% of respondents ‘strongly agreed’ with the priorities”

“42% of residents commented on sports being used as a tool to reduce and tackle anti-social behaviour”

“32% ‘agreed’ with the priorities”

“46% have stated that health and well-being is a key priority”

“3% disagreed with the priorities”

The Sport and Active Recreation Context

National Context

From a national prospective, government organisations and governing bodies have continued to deliver strategies helping communities across the country to adopt an active and healthier lifestyle. Sport England have developed their new strategy to create a sporting habit for life and will invest over £1 billion of National Lottery and Exchequer funding to support community sports organisations and projects up until 2017.

National Governing Bodies of sport (NGBs) have produced challenging 'whole sport plans' to increase participation by inspiring residents to adopt an active and healthier lifestyle with innovative activities and by enhancing sport facilities. On a national prospective it is clear that there needs to be a strategic approach to sports provision for local authority areas based on needs, evidence and insight and consideration of all delivery options. Sport England has a commitment to support local councils develop a clear vision for their local area priority outcomes.

Public Health England aims to protect and improve the nation's health and well-being, and reduce health inequalities across England. Public Health England has set out various policies to increase levels of physical activity within local communities. The challenge we face across England is evident to see with more than 4 in 10 people not engaging in physical activity to achieve good health. The cost of inactivity in England is estimated at £7.4 billion per year. Low levels of physical activity are a shared problem and it is down to national partners from Sport England and Public Health England (PHE) to understand the challenges that our communities face and empower groups, individuals and support grass roots initiatives.

Since the successful delivery of the London 2012 Olympic Games, Sport England and national governing bodies for sport set out their visions to develop a lasting legacy across the nation. The delivery of what has been regarded as one of the best Olympic Games since the games began has ensured that Sport and Active Recreation develops long lasting effects on the UK's communities.

Local Context

Thanet's population is estimated to be 136,800 (2013 mid-year estimates). Thanet's population is aging, with a larger number of people over the age of 65 (30,500) than young people under the age of 15 (26,000). Thanet also has a high percentage of people aged 16-64 with (80,200) residents. The population is predominantly white British, at (128,194) of the total population with only (5,992) falling within BME groups.

The population is characterised by high levels of deprivation, with the official labour market statistics site (NOMIS) showing that, of the 80,000 people of working age in Thanet, 4,275 were in receipt of (JSA) job seekers allowance. This estimates that the Thanet unemployment rate as measured by JSA claimant count as being 5.3% which is currently the highest of all districts in the South East region.

Thanet's Health Profile

Thanet is in an area of high deprivation and indicators of health are poor when compared to other areas. The main contributory factors for this are inward migration of vulnerable groups, child poverty, high numbers of older residents and low numbers of more affluent groups. The table on the next page gives a summary of the Thanet Health position.

Key Summary	Overview
Health Summary	The health of people in Thanet is generally worse than the England average. Deprivation is higher than average and about 27.4% (6,900) children live in poverty. Life expectancy for both men and women is lower than the England average.
Living Longer	Life expectancy is 9.4 years lower for men and 7.5 years lower for women in the most deprived areas of Thanet than in the least deprived areas.
Child Health	In year 6 year range, 18.1% (235) of children are classified as obese. The rate of alcohol-specific hospital stays among those under 18 was 58.3%. Levels of teenage pregnancy, GSCE attainment, breastfeeding and smoking at time of delivery are worse than the England average.
Adult Health	In 2012, 21.4% of adults were classified as obese. The rate of smoking related deaths was 356. Estimated levels of adult's excess weight are worse than the England average.

How active are Thanet residents?

Physical inactivity directly contributes to one in six deaths in the UK, which is the same number as smoking. Around a quarter of us are still classified as inactive, failing to achieve a minimum of 30 minutes of activity a week. There are several key reasons for lack of participation in sport and active recreation. Social, economic and cultural trends have removed much of the physical activity from daily life. Fewer residents within the UK have 'manual jobs' and technology dominates most of our daily routine, through sedentary periods sitting at your desk at work, watching TV and playing computer games. Key influences that affect lack of physical activity are the over reliance of cars and other motorised transport, this in turn puts a barrier up for residents to meet the basic levels of physical activity.

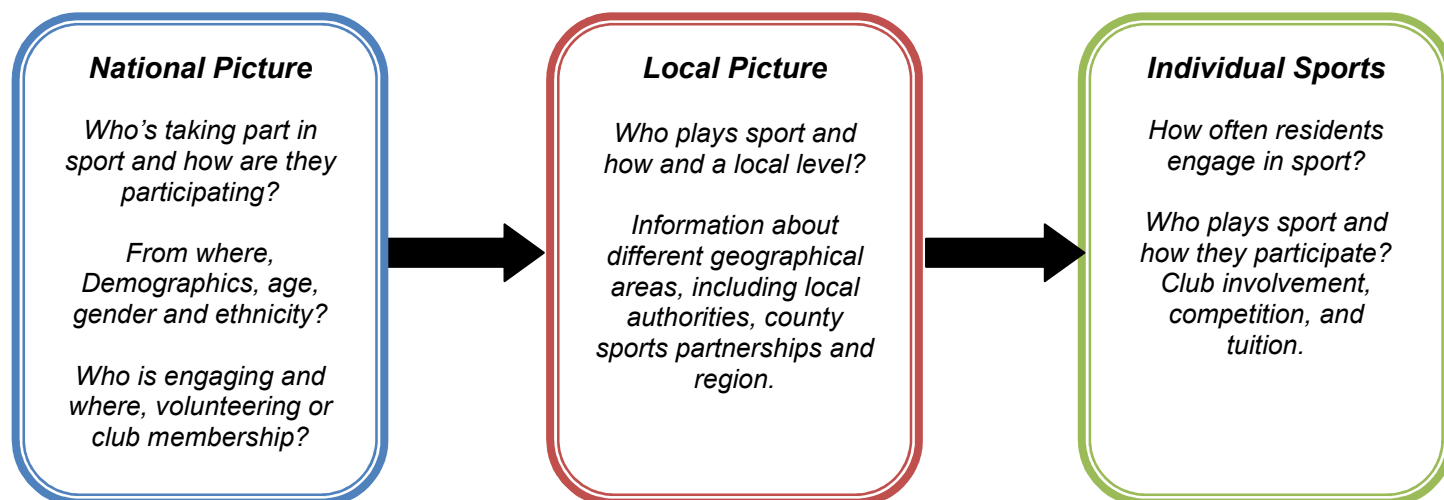
Increasing our resident's opportunities to engage in sport and physical activity will have significant results for the health outcomes of the district. Sport can also have so many positives in creating opportunities for residents to get involved in volunteering, create job opportunities for aspiring sports coaches to help get Thanet residents moving, and stimulate economic growth.

To analyse Thanet's participation data, the District Council has used key data from various organisations and governing bodies within sport and public health. These key data sources allow us to measure the levels of inactivity trends in Thanet, and produce district profiles to evaluate just how our district is comparing to others.

'**Active People**', the largest participation* survey of adults in England was conducted by Sport England. The number of people playing sport is tracked continuously through 'active people'. Since 2005/2006, the findings have become a valuable resource for the sports sector and results are published in June and December each year.

Why we use the Active People survey in Thanet?

The Active People survey provides essential information which allows the team to implement and commission programmes as part of the strategic delivery plan. The information will provide the district council with an insight of the current participation trends. The tool also allows us to scale our search down to unique sports, gender, ethnic origin, club participation, memberships, competitive sports and officiating.



Thanet's sports participation profile

Area	2009/10 Regular Participation	2010/11 Regular Participation	2011/12 Regular Participation	2012/13 Regular Participation	2013/14 Regular Participation
Thanet	19.7%	18.2%	21.2%	22.5%	20.9%
Kent	20.4%	21.2%	21.8%	24.8%	23.3%
South East region	23.1%	22.8%	24.7%	26.9%	26.9%
England	22.1%	21.8%	22.9%	26.0%	26.0%

*The above chart indicates the current levels of activity in Thanet as measured as 3 x 30 minutes as moderate intensity exercise per week. The definition of the 3x30 participation indicator, 'KPI1' is: *The percentage of the adult population participating in at least 30 minutes of sport and active recreation (including recreational walking and cycling) of at least moderate intensity on at least 3 days a week.*

Geographically the South East of England has the highest proportion of men and women meeting recommended levels of physical activity, with the North West of England having the lowest. The above data shows that even though we have seen a steady increase since 2009, Thanet however remains lower than the national average and the county average. This presents a large problem which will affect the health of the population and a big task in order to help change their lifestyles to achieve their recommended levels.

Sport England also has a useful 'Market Segmentation' tool that allows us to target those non-participants effectively. It gives specific information about the types of activity that each of the 19 'types of person' like, how they want to find out about them, what the barriers are that stop them. We use this tool in ensuring that our activities are tailored at the right people.

How can the strategy be delivered locally?

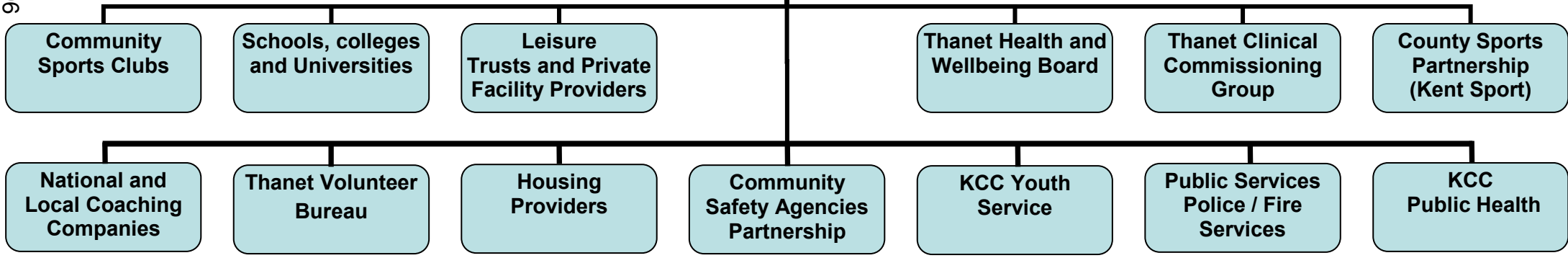
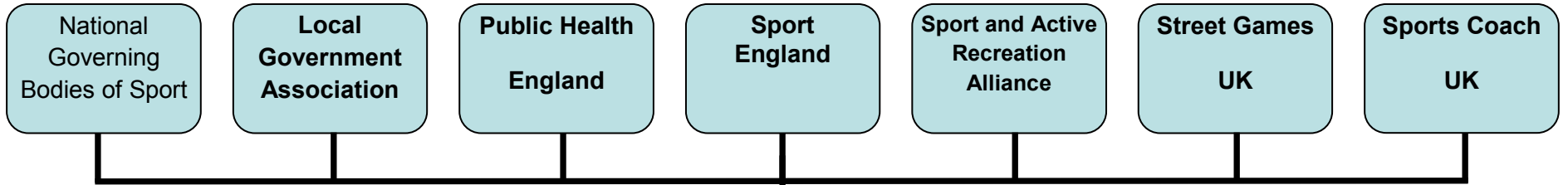
Thanet's new strategy aims to continue to build on the local legacy of the previous 4 year strategy by promoting TDC services to residents and our local partners. We aim to push forward from the results we have achieved over the last 4 years and continue to implement innovative ideas to enhance the sport and leisure opportunities we provide within Thanet.

The 'sport and leisure' and 'health' industries have changed dramatically over the cycle of the last strategy. This document picks up on those key changes and ensures the Council is better equipped to deliver our own programmes but also to allow greater emphasis on supporting the third and private sector to deliver sustainable interventions.

To ensure we enhance and improve the health and well-being of all our residents, sport and active recreation is not focused solely on participation within formal indoor and outdoor facilities. We want celebrate Thanet's coastal location and its stunning natural assets of beaches, walking and cycling routes to provide informal opportunities for local people and visitors to the area to take part in a variety of beach and water sports activities, walking and cycling.

The sport and leisure team will focus on working closely with a range of internal departments within TDC including planning, communications, events, community safety and community development.

We recognise that no one agency or organisation can deliver the changes in attitude and behaviour required to turn the district into a healthy and active population. Therefore the strategy will use the framework in the diagram on the next page as a guide for who we will work with.



Vision

“Our vision is to build active, healthy, safe and successful communities in Thanet through increased participation in sport and active recreation”

By 2019 we want to see more residents in Thanet enjoying the benefits associated with a more active and healthier lifestyle. Being active every day needs to be embedded across the district in every aspect of life. Across the UK we are around 20% less active than 1961, and if current trends continue we will be 35% less active by 2030.

We want to see Thanet residents engaging in the basic levels sport of physical activity, encouraging the next generation to see high levels of physical activity as the norm.

Over the 4 year cycle we particularly want to see;

- More residents aspiring to take part in sport and active recreation.
- More people actually taking part in sport and active recreation.
- More residents aspiring to gain sports related qualifications to ensure that our voluntary clubs have the best coaches, from grassroots to competitive level.
- More people becoming involved as volunteers.
- Encouraging local businesses and employers to adopt the new strategy to drive forward an active workforce.
- More people taking advantage of the coastal environment and open spaces.
- Increased levels of satisfaction with sport and leisure facilities and improving the current sports facility offer.

To achieve this vision we will work collaboratively with our partners at local and national level across 4 main priorities.

For each priority we have set an overview for why we have implemented this priority, and look at key actions and priority outcomes to achieve these targets.

Priorities 2015-2019

1. Raising the profile of sport and active recreation”

To achieve this we will work with our local and national partners to help the population understand the positives of building physical activity into their daily lifestyle and change the negative perceptions through innovative marketing and communications.



2. Increasing opportunities for sport

TDC will work with partners and local organisations to provide a variety of sporting opportunities for local residents. We will directly deliver and commission activities, train new coaches, support our community clubs and focus on increasing volunteering in sport.



3. Developing and promoting healthier lifestyles

We will implement new initiatives to target the most inactive residents and reduce the levels of inactivity in Thanet. We will work collaboratively with our partners to tackle poor health and inequalities and remove the barriers to participation.



4. Enhancing sports facility provision

We will review our Sports Facilities Improvement Plan and conduct a playing pitch audit to map our current sports facilities offer and provide the rationale for new and improved facilities. We will continue to work with our partners to seek capital funding to improve existing facilities and add new where capacity is an issue. We aim to raise the satisfaction levels.

1. Raising the profile of Sport and Active Recreation

OVERVIEW

Across the district TDC works with various local and national organisations to raise the profile of sport and active recreation. To make sure we are inspiring more residents to get involved we need send out clear messages and work together with our partners to continue to meet these objectives. As highlighted in the local area profile Thanet is one of the most disadvantaged local authority areas in the UK and with this comes significant barriers to sport and recreation engagement. The emphasis to work with our partners has become more important than ever.

With rising levels of inactivity across the UK and at district level we need to engage with those target groups that need to understand the most that sport and recreation is accessible and is available to all.

The greater emphasis on other services is also vital. By working with partners we can make an impact on economic growth, tourism and community cohesion by bringing local events and attractions to the district.

Thanet has the potential to host some amazing events using key sites. We want to work with groups and organisations to continue to promote and bring sport into the heart of the communities with regular large and small scale events.

By inspiring residents to adapt an active lifestyle this will inevitably raise aspirations across the district. We want to promote Thanet as an active district and one that can promote and facilitate a broad range of activities. We will promote and advocate new attitudes and change the perception that sport and recreation is non-accessible.

Actions

1. Provide a place for our community sports clubs, schools, colleges, leisure trusts and universities to celebrate local success stories and to ensure programmes are widely promoted through our TDC Sport website, local press and social media.
2. Develop an easy to use online 'Sports Directory' to promote a wide range of internal and external sport and recreational opportunities.
3. Deliver the four annual District Sports Awards events to recognise and reward the impact of our community sports clubs and talented performers.
4. Support the district's talented performers by offering the 'Free Access Schemes' for National and County Level Sportspeople. Increase the number of Thanet residents benefitting from 50 to 80 over the time period.
5. Work with National Governing Bodies of Sport to deliver a minimum of 2 new initiatives each year.
6. Increase the profile of disability sport in Thanet by undertaking a promotional campaign highlighting the activities on offer.
7. Create 5 fixed marketing points at key venues across the district and one mobile display for partners to promote to different audiences.

Priority Outcomes

- Improved communications and information at local, regional and National level.
- Improved communication on social media, community hubs, leisure centres and hard to reach areas to promote services.
- The delivery of county or national events to inspire residents to engage in sport and active recreation.
- An increase in percentage of residents becoming more active as a result of improved communications and signposting.
- Changing communities and social perception through the effective delivery of local activities.

2. Increasing Opportunities for Sport

OVERVIEW

In order for sport and active recreation to have a positive impact on resident's lifestyles we need to ensure there is a variety of options open to them.

We will promote the broad range of activities on offer in the district, from water sports and new emerging activities to the most traditional.

We will work with hard to reach groups, residents that may not be motivated to engage in sport or wish to participate within a club environment and work with partners on new and existing projects to increase opportunities for sport in Thanet.

We need to remove barriers that some perceive to be in the way in helping them achieve their aims, whether it's improved health outcomes, socializing with friends or sporting success.

We want to advocate sport and leisure as a means of everyday life and educate our residents that sport does not have to be competitive or simply be unaffordable.

We want to work with our local and national partners to deliver exciting and innovative projects to increase participation.

With a high number of resident's unemployed in Thanet we want to raise aspirations and create opportunities for residents to engage in volunteering, develop improved employability skills and support our community clubs through improved coach education opportunities.

We will continue to deliver and commission partners to deliver sport in some of the most disadvantaged areas, with an aim of reducing anti-social behaviour and sedentary lifestyles.

Actions

1. Deliver the Sport 4 NRG 'Doorstep Sport Model'* to increase opportunities for young people in Thanet. Activities delivered right in the heart of communities will see a reduction of anti-social behaviour in the areas delivered.
*See Appendix 2.
2. Promote, provide and deliver a range of coach education courses to up skill our community club coaches. Target working with 100 new or existing coaches over the 4 year period. Specifically target female coaches under the 'Project 500' scheme.
3. Work together with local and national partners to deliver an annual 'Club & Coaches Forum' to provide advice and support for our district partners.
4. Develop a Coastal Activity Programme including both water and beach based activities
5. Increase sports volunteering opportunities to help support a broad range of community club opportunities to increase club capacity by re-launching the Sport Matters volunteering programme. Target 20 new volunteers per year.
6. Support one external bid per year to deliver new sporting activities.
7. Facilitate a conference to discuss school: club linkages and help schools deliver their physical activity targets.

Priority Outcomes

- An increase on the percentage of children, young people, adults, disabled participants and hard to reach groups engaging in Sport and Active recreation.
- A reduction in the percentage of young people at risk of re-offending through the delivery of the Sport 4 NRG project.
- An increase in the number of NGB specific and generic coaching courses hosted in Thanet.
- An increase year by year on the percentage of residents engaging in sport and active recreation as shown by Active People survey.
- An increase in the amount of volunteers supporting local clubs, events and Sports employers across Thanet.
- Increase in the levels of external funding coming to Thanet.

3. Developing and promoting healthy lifestyles

OVERVIEW:

We will continue to deliver on the outcomes from the previous 4 years and commission a broad range of activities and services to improve the health and wellbeing of our residents.

We will work towards national government agendas to meet these targets and change attitudes through effective delivery models.

Thanet is currently below both the regional and national recommended levels of activity and if the trend continues the results will see more residents becoming in-active and suffering poor health.

It is vital that we continue to signpost and provide services to encourage sedentary residents or those suffering from poor health to engage in moderate daily exercise.

Taking part in sport and active recreation is at the core of developing healthy lifestyles; however other elements such as healthy eating, sensible alcohol consumption and reduction in smoking make a big contribution.

We need to continue to work with our local and national health partners to develop interventions to reduce in- activity and break down the barriers that prevent exercise.

This means changes attitudes to how we live our lives including at home and at work.

Being physically active and maintaining a healthier lifestyle can also reduce the levels of mental health illnesses including depression and anxiety, and reduce the level of diseases including coronary heart disease, type 2 diabetes, and cancer.

Actions

1. Deliver the Sport 4 Life programme annually targeting 150 inactive participants with 50% sustaining increased activity after 6 months.
2. Work with KCC Public Health in promoting the messages around obesity and physical inactivity including influencing the need for increased service provision in Thanet.
3. Explore expansion of the 'Exercise Referral' scheme used by GPs to offer a variety of settings and activities to access.
4. Work with local employers to promote and inspire active and healthy workplaces and use effective marketing to target our district workforce. Target 20 Thanet employers to have signed up to the Workplace Health Challenge.
5. Support local organisations including Your Leisure and Kent Community Health Trust to deliver a range of activity programmes across our facilities including development of a family activity programme.
6. Deliver annual event to promote usage of the parks and open spaces in the district as a means for active recreation.

Priority Outcomes

- An increase in the percentage of residents engaging in the exercise referral scheme.
- An annual increase in the percentage of leisure centre attendances through affordable memberships accessible to individuals and families.
- A reduction in the percentage of Thanet residents deemed to be inactive.
- An increase on effective communications across the district to promote healthier lifestyles.
- An increase in amount of health related projects delivered, or supported across the year to improve health and well-being.
- Targeted interventions to minority groups focusing on different inequalities.

4. Enhancing Sports Facility Provision

OVERVIEW:

Thanet has approximately 197 sporting facilities from sports halls, grass playing pitches, health centres, tennis courts, artificial pitches, bowls facilities and swimming pools. They attract a vast amount of community use and as such we need to ensure that residents are satisfied and have safe and accessible facilities for all tiers of the community to use.

Satisfaction with sports facilities is closely linked to participation. Therefore it is vital that steps are taken to meet today's higher customer expectations and to ensure we have the best possible facilities in the district.

This presents the district with a challenge to try and improve perceptions of local facilities. The most obvious way to do this is the provision of new facilities; however in the current economic climate this is not always achievable and so refurbishment or change of use can provide an option.

We will need to work with internal Council departments to ensure community sports infrastructure is at the forefront of planned growth. This is vital to ensure we secure additional funding from the community infrastructure levy and other forms of developer contributions.

Since the last audit of sporting provision in Thanet, there has been some significant improvements/additions to sports facilities in the district especially at school sites from the government's national Building Schools for the Future (BSF) programme which benefitted several sites in the district. This needs to be captured.

Council owned facilities including flagship sites such as Hartsdown and Ramsgate Leisure Centres, Jackey Bakers Recreation Ground continue to be used week in week out and require a considerable amount of maintenance.

We are also committed to working with our voluntary clubs to seek capital funding to improve facilities.

Actions

1. Undertake a refresh of the Sports Facilities Improvement Plan to establish priorities for development and improvement and help present the case for additional facilities.
2. Implement a playing pitch audit to review the current grass pitch usage.
3. Redevelop Jackey Bakers Recreation ground creating a 'sporting hub' to tie in with nearby facilities.
4. Lobby for contributions from the private sector to develop 'free access' activity stations in our parks and open spaces.
5. Support voluntary sports clubs in undertaking their own facility/grounds management and support clubs with the application of capital funding applications.
6. Develop a 'Sports Facilities Map' accessible online to local, voluntary and national partners.

Priority Outcomes

- Redeveloping key flagship sites to reduce Council costs and improve current facilities.
- An increase in the percentage of satisfaction levels for council owned facilities.
- Clear vision for what is needed in the district and who can play a role in providing.
- An increase in capital funding to the district to improve council owned and local club facilities

Measuring our Success – Impact on service

Thanet District Council Sports Development team recognise the importance of setting challenging, but realistic targets, monitoring progress and finally reviewing their outcomes and continued relevance in order to measure the performance of the strategy.

A working group of TDC staff and local providers and organisations will be established in early 2015 to establish the baselines for the indicators and develop each of the actions further.

We will produce an annual report to measure success and address areas that may need re-evaluating. For each priority we will use local, regional and national data and other relevant tools to help support our objectives.

We will keep a record of key performance indicators using the District Council's In-phase performance management system which is then fed into Corporate Management and Cabinet periodically.

We will produce reports to monitor all externally funded projects. We will continue to engage and encourage local and national partners to adopt and share our strategic priorities and ensure that all reviews are circulated to all our strategic partners.

A major review of the Strategy will be planned for the end of 2019 as part of the preparation for developing a new 4 year strategy for 2020.

Contact details

Sports Development
Thanet District Council
Po Box 9
Cecil Street
Margate
Kent
CT9 1XZ
sport@thanet.gov.uk
01843 577032
www.thanet.gov.uk/sport

Document History

Version	Date	Agreed by	Minute ref
SAR01	22/12/2014	Corporate Management Team, Cabinet and Full Council	

Appendix 1: Summary of Local, Regional and National Policies to support strategy

The following strategies and policies have been researched in order to prepare this strategy.

National Level

Sport England Strategy 2012 – 2017 (Creating a sporting habit for life)

The 2012-17 Youth and Community Strategy for Sport England was launched in January 2012. It describes how we will invest over £1 billion of National Lottery and Exchequer funding over five years into four main areas of work.

NGB 13-17 funding is the centerpiece of our strategy. We will invest over £450 million in work with national governing bodies of sport (NGBs). Young people (14-25 years old) will benefit from 60% of this investment. Programmes will include helping young people move from school sport into club sport and working with universities and colleges to create more sporting opportunities for students. Additional funding will be available to governing bodies that are successfully increasing participation. We will also help NGBs with their governance.

Facilities underpin our work. We will build on the success of Places People Play, and will create new funding streams for mid-range facilities, facility improvements and new facilities. Including Places People Play, our total investment into facilities will be over £250 million).

Local investment is vital to making sure our work reaches into the heart of our communities. It provides new opportunities for young people in disadvantaged areas and capitalizes on NGB investment, helping it go further. Our investment will include a new community sport activation fund, and a Door Step Clubs programme to create sustainable clubs for young people in the most deprived areas. New resources to deliver sport in further education colleges will be made available, as well as funding for county sports partnerships, coaching, volunteering and disability.

The School Games will motivate and inspire millions of young people across the chance to take part in competitive school sport. There are four levels of competition - school, local, regional, and national - and the programme is designed to be inclusive, so young people of all abilities and skills can join in.

Our plans and goals for 2012-2017

Our overall ambition is to increase the number of people who play sports regularly and reduce the number of young people who stop playing when they finish school.

- Every one of the 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in its area.
- County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- All secondary schools who wish to do so will be helped to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- At least 150 further education colleges will benefit from full-time sports professional who will act as a College Sport Maker.

- Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- A thousand of our most disadvantaged local communities will get a Door Step Club.
- Two thousand young people on the margins of society will be encouraged by the Dame Kelly Holmes Legacy Trust into sport, gaining new life skills at the same time.
- Building on the early success of Places People Play, a further £100m will be invested in facilities for the most popular sports, for example new artificial pitches and upgrading local swimming pools.
- A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfill their potential.

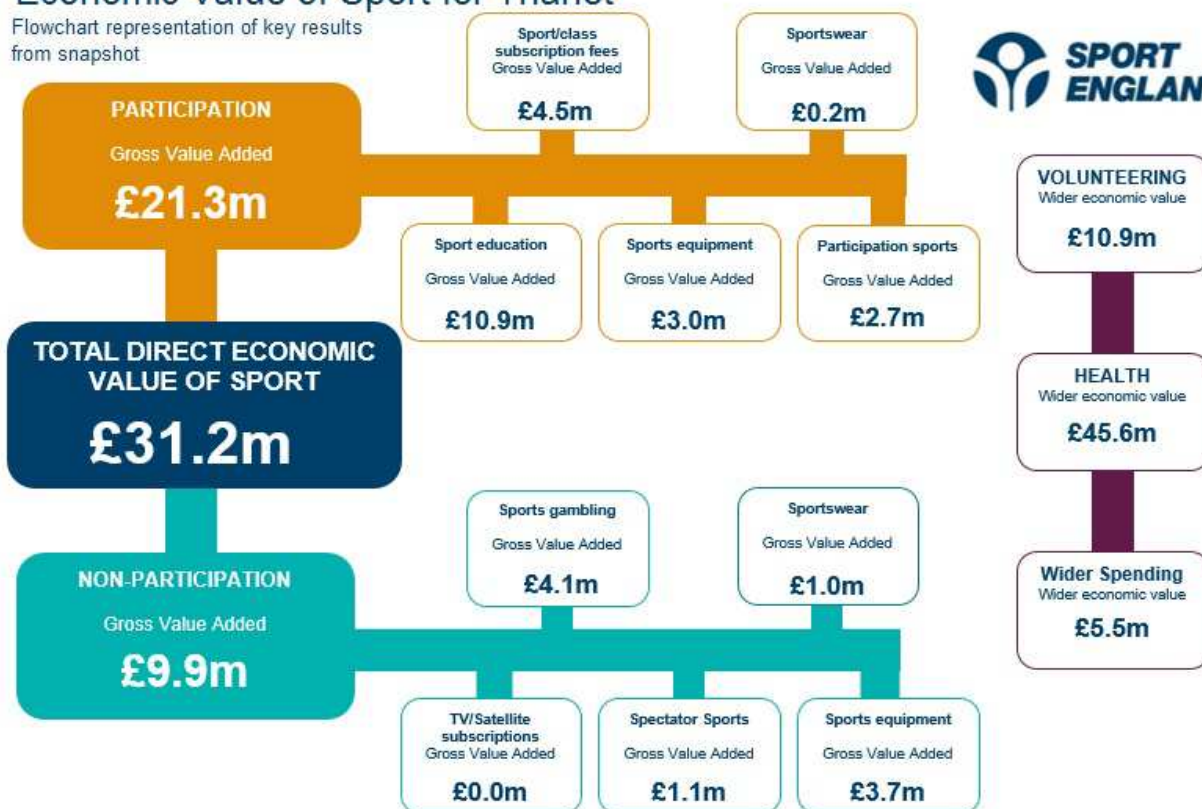
To achieve this we will need to work with the following partners to ensure success including;

- **National governing bodies** that will continue to play a pivotal role as the stewards of their sport.
- **County sports partnerships** that will support NGBs, foster local links and help young people make the move from playing sport in schools to enjoying it in the community once they leave.
- **Local authorities** that will support and work with through our advocacy tools and investment including a new community activation fund.
- **Partners** including the equality groups, Street Games, the Dame Kelly Holmes Legacy Trust, the Youth Sport Trust and others that will add value and support the delivery of sport.

Sport England has recently added a new tool for measuring the impact of sport. The diagram below shows the impact of sport into the local economy based on a range of indicators of either directly or as return on investment figures such as savings to the health service budget etc.

Economic Value of Sport for Thanet

Flowchart representation of key results from snapshot



Public Health England

Public Health England exists to protect and improve the nation's health and well-being, and reduce health inequalities. It does this through advocacy, partnerships, world class science, knowledge and intelligence, and the delivery of specialist public health services. PHE is an operationally autonomous agency of the department of health.

'Everybody active, every day' is a national, evidence-based approach to support all sectors to embed physical activity into the fabric of daily life and make it an easy, cost-effective and 'normal' choice in every community in England.

PHE has co-produced the framework with over 1,000 national and local leaders in physical activity and is calling for action from providers and commissioners in: health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and community sector, as well as public and private employers.

To make active lifestyles a reality for all, the framework's 4 areas for action will:

- change the social 'norm' to make physical activity the expectation
- develop expertise and leadership within professionals and volunteers
- create environments to support active lives
- identify and up-scale successful programmes nationwide

'Everybody active, every day' is part of the cross-government ['Moving More, Living More'](#) campaign for a more active nation as part of the 2012 Olympic and Paralympic Games legacy.

Local Health Profiles

Health Profiles provide summary health information to support local authority members, officers and community partners to lead for health improvement.

Health Profiles is a programme to improve availability and accessibility for health and health-related information in England. The profiles give a snapshot overview of health for each local authority in England. Health Profiles are produced annually.

Designed to help local government and health services make decisions and plans to improve local people's health and reduce health inequalities, the profiles present a set of health indicators that show how the area compares to the national average. The indicators are carefully selected each year to reflect important public health topics.

Regional Level

Kent Sport 'A Strategic Framework for Sport and Physical Activity' a ten year vision

The Strategic Framework for Sport – Kent and Medway Sports Board is the county sports partnerships strategic vision and direction for sport in the lead up to 2012 and aiming to maximise the legacy for sport from the London 2012 Olympic & Paralympic Games.

The Framework sets the context for sport in the county and provides a series of recommendations on a number of themes.

As part of the **Kent Agreement 2** (Local Area Agreement), the Kent Partnership has prioritised a number of national indicators, which either directly or indirectly relates to sport. The key National Indicator for sport in KA2 is NI8 "Adult Participation in Sport & Active Recreation", which has a target of increasing adult participation by 2.2% over the life of the agreement from 20.5% to 22.7%. All districts are committed to ensuring this is achieved and this will play a role in deciding the outcomes of this plan.

Other related indicators include NI6 "Participation in Regular Volunteering" and NI110 "Young People's Participation in Positive Activities".

Local Level

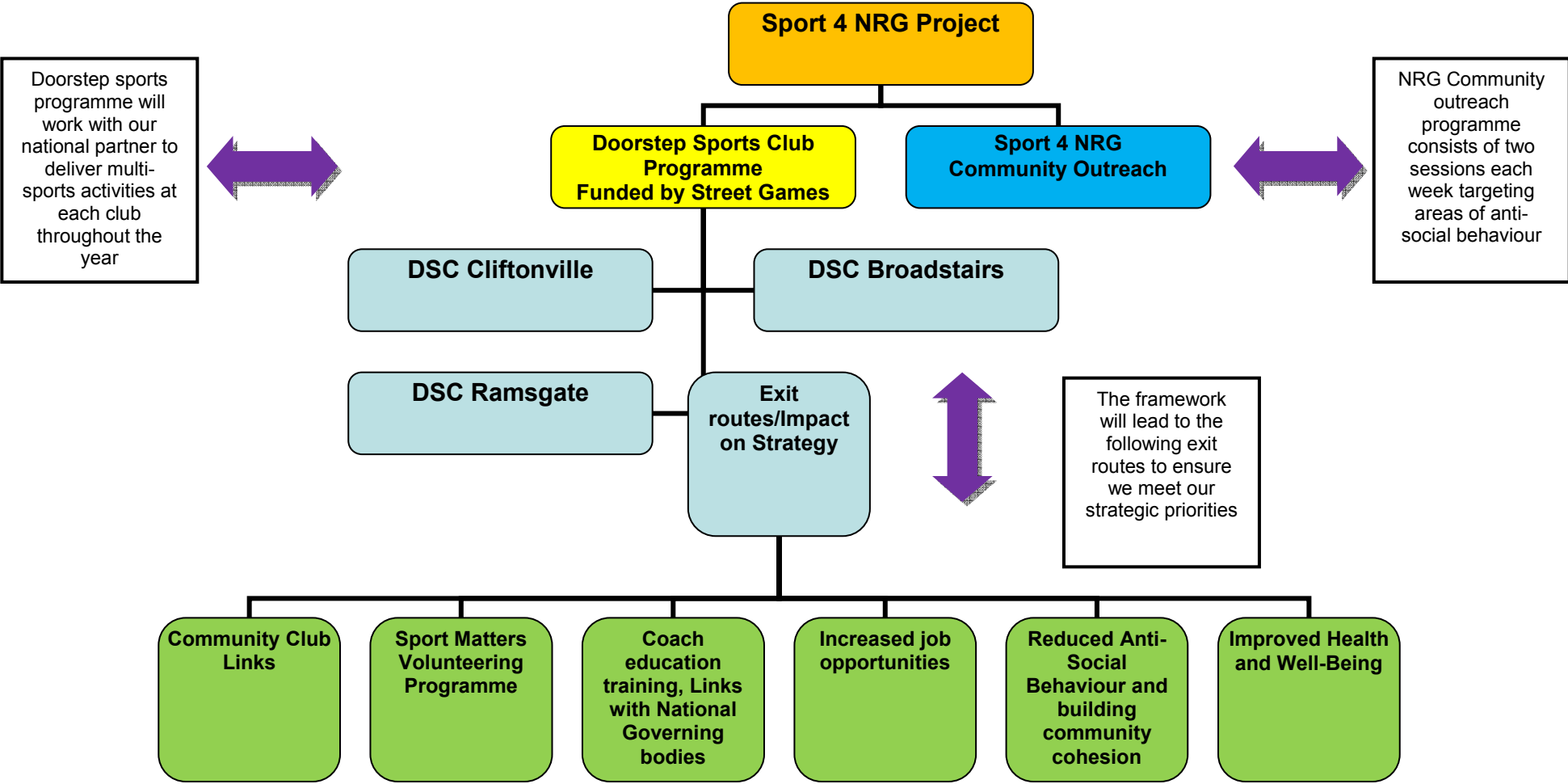
Thanet District Council

Thanet District Council's **Corporate Plan 2012-2016** has 11 themes including Thanet's Economy, Beautiful Thanet, Safe Neighbourhoods, Healthy Communities, Modern Council and Quality Housing.

A number of actions relate to this strategy including; 'developing a targeted programme for improving play facilities and events across the district', 'improving our swimming pools and associated leisure facilities' and 'reviewing accessible leisure space to ensure that it meets the needs of the local community and implementing a three year programme to increase participation in sport across the district.'

Appendix 2: Sport 4 NRG –Delivery Framework 2015-2019

Over the next 4 years we aim to implement a new Youth Delivery framework to meet our strategic objectives as outlined in our 4 priorities. To set a clear and structured plan going forward, the Youth Delivery framework plan will provide local and national partners with a clear direction of how these priorities will be achieved.



Appendix 3: Case studies from 2010-2013 Strategy

During the previous Sport and Active Recreation Strategy the following marketing and promotional schemes were introduced to promote the aims of the service.

Sport 4 NRG

Front



**SPORT
4NRG**

Sport 4 NRG is a diversionary project originally funded by Sport England and continued by Thanet District Council in 2008.

The scheme was established in 2005 to provide sporting opportunities and positive activities for young people who may have offended or are seen as 'at risk' of offending, in the hope that it would contribute towards the prevention of re-offending. The programme has produced impressive outputs with re-offending rates being much lower than national figures averaging about 5% annually.

Back

Thanet District Council work with organisations such as Social Services, Connexions, the Police and local schools in order to identify young people who would benefit from this provision.

A range of sporting activities are provided daily and throughout the school holidays. As well as having a main focus on Sport, this project aims to make a positive difference in these young people's lives. By valuing their opinions, taking time to listen and raising their self-esteem the coaches are positive role models that encourage them to succeed not just in sport, but also in life.

The team also provides the young people with the information they need in order to be put back on the right track, be it advice on colleges or employment and can offer sports leadership qualifications and placement opportunities.

Sport 4 NRG also received recognition in 2007 in the form of the National Lottery Awards 'Best Sports Project' category, coming runner up having been short-listed from 650 projects across the country.

For information on dates and times of the sessions please contact Thanet Sports Development Team – 01843 577728 or visit www.thanet.gov.uk/sport



 If you would like a copy of this document in an alternative format please call 01843 577050.

Club Development

Front



Sport Matters

The team is able to support clubs in a number of ways to ensure they are constantly improving or meeting the demands of the public, for example providing a safe environment for club members or improving the standard of their facilities.

Back

Club Development

This scheme, developed by Sport England, provides a set of national standards for clubs with junior sections. Clubmark accredits and recognises clubs that are committed to providing a safe, effective and child friendly environment for children and young people.

Benefits of achieving this kitemark include better access to funding streams, peace of mind for parents/members and increased membership through the links created with local schools and organisations.

The Kent Club Connect card is an opportunity for sports clubs to register their details in return for a range of benefits and to receive the latest club development information. The scheme is;

- Open to all sports clubs within the Kent & Medway administrative boundaries.
- Open to all sports recognised by Sport England
- Kent Club GOLD Card is open to National Governing Body and/or Sport England Clubmark accredited clubs only

Funding

The team is able to point clubs in the right direction for the relevant funding organisations and support clubs in preparing the funding bids.

We also provide a number of small grant schemes to local clubs for projects that provide increased access to sport and encourage new participants.

For more information please contact the team; 01843 577367 or visit www.thanet.gov.uk/sport

If you would like a copy of this document in an alternative format please call 01843 577060.

Coach Education

Front

Sport Matters
thanet district council

The team works with local and county providers along with National Governing Bodies to deliver a range of training courses in the district. The courses enable local coaches to develop their skills and enable them to provide a fun and safe environment.

Back

This is achieved through a number of methods:

Sport.ed

This Kent Sport programme offers all local coaches the opportunity to develop and expand their knowledge and skills, through workshops and programmes which are relevant to all sports.

The programme aims to bring together coaches from a wide range of sports, and to deliver opportunities appropriate to coaches at all stages of the coaching pathway.

Courses include First Aid, Club for All, Safeguarding and Protecting Children and more.

To book onto a course or for more information visit www.kentsport.org

Coaching Qualifications
Coaching qualifications form a very important part of Coach Education as it enables a coach to progress. See the following for a breakdown of each level:

Level	What the coach is qualified to do	Generally aimed at....
1	Assist more qualified coaches by delivering parts of the training session under supervision	Assisting at Club level coaching
2	Prepare, deliver and review the coaching session	Local Club Coaching
3	Plan, implement, analyse and revise annual coaching programmes	Club and County level Coaching
4	Design, implement and evaluate the process and outcome of long term/ specialist coaching programmes	Regional level Coaching
5	Generate, direct and manage the implementation of up to date coaching solutions and programmes.	Elite/High Performance Coaching

For contact details or for information about funding for these courses please contact 01843 577367 or visit www.thanet.gov.uk/sport

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If you would like a copy of this document in an alternative format please call 01843 577050.

Disability Sports

Front



Thanet Disability Sport



Sport Matters
thanet
district council

The Disability Sportslink Project is funded by Sport England, Thanet District Council, Thanet School Sports Partnership and Kent County Council's Sport Leisure and Olympic Service. It aims to:

- Enable and encourage more people with disabilities to use local leisure facilities and take part in sporting activities.
- Work with local sports facilities to ensure they are accessible and inclusive.
- Work with disability organisations to promote the project
- Encourage people to try new things they thought were impossible or not available for people with disabilities and to become more self-sufficient so that in due course they may visit facilities confidently.
- Help and enable special schools and care homes to provide more sporting activities for their pupils by training staff, providing taster sessions and equipment and more.

Back

The project has had a number of success stories:

Thanet has seen the creation of its first sport specific club in the form of Thanet Galaxy Pan Disability Football Club. The club offers regular training sessions for all ages and competes in the Kent Disability football league.

After working in partnership with Minnis Bay Sailing Club, Thanet was able to provide 50 disabled people the chance to participate in a sailing initiative.


The project sponsored a disability surf day at Joss bay and built a new disability sports hut on Margate main sands.

Worked with local special schools and mainstream students to create new disability sports sessions and competitions.

To make the most of the summer, the project provided coastal and wildlife walks for all disabilities.

For more information please contact the project on 01843 577673 or visit www.thanet.gov.uk/sport





If you would like a copy of this document in an alternative format please call 01843 577050.

Sports Development Overview

Leaflet



Sport Matters in Thanet

Thanet District Council's sport and leisure team aim to promote sport and active recreation in the area. These programmes include:

Sport 4 NRG - this award winning programme provides diversionary activities for young people, plus support and training to help them get on in life

Disability Sports - we work with a range of partners to promote activities suitable for all abilities

School Holiday 'Sport Matters' programme - events and daily sessions for 8 – 17 year olds during the school holidays

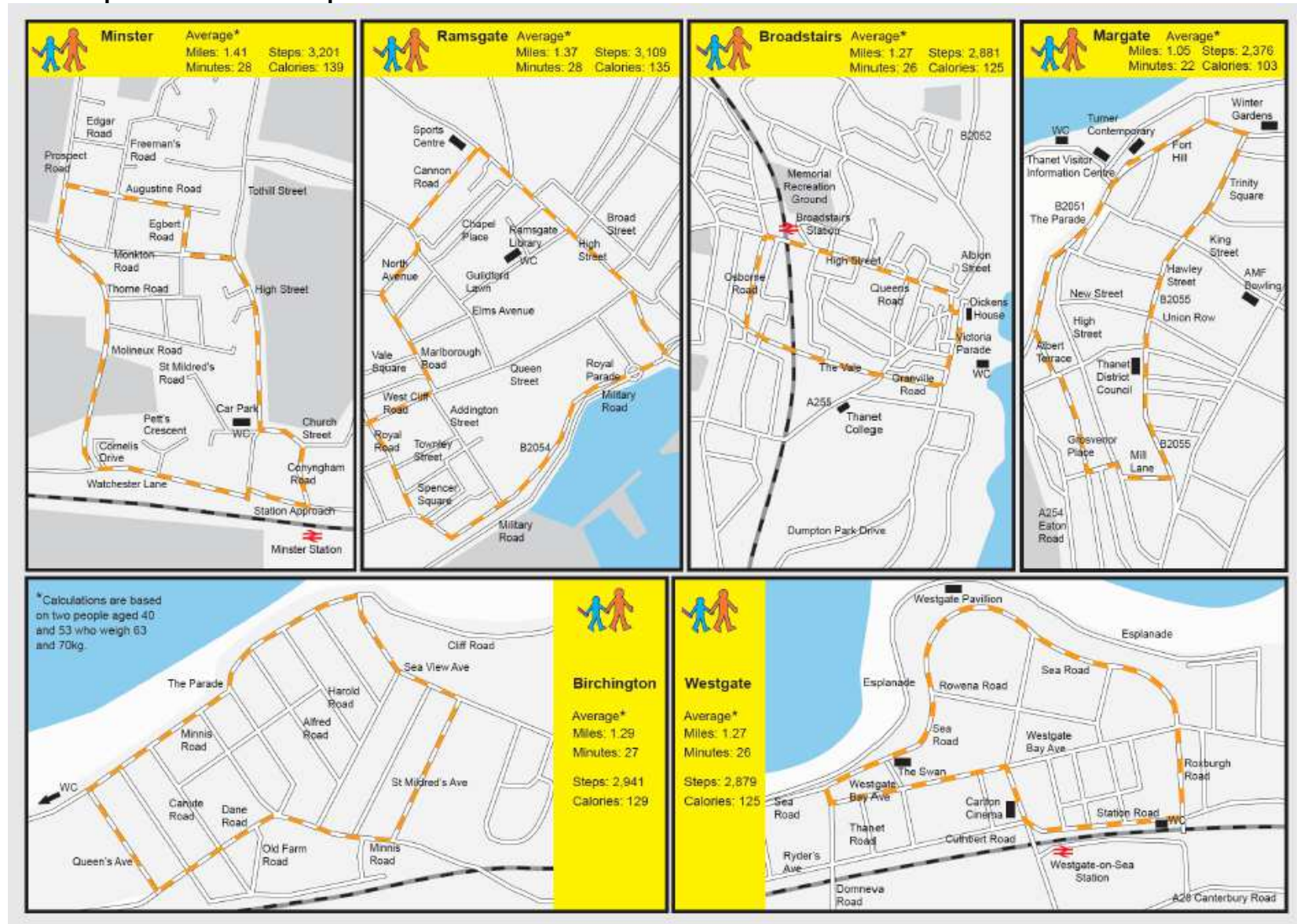
Sporting events - a range of sporting events to raise awareness of the benefits of sport and physical activity, celebrate local talent and also showcase top quality sport

Sport 4 Life - a fantastic new sports programme for adults looking to get back into sport or try something new

Support local clubs/organisations - benefits including attracting external funding, facility improvements, club development advice and coach and volunteer education.



An example of the calorie maps created



If you would like a copy of this document in a different format such as Braille, audio or large print, or in another language please call

01843 577165

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REDRESS SCHEMES FOR LETTINGS AGENCY WORK AND PROPERTY MANAGEMENT WORK

To: **Extraordinary Cabinet – 19 February 2015**

Main Portfolio Area: **Housing and Planning Services**

By: **Cllr Richard Nicholson, Deputy Leader and Cabinet Member for Housing and Planning Services**

Classification: **Unrestricted**

Ward: **All wards**

Summary: Since 01 October 2014, Thanet District Council has been under a statutory duty to ensure that any person engaged in lettings agency or property management work is a member of a Government approved redress scheme. This report seeks delegated authority for the Director of Community Services to implement the necessary enforcement arrangements.

For Decision

1.0 Introduction and Background

- 1.1 The Redress Schemes for Lettings Agency Work and Property Management Work (Requirement to Belong to a Scheme etc) (England) Order 2014, made under the Enterprise and Regulatory Reform Act 2013, introduced new enforcement responsibilities for Thanet District Council.
- 1.2 Since 01 October 2014, all lettings agents and property managers in England have been under a legal obligation to become a member of a Government approved redress scheme.
- 1.3 This now means that tenants, prospective tenants, landlords dealing with lettings agents in the private rented sector; as well as leaseholders and freeholders dealing with property managers in the residential sector can complain to an independent person about the service received. This will make it easier for tenants and landlords to complain about bad service and prevent disputes escalating.
- 1.4 The three approved redress schemes are:
- Ombudsman Services Property (www.ombudsman-services.org/property.html)
 - Property Redress Scheme (www.theprs.co.uk)
 - The Property Ombudsman (www.tpos.co.uk)
- 1.5 To ensure that the requirement for lettings agents and property managers to belong to a redress scheme is effective, enforcement arrangements have been set out in the Order. As a district council, Thanet District Council is the “enforcement authority” under the Order.

- 1.6 An enforcement authority can impose a fine (“a monetary penalty”) of up to £5,000 if it is satisfied, on the balance of probabilities, that a person is engaged in letting agency or property management work and has failed to join one of the three approved schemes (and is not exempt from the requirement to be a member of such a scheme).
- 1.7 The level of penalty is to be determined by the enforcement authority; however, there are strict procedures set out in the Order that must be followed before a penalty can be imposed. These include serving a Notice of Intent on the relevant person, who then has 28 days in which to make representations or objections. Following careful consideration of any representations or objections received, the enforcement authority must decide whether or not to impose a monetary penalty, with or without modifications. This must be in the form of a Final Notice, against which appeals can be made to the First-Tier Tribunal.
- 1.8 The enforcement authority may recover the monetary penalty on the order of a court, as if payable under a court order. Any monetary penalties received by an enforcement authority may be kept by the authority and used for any of its functions.

2.0 The Current Situation

- 2.1 The Council’s Housing Regeneration Team has been collating information about letting agents and property managers operating in Thanet. In January 2015, all known agents and managers were written to and asked to complete and return a form to confirm their approved membership. Returned forms are being checked to confirm validity of stated membership.
- 2.2 All 59 known letting agents and property managers with an address (or head office) in Thanet were asked to confirm their memberships within 30 days. As of 05 February 2015, 33 satisfactory replies had been received. The remaining 26 letting agents and property managers have until 16 February 2015 to make a response.
- 2.3 Enforcement guidance, which has yet to be officially published, was made available to local authorities by the Department for Communities and Local Government (DCLG) in December 2014.
- 2.4 Enforcement arrangements now need to be put in place to ensure that the Council’s enforcement duties can be met. The council must also decide the level at which to set the monetary penalty.
- 2.5 The enforcement guidance issued by DCLG states that: *“The expectation is that a £5,000 fine should be considered the norm and that a lower fine should only be charged if the enforcement authority is satisfied that there are extenuating circumstances.”*

3.0 Options

- 3.1 The available options are limited as the Council is under a mandatory duty to enforce the scheme. Therefore, delegated authority must be given to the appropriate officer of the Council. However, the level of the monetary penalty is at the Council’s discretion. The options are:
- To agree that the monetary penalty be set at the maximum £5,000 in accordance with Government guidance (unless there are extenuating circumstances); or

- To agree that the monetary penalty be set at some other amount.

4.0 Corporate Implications

4.1 Financial and VAT

- 4.1.1 Enforcement of the Order is not likely to be onerous; however, there will necessarily be some resource implications. The Housing Regeneration Team is experienced in taking enforcement action in relation to private sector housing, and it is believed that this work can fit alongside this team's existing responsibilities without difficulty and that there will be no additional financial burden to the Council.
- 4.1.2 It is not anticipated that there will be many (if any) fines issued, as the monetary penalty is likely to be a significant deterrent to all those engaged in relevant work. As such, the Council should not expect to receive any regular income from the issuing of monetary penalties under the Order.

4.2 Legal

- 4.2.1 Thanet District Council as of 01 October 2014, is an "enforcement authority" for the purposes of The Redress Schemes for Lettings Agency Work and Property Management Work (Requirement to Belong to a Scheme etc) (England) Order 2014 ("the Order"), pursuant to Article 2 thereof.
- 4.2.2 The Council is by virtue of Article 7 of the Order obliged to enforce the said Order. The Council is therefore required to discharge the enforcement functions referred to in this report. The Order has been made pursuant to the Enterprise and Regulatory Reform Act 2013 ("the Act"). Article 3 of the Order imposes the requirement to belong to a redress scheme on persons who engage in "lettings agency work" and Article 5 thereof imposes the requirement to belong to a redress scheme on persons who engage in "property management work". Section 83(2) of the Act provides that "A 'redress scheme' is a scheme which provides for complaints against members of the scheme to be investigated and determined by an independent person." Sections 83(7) and 84(6) of the said Act define what is meant by "lettings agency work" and "property management work" respectively.
- 4.2.3 There are three approved redress schemes, as mentioned in paragraph 1.4 above.
- 4.2.4 The Council is also empowered to impose a penalty, where it is satisfied that the redress scheme registration requirements have not been met. Article 8(1) of the Order provides that failure to belong to a redress scheme may result in a monetary penalty being imposed by the "enforcement authority", and the "amount of the monetary penalty must not exceed £5,000" (Article 8(2)). The proposed arrangements detailed in this report are therefore lawful and discharge the Council's requirements under the above legislation.
- 4.2.5 The Equality Act 2010 introduced a new public sector equality duty (the equality duty or the duty). It covers the following nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

4.2.6 In summary, the Council must, in the exercise of its functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act 2010.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

4.2.7 The Equality and Human Rights Commission has issued Technical Guidance on the Public Sector Equality Duty and statutory guidance entitled “Services, Public functions and Associations – Statutory Code of Practice”. The Council must have regard to the statutory code in so far as it relates to the duty and attention is drawn to Chapter 11 which deals particularly with the equality duty. The Technical Guidance also covers what public authorities should do to meet the duty. This includes steps that are legally required, as well as recommended actions. The guidance does not have statutory force, but nonetheless regard should be had to it, as failure to do so without compelling reason would be of evidential value. The statutory code and the technical guidance can be found at:

<http://www.equalityhumanrights.com/legal-and-policy/legislation/equality-act-2010/equality-act-codes-practice-and-technical-guidance>

4.3 Corporate

4.3.1 Housing in the private sector should be properly managed and maintained in a safe condition. By ensuring that all lettings agents and property managers are members of an independent and approved redress scheme links to the following corporate priorities:

- Priority 2: We will tackle disadvantage across our district;
Priority 4: We will make our district a safer place to live.

4.4 Equity and Equalities

4.4.1 Vulnerable groups may suffer adversely as a consequence of letting agents and property managers operating in an unfair way. Rogue operators often target those they perceive to be the most vulnerable. As such, the implementation of the Order is likely to have positive impacts for some of the protected characteristics.

4.4.2 As the Order applies equally to all letting agents and property managers there is not considered to be any adverse impacts on the protected characteristics.

5.0 Recommendation(s)

- 5.1 That Cabinet agree to delegate the implementation and enforcement arrangements for The Redress Schemes for Lettings Agency Work and Property Management Work (Requirement to Belong to a Scheme etc) (England) Order 2014 (SI 2014/2359) to the Director of Community Services.
- 5.2 That Cabinet also agree that the penalty for non-compliance with the Order be £5,000, unless extenuating circumstances apply.
- 5.3 That Cabinet agree to authorise the Director of Community Services, or an officer authorised by the Director of Community Services, to determine what are extenuating circumstances and to determine what alternative penalty is appropriate in each case.

6.0 Decision Making Process

- 6.1 This is a non-key decision

Contact Officer:	Richard Hopkins, Housing Regeneration Team Leader, 01843 577402
Reporting to:	Tanya Wenham, Head of Housing Services

Annex List

Annex 1	N/A
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Background Papers

Title	Details of where to access copy
None.	N/A

Corporate Consultation Undertaken

Finance	Clive Bowen, External Funding Officer
Legal	Ciara Feeney, Senior Litigation Lawyer

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THE FUTURE OF PIERREMONT HALL AND ASSOCIATED PROPERTIES, BROADSTAIRS

To: **Extraordinary Cabinet – 19th February 2015**

Main Portfolio Area: **Financial Services & Estates**

By: **Cllr R Everitt, Cabinet Member for Financial Services & Estates**

Classification: **Unrestricted**

Ward: **Viking**

Summary: **To align the issues relating to the future of Pierremont Hall and to propose the investigation of the disposal of the Hall and the associated buildings**

For Decision

1.0 Introduction and Background

- 1.1 Members will be aware of the issues arising from the deteriorating condition of Pierremont Hall and the discussions that have been on-going with the Town Council and the other occupants of Pierremont Hall.
- 1.2 The Hall was acquired by Thanet District Council in 1974 from the predecessor Council (this was not the existing Town Council). The Town Council occupy Pierremont Hall as their base on a lease agreement dated 5th January 1999 for a 20 year term which is protected under the Landlord and Tenant Act 1954.
- 1.3 Over a period of years serious problems with the building have been raised including the physical condition, heating and electrics. Because of these issues and the cost of putting right the problems, officers and members of the Council have been in discussions with other occupants of the premises and the Town Council about what future options there are for Pierremont Hall.

2.0 The Current Situation

- 2.1 Pierremont Hall and surrounding properties, shown on annex 1, are held on the investment portfolio as required by the council's accountancy rules. What this means is that the property needs to provide a net income to the council, but at present the income received does not cover the costs required to maintain it.
- 2.2 Therefore, the Council needs to look at the options for these premises and under the Localism Act 2011, the Town Council have successfully secured a Community Right to Bid on Pierremont Hall. This means that if Thanet Council decide to sell the property a moratorium of the sale of up to six months will be invoked, giving the Town Council the opportunity to acquire the asset on the open market.
- 2.3 The Town Council have also secured a right to bid on Retort House, Broadstairs and are currently exploring the potential of acquiring and refurbishing this building for a

range of community facilities. Cabinet agreed to progress these discussions in the Cabinet paper of 19th June 2014.

- 2.4 It is believed that the Town Council is in possession of funds to invest for such facilities, potentially supported by a S106 agreement for Community Facilities in Broadstairs administered by Thanet District Council, but it may not be possible to purchase, improve and maintain both buildings.
- 2.5 Thanet District Council are keen to enter into negotiations with the Town Council to establish whether they wish to take over and improve the Pierremont Hall properties.
- 2.6 It is proposed that arising from the continued deterioration of the properties, the council commence to progress Pierremont Hall and properties shown on annex 1, to be taken through the council's formal adopted Asset Disposal Process.
- 2.7 This will enable the negotiations to continue with the Town Council to establish whether they have sufficient resources to acquire the properties.

3.0 Options

- 3.1 To enter into discussions with the Town Council in connection with the community right to bid on Pierremont Hall and properties, taken forward through the council's disposal process to offer on a freehold sale within the process and timescales imposed by the Localism Act 2011

4.0 Corporate Implications

4.1 Financial and VAT

- 4.1.1 When taking into account the operating cost of this asset a small surplus is generated of £12k, this will need to be mitigated within the existing portfolio in order to avoid an unbudgeted impact on the 2015/16 Budget as agreed by Council on 5th February 2015. As identified in 2.2 above, the current surplus is not sufficient enough to justify the scale of investment required.
- 4.1.2 With regards to VAT this proposal may well have implications and as a result will have an impact on Partial Exemption. As this disposal progresses and the nature of disposal reviewed, VAT advice will be required in order to gauge the overall impact.

4.2 Legal

- 4.2.1 Any decision for the disposal of the property would need to take account of any subsisting rights for occupation of the buildings.

4.3 Corporate

- 4.3.1 The report has been prepared having regard to the Adopted Disposal Process approved by Cabinet on the 19th November 2014.

4.4 Equity and Equalities

- 4.4.1 The Council's equality duty has been assessed in relation to the elements of this report, but it is not considered that these will compromise the rights and requirements of any group in relation to the adoption of the recommendation.

5.0 Recommendation(s)

- 5.1 To agree to take Pierremont Hall and properties, shown on annex 1, through the asset disposal process.
- 5.2 That following agreement from Cabinet to progress through the asset disposal process negotiations continue with the Town Council as part of their Community Right to Bid, following the timeframe and process documented in the Localism Act 2011.
- 5.3 That should the town council decide not to proceed within the timescales imposed under the Act then cabinet will be asked to consider progressing to a freehold sale on the open market.

7.0 Decision Making Process

- 7.1 This is a key decision which can be taken by Cabinet.

8.0 Reason(s) for Urgency

- 8.1 To delay negotiations will result in Thanet Council continuing to incur void and maintenance costs that are not factored into the medium term financial plan.

Contact Officer:	<i>Edwina Crowley, Head of Economic Development and Asset Management</i>
Reporting to:	<i>Ged Lucas, Interim Director of Community Services</i>

Annex List

Annex 1	Plan showing Pierremont Hall and properties
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Background Papers

Title	Details of where to access copy
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Corporate Consultation Undertaken

Finance	<i>Nicola Walker</i>
Legal	<i>Steven Boyle, Legal Services Manager</i>

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Title: Pierremont Park

Agenda Item 9

Project name: Indicative boundary for buildings

Annex 1

Notes:

Scale: 1:750

Author:



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Ramsgate Beach Club

To: **Extraordinary Cabinet – 19 February, 2015**

Main Portfolio Area: **Strategic Economic Development Services**

By: **Cllr D Green, Cabinet Member for Strategic Economic Development Services**

Classification: **Unrestricted**

Ward: **Ramsgate**

Summary: **To seek the agreement of Cabinet to go to the market place to identify an organisation to develop a beach club on Ramsgate Main Sands.**

For Decision

1.0 Introduction and Background

- 1.1.1 A key priority theme of the Destination Management Plan (DMP) was Beach Management and Development, from this came he now adopted Beach Management Plan (BMP). The aim of the BMP is to review the beaches and develop a strategic approach to improving the coastal areas.
- 1.1.2 One of the areas identified in the BMP was the old marina site (annex 1) identified as potential to be developed into a beach club offer. The aim is that the club would promote use of the beach and water sports on Ramsgate's main beach and encourage more people from the Town onto the beach and along the coastline. Any proposed development would need to ensure that access for the public remains available along the whole of the beach front.
- 1.2 Beach clubs are emerging as a new lifestyle concept in many coastal resorts throughout Europe. They blend the ever increasing need for health and well-being with outdoor activities providing services and facilities for club members, visitors and local community.
- 1.3 To get a greater understanding of the viability of a beach club offer, funding was accessed through an Interreg project managed by Visit Kent and via the DMP reserves and a feasibility report was procured to investigate this further.
- 1.4 The consultants were requested to review the strategic position – both the site and the concept, consult with stakeholders in the area, complete an audit of activities that take place around the district and review good practice. This was then used to identify the strengths and weaknesses for the club on the chosen site and develop a cash flow to test the feasibility and proposed designs.

2.0 The Current Situation

- 2.1 The old marina site comprises of a car park which is rarely used. The site has some access/egress loading limitations but these are not considered a hindrance to a reasonable sized development. The site already has a qualified decision to dispose dated 5 August, 2010; however it is considered that it is too remote and therefore a new decision is required by Cabinet on whether to take the site forward.
- 2.2 The National Planning Policy Framework identifies that the purpose of the planning system is to contribute to the achievement of sustainable development. The old marina site has a number of potential uses, all subject to planning permission, but the council has identified a requirement that any scheme should contribute to the economic, social and environmental considerations of the area.
- 2.3 The existing Local Plan identifies the site in the Ramsgate Waterfront Policy Area – EC8, which is supportive of developments that are of a leisure and tourism nature. The following planning policies are also relevant to the beach club proposal: Policy T1 – Tourism facilities, SR! – New Sports Facilities; and CF1 – Community Facilities.
- 2.4 The strategic review of this site has identified it as having potential to contribute to sustainable development by ensuring the use contributes to an active lifestyle, creating leisure opportunities and by doing this the aims to increase footfall along the coast to this area of Ramsgate. Increasing footfall will benefit the local businesses and support economic regeneration of the area.
- 2.5 The feasibility tested a number of scenarios to identify the amount of commercial space that would be required to ensure the viability of a Beach Club on this site. The idea is that a club will include café, bar and restaurant areas that could service both passing trade and specific events. Non-beach sports, such as a climbing wall and events space could be available on the site.
- 2.6 Thanet has a shortfall of family/self-catering accommodation in the district and there is a demand by people to stay close to the beach. The premises would also accommodate some visitor self-catering type accommodation. A mix is required to attract investment and support the on-going viability for the scheme. At present there is no capital funding to seed finance the scheme so it is important that any offering is significantly enough to attract commercial funding streams.
- 2.7 The Local Government Act 1972 section 123 & 127 provides that except with the consent of the Secretary of State, land shall not be disposed of under this section, otherwise than by way of a short tenancy (ie term of 7 years or less), for a consideration less than the best that can reasonably be obtained. It is recognised that the models in the feasibility will require a long leasehold and that the club may not represent best financial value for the site.
- 2.8 However, the Local Government Act 1972: General Disposal Consent (England) 2003 does enable the Council some concession for reasons of social, economic and or environmental purposes to accept an undervalue, subject to due process.
- 2.9 The feasibility has confirmed there is potential for the site to accommodate a beach club offering and the council would like to progress the site forward to the market advertising this opportunity by offering the site on a long leasehold supported by a service concession. This is the only certain way to ascertain whether there is appetite in the market to fund the capital works required for this output.

- 2.10 Following the procurement process, if there is a scheme that is in principle acceptable to the council then a valuation of the site will be undertaken to advise Cabinet if there is any shortfall in financial consideration as a result of the scheme, so that Cabinet may make a decision as to whether to proceed.

3.0 Options

- 3.1 Option 1 - retain the site as a car park. The existing car park does not get used and therefore doesn't raise much income for the council; however the council still retains the repairing liabilities.
- 3.2 Option 2 – sell the freehold of the site and let the market determine the use which will be subject to planning permission. However, whilst this would generate a capital receipt this will not necessarily meet the council's strategic plans for the area.
- 3.3 Option 3 – the council could use the feasibility study and designs developed by the consultants and bid for money to develop the Beach Club as a council project and place a management company on site. However, the council's resources in terms of fund raising, match funding and capital development are limited and it is proposed that this would place a large financial and resources risk on the council, potentially making the development undeliverable in the short-medium term.
- 3.4 Option 4 – allow officers to go through the council's process of Asset Disposal to put the site out to the market for the purposes of a beach club supported by holiday let accommodation, advertised on a long leasehold, supplemented by a service concession, to encourage the market to come forward with an acceptable scheme. This process will follow the council's asset disposal process and procurement policy.

4.0 Corporate Implications

4.1 Financial and VAT

- 4.1.1 A financial and VAT review of the preferred option would need to be undertaken and reported as part of the Cabinet paper brought back for decision referred to in paragraph 5.1.1.

4.2 Legal

- 4.2.1 Provided that the disposal of these assets is dealt with through the agreed process there are no residual legal issues.

4.3 Corporate

- 4.3.1 This report has been prepared with reference to the Adopted Disposal Process approved by Cabinet on the 19 November, 2014 and the Asset Disposal Paper also submitted to Cabinet on 20 January, 2015.
- 4.3.2 The medium term financial plan documents the continuing financial constraints that the Council has over the next four years. The Council needs to reduce the corporate portfolio if it is to achieve the financial targets in the financial plan and by reducing the liabilities it will put less pressure on the Council to raise income and pass on cost increases for service provision.

4.4 Equity and Equalities

- 4.4.1 The council's equality duty has been assessed in relation to the elements of this report, but it is not considered that these will compromise the rights and requirements of any group in relation to the adoption of the recommendation.
- 4.4.2 In taking this site out to the market place for the provision of a long leasehold the Council will allow all relevant and interested parties to bid for the site through an open Asset Disposal Process.

5.0 Recommendations

- 5.1 That Cabinet agrees to Option 4 to progress this site through the council's process of Asset Disposal and Procurement Policy to put the site out to the market, on a long leasehold, supplemented by a service concession to procure a viable beach club leisure facility supported by tourism holiday accommodation.
- 5.1.1 That following completion of a thorough procurement process, an assessment of the opportunities is made in consultation with the Cabinet Member of the Strategic Economic Development Services with the preferred option being brought back to Cabinet for decision.
- 5.2 That the preferred option will be supported by a comparative valuation to support due process under the terms of the Local Government Act 1972. If there is an undervalue Cabinet will be asked to make a decision on whether to proceed with the preferred option.

6.0 Decision Making Process

- 6.1 This is a key decision which can be taken by Cabinet.

Contact Officer:	Edwina Crowley, Head of Economic Development and Asset Management
Reporting to:	Ged Lucas, Interim Community Services Director

Annex List

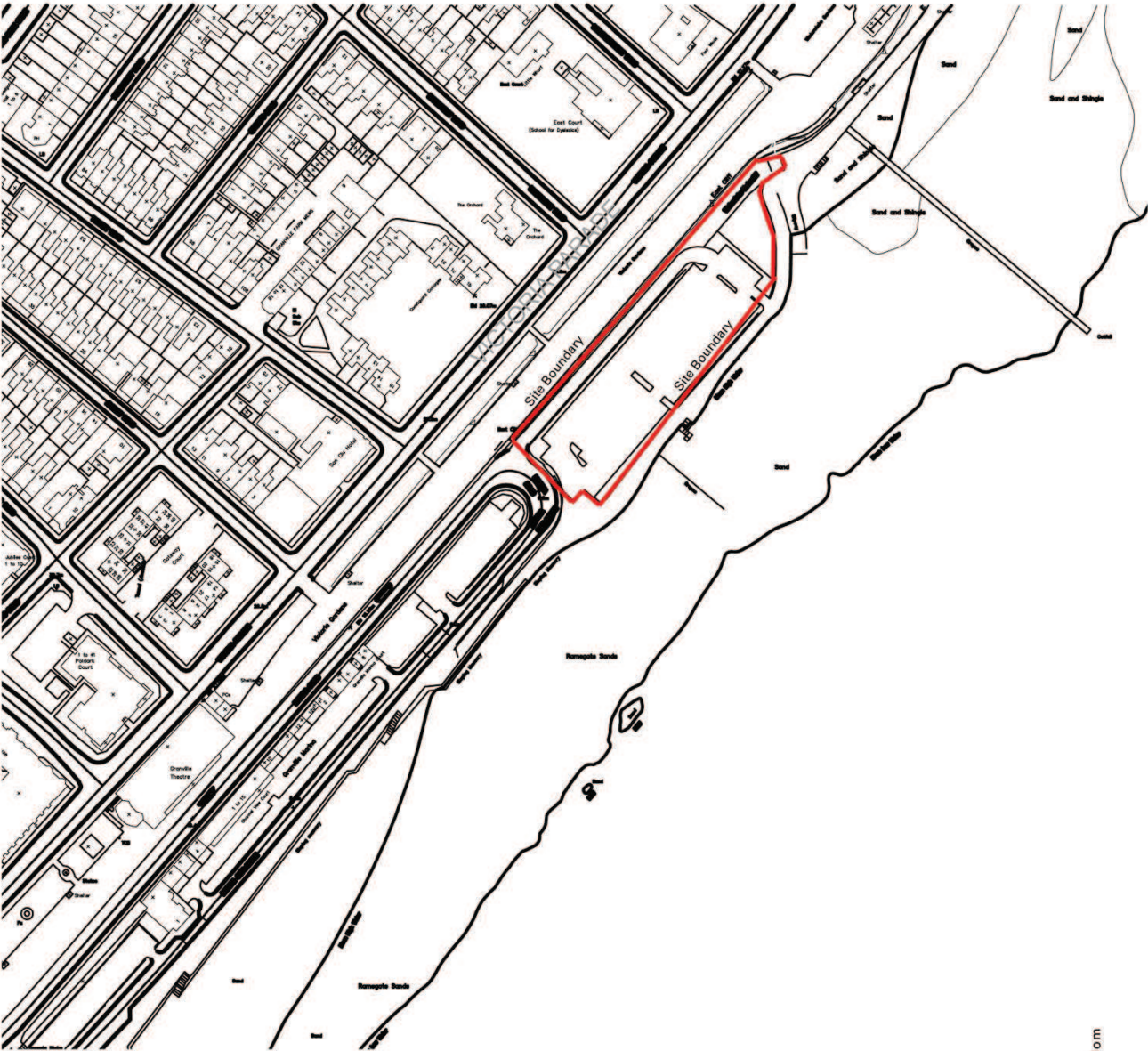
Annex 1	Plan showing the site
Annex 2	Proposed visuals from the consultants of what the site could look like for a similar Beach Club development
Annex 3	Executive Summary of Feasibility Report

Corporate Consultation Undertaken

Finance	Nikki Walker, Finance Manager (HRA and Capital)
Legal	Steven Boyle, Legal Services Manager and Monitoring Officer

Ramsgate, Beach Club - Feasibility Study
Site Plan

1:2500



74 victoria road worthing west sussex bn11 1un united kingdom

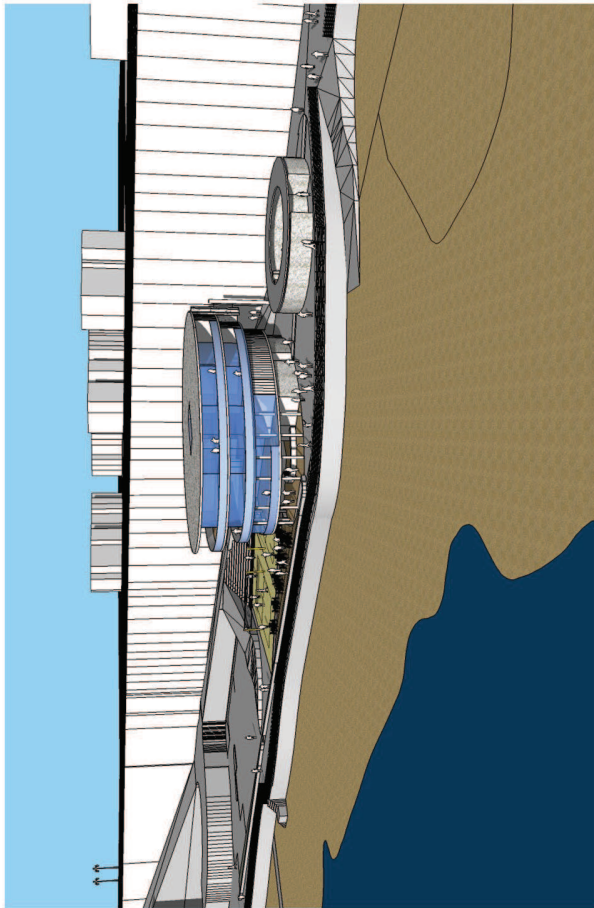
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f +44 (0)1903 211 114

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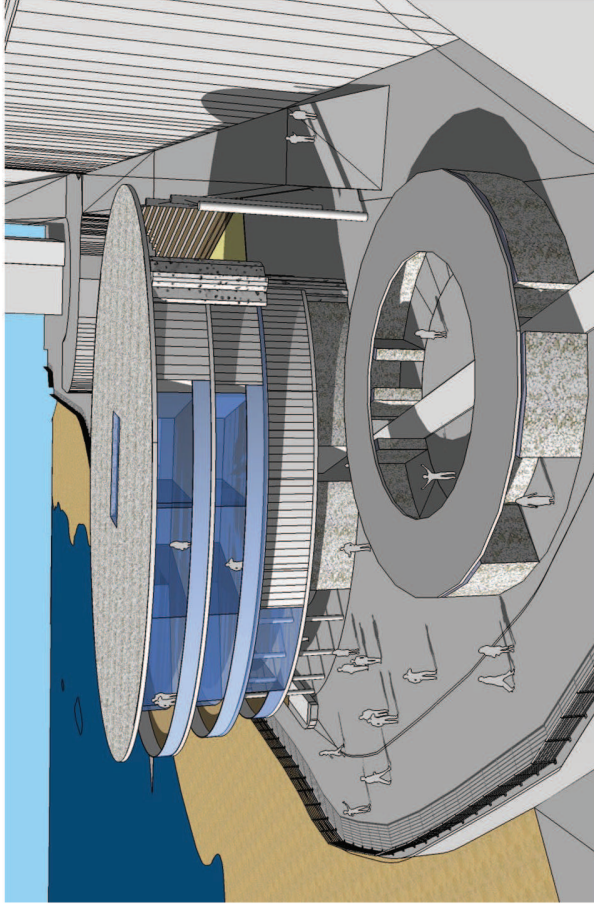
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Indicative visuals of what could be included on the site - size and style



Aerial View - South



Aerial View from Victoria Gardens



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Executive Summary of Beach Club Proposals for Ramsgate Main Sands

The council own a plot of land, ex marina site now providing a car park, which is underutilised and contributes little to the economic development of Ramsgate.

Through the DMP and in conjunction with Cabinet Members it was agreed that this area of land should contribute positively towards a healthy lifestyle and leisure activities, by offering new facilities to attract people to visit and enjoy this part of the coast.

The preferred development option chosen to achieve these aims is to establish a Beach Club for residents and visitors. Beach clubs are common in continental resorts, particularly in Belgium where many successful ventures have been established.

Experience from visiting Beach Clubs in Europe has highlighted that there are a number of different ways of developing a Beach Club including the mix of uses, the design, the funding model and development options. At Ramsgate Main Sands the ambition is to have something that will provide new activities on the beach to be enjoyed by residents and visitors and will increase the use of the beach in shoulder months. The club will act as an attraction to the town and must have a sustainable business model that allows long-term opportunities for people to enjoy the beach and the surrounding area.

The Council commissioned consultants to develop a feasibility study to look into the potential of the Beach Club idea on Ramsgate Main Sands, in particular to identify its viability. The consultants were requested to review a number of matters including relevant planning policy, status of the site and building restrictions. An outline business case was investigated based on a mix of uses that could be on the site – to show what may be achieved and explore demand. The consultants also submitted designs of what the site could look like incorporating a number of leisure uses.

The work also included talking to existing beach sports operators across Thanet and identifying facilities where there is no existing provisions. There are potential growth markets in some of the sports currently not represented by a club and also growth opportunity for some of the existing ones.

Alongside providing a mix of activities and sports provision the proposals highlight the need for commercial activity in order to make the scheme financially viable. This could include a café, restaurant, meeting/club rooms, a treatment room and self-catering accommodation. The site provides a perfect space for café and restaurant facilities in relation to passing footfall and the sea views. There is also demand for self-catering accommodation in Thanet – particularly for the family market and especially with access to the sea.

It is envisaged that in order to attract a leisure provider to take this forward, a long lease would be advertised supported by a concession agreement, to find the right operator who is able to provide the mix of services, facilities and activities required. The Council would expect to see something that will enhance the beach and the Club's services and activities should take advantage of the location and not negatively affect the beach and its surrounds.

The visuals annexed to the Cabinet report provide an indication of what a development on the site could look like including the mix of uses as mentioned in the above paragraph and also including parking, sports equipment storage, outside events space and improved vehicle access and footfall access.

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THANET DISTRICT COUNCIL DECLARATION OF INTEREST FORM

Do I have a personal interest?

You have a **personal interest** in any business of your authority where it relates to or is likely to affect:

- a) An interest you must **register**.
- b) An interest that is not on your register, but where the well-being or financial position or you, members of your family (spouse; partner; parents; in laws; step/children; nieces and nephews), or people with whom you have a close association (friends; colleagues; business associates and social contacts that can be friendly and unfriendly) is likely to be affected by the business of your authority more than it would affect the majority of:
 - Inhabitants of the ward or electoral division affected by the decision (in the case of the authorities with electoral divisions or wards.)
 - Inhabitants of the authority's area (in all other cases)

These two categories of personal interests are explained in this section. If you declare a personal interest you can remain in the meeting, speak and vote on the matter, unless your personal interest is also a prejudicial interest.

Effect of having a personal interest in a matter

You must declare that you have a personal interest, **and the nature of that interest**, before the matter is discussed or as soon as it becomes apparent to you except in limited circumstances. Even if your interest is on the register of interests, you must declare it in the meetings where matters relating to that interest are discussed, unless an exemption applies.

When an exemption may be applied

An exemption applies where your interest arises solely from your Membership of, or position of control or management on:

1. Any other body to which you were appointed or nominated by the authority.
2. Any other body exercising functions of a public nature (e.g. another local authority)

Is my personal interest also a prejudicial interest?

Your personal interest will also be a **prejudicial interest** in a matter if all of the following conditions are met:

- a) The matter does not fall within one of the **exempt categories** of decisions
- b) The matter affects **your financial interests** or relates to a **licensing or regulatory matter**.
- c) A member of public, who knows the relevant facts, would **reasonably think your personal interest is so significant** that it is likely to prejudice your judgement of the public interest.

What action do I take if I have a prejudicial interest?

- a) If you have a **prejudicial interest** in a matter being discussed at a meeting, you must declare that you have a prejudicial interest as the nature of that interest becomes apparent to you.
- b) You should then leave the room, **unless members of the public are allowed to make representations, give evidence or answer questions about the matter**, by statutory right or otherwise. If that is case, you can also attend the meeting for that purpose.
- c) However, you must immediately leave the room once you have finished or when the meeting decides that you have finished (if that is earlier). You cannot remain in the public gallery to observe the vote on the matter.

d) In addition you must not seek to **improperly influence** a decision in which you have a prejudicial interest.

This rule is similar to your general obligation not to use your position as a Member improperly to your or someone else's advantage or disadvantage.

What if I am unsure?

If you are in any doubt, Members are strongly advised to seek advice from the Monitoring Officer or the Democratic Services Manager well in advance of the meeting.

DECLARATION OF PERSONAL AND, PERSONAL AND PREJUDICIAL INTERESTS

MEETING

DATE..... **AGENDA ITEM**

IS YOUR INTEREST:

PERSONAL

PERSONAL AND PREJUDICIAL

NATURE OF INTEREST:

.....
.....
.....

NAME (PRINT):

SIGNATURE:

Please detach and hand this form to the Committee Clerk when you are asked to declare any interests.

