
CABINET18 JULY 2012

Present:- Councillor N R Stock (Leader of the Council) (Chairman)!Councillor S Candy (Regeneration)!Councillor G V Guglielmi (Planning)!Councillor P Halliday (Finance and Asset Management)!Councillor P B Honeywood (Housing)!Councillor L A McWilliams (Customer and Central Services)!Councillor P I Sambridge (Technical Services)!Councillor N W Turner (Environment)!Councillor G F Watling (Benefits and Revenues)

Also Present:- Councillors J A Broderick, G L Mitchell, A R Pugh and I P Tracey.

In Attendance:- Chief Executive, Strategic Director, Head of Corporate Services, Head of Resource Management, Legal Services Manager (items 10 (part) – 13), Communications and Public Relations Manager, Democratic Services Officer (JCN), Democratic Services Officer (ER), Personal Assistant to the Leader of the Council.

Also in Attendance:- Group Leaders by invitation:- Councillor H A Shearing and M J Talbot.

(Noon - 1.15 p.m.)

8.. APOLOGIES FOR ABSENCE

Apologies for absence were submitted on behalf of Councillors S S Mayzes and P J Oxley.

9. MINUTES

The minutes of the meeting of the Cabinet held on 13 June 2012 were approved as a correct record and signed by the Chairman.

10. ANNOUNCEMENTS BY LEADER OF THE COUNCIL

The Chairman welcomed all those present to the meeting and, in particular, Colin Sweeney (present in the public gallery) who would shortly be joining the Council as Democratic Services Manager.

The Chairman announced the siting of the new wind turbines on the outskirts of Clacton and St Osyth and stated that these were the largest land wind turbines in the world. The planning permission for these wind turbines had originally been refused by the Planning Committee, however this decision had been overturned by the Planning Inspector on appeal by the applicants.

The Cabinet raised concerns over the disruption to traffic flow, residents and businesses in the Tendring area during the transportation of the turbine blades to the site. It was also highlighted that the turbines would require ongoing maintenance which in turn would cause further disruption to traffic flow, residents and businesses.

It was suggested that the Leader of the Council liaised with the Chief Executive to write a letter to the appropriate authority to highlight the concerns raised by Cabinet

11. CORPORATE GOALS 2012/13

Cabinet gave consideration to a report of the Customer and Central Services Portfolio Holder which enabled it to:-

- Consider the comments of the Corporate Management Committee on the Council out-turn Performance Report for 2011/12 and determine any actions it wished to take in response.
- Consider the comments of the Corporate Management Committee on the proposed Corporate Goals for 2012/13.
- Agree the Corporate Goals for recommendation to Council on 11 September 2012.

The Corporate Management Committee, at its meeting held on 6 June 2012 (minute 4 referred), considered the final outturn report on the Council's performance and had made the following comments:-

(1) The Committee expresses its concern at the poor quality and coverage of the 2012 Holiday Guide (whilst noting the benefit of producing it at nil cost) and requests that the Cabinet invite the Service Development and Delivery Committee to work with the Tourism and Community Life Portfolio Holder to ensure that a better quality guide is provided for 2013. That in the meantime the copy of the Holiday Guide posted on the Council's website is checked and, if possible, that any inaccuracies contained therein are corrected.

(2) The Committee notes the excellent quality of the Careline service and the fact that the subscribers target was not met and requests that Cabinet investigates the opportunities for marketing the Careline service to a wider user base and to take up potential commercial opportunities.

Further to the statement made by the Leader of the Council at the Cabinet's meeting held on 13 June 2012 the Corporate Management Committee had considered the Cabinet's proposed Corporate Goals for 2012/13 (minute 10 referred) and had made the following comments:-

(a) That Cabinet note that the Committee welcomes the proposed approach to performance management and reviewed the six high level corporate goals set out above and the basket of targets and measures proposed.

(b) That Cabinet notes that the following issues were considered by the Committee and it is recommended that Officers should incorporate Members' specific suggestions at the appropriate level in the proposed performance management arrangements (e.g. Management Team Performance Dashboard, Departmental Plans):-

1. Affordable Excellence

- 'Festival Season' - could be a key tourism event.

2. Continue to improve public perception and reputation

- Concerns over presumption that everyone has latest technology / access via the Internet
- Could lose sight of the majority who prefer written communications
- Need an effective medium to ensure blanket coverage for whole District
- Use of 'plain English'
- Look at private sector trial initiatives - could be cost effective

3. Help children & adults achieve their full potential

- Elderly not specifically mentioned
- Many opportunities being created for the youth of the District via Career Track and University Experience Days

4. Address deprivation

- Communication concerns
- 5. Local housing for local people
 - 'Houses' should be changed to 'dwellings'
- 6. Coastal opportunities and protection
 - Funding for coastal protection issues
 - Wind Farm project

In order to offer high level guidance to Departments as to how they should target their work to deliver on the main aims of the Corporate Plan, the Cabinet had devised six goals for 2012/13 which were:-

1. Affordable Excellence
2. Continue to improve public perception and reputation
3. Help children and adults achieve their full potential
4. Address deprivation
5. Local housing for local people
6. Coastal opportunities and protection

In order to monitor the delivery of those goals a strategic delivery report had been developed which was attached as Appendix 'A' to the Report of the Customer and Central Services Portfolio Holder.

It was reported that the underpinning measures for the corporate goals and other "business critical" performance measures would be managed by the Management Team or by Heads of Department via their Departmental Plans. Once approved, progress against the goals, along with the Corporate Budget Monitoring Reports would be reported quarterly to Cabinet. The Corporate Management Committee would also receive the same reports on a quarterly basis together with the Management Team level report.

Having considered the comments of the Corporate Management Committee:-

It was moved by Councillor Candy, seconded by Councillor McWilliams and:-

RESOLVED – (a) Cabinet asks the Service Development and Delivery Committee to support the Cabinet in drawing up a Strategic Marketing Plan for the whole of Tendring.

(b) That the Head of Life Opportunities be requested to include consideration of the opportunities for marketing the Careline service in the Fundamental Service Review of that service.

(c) That Cabinet thanks the Corporate Management Committee for its comments.

RECOMMENDED TO COUNCIL – (d) That the Corporate Goals for 2012/13, as set out in Appendix 'A' to the Report of the Customer and Central Services Portfolio Holder, be approved.

12. TREASURY MANAGEMENT PERFORMANCE 2011/12

Cabinet considered a report on the Council's Treasury Management activities and Prudential Indicators for 2011/12.

Having considered the information submitted:-

It was moved by Councillor Halliday, seconded by Councillor Watling and:-

RESOLVED – That the Treasury Management performance position and Prudential and Treasury Indicators for 2011/12 be noted.

13. THE TENDRING DISTRICT LOCAL PLAN: PROPOSED SUBMISSION DRAFT

Cabinet gave consideration to a comprehensive report of the Planning Portfolio Holder which enabled it to consider the proposed content of 'The Tendring District Local Plan: Proposed Submission Draft (2012)' and 'Draft Indicative Policies Maps' and approve those documents for forwarding to the Community Leadership and Partnerships Committee for its comments.

Having considered the contents of the documents:-

It was moved by Councillor G V Guglielmi, seconded by Councillor Turner and:-

RESOLVED – (a) That the Cabinet approves the draft Tendring District Local Plan, proposed submissions Draft 2012.

(b) That the Community Leadership and Partnerships Committee is asked to consider that draft and provide comments.

(c) That Cabinet requests a further statement to be written and submitted with the draft plan to the appropriate overview and scrutiny committee that highlights and underpins our commitment to maximising regeneration opportunities and ensures our District Plan can appropriately maximise our ability to enabling opportunities through flexibility.

(d) That Cabinet asks the appropriate overview and scrutiny committee to consider the wording of Policy PEO17 to ensure that the policy enables the spirit and ambition of the policy to be delivered without fear of exploitation.

14. WILLOW TREE DAY NURSERY, CLACTON-ON-SEA: PETITION

Councillor Candy declared a personal interest in this matter insofar as she was the Essex County Council Portfolio Holder with responsibility for children's services.

Councillor Halliday declared a personal interest in this matter insofar as he was one of the Ward Members.

Cabinet was informed that the Council had received a petition organised by Mrs Dearsley, the owner of a private nursery in Chingford Avenue, Clacton-on-Sea. The petition requested that the Council provided the nursery with a car park on adjoining public open space.

Having considered the request:-

It was moved by Councillor Halliday, seconded by Councillor S S Mayzes and:-

RESOLVED – That Cabinet welcomes and applauds the sterling work of this private enterprise but the need for safe, public open space in this vicinity far outweighs the need for additional car parking spaces for a private business.

15. CLACTON SEAFRONT REGENERATION OPPORTUNITIES: "A BREATH OF FRESH AIR"

Cabinet's approval was sought of the document entitled: "Clacton Seafront: A New Future 2012-2016: A Breath of Fresh Air". The document identified a number of projects and development opportunities designed to bring Clacton's greatest asset, its seafront area, into the 21st Century.

Cabinet recognised that this was an innovative vision for the Clacton seafront. The Officers were thanked for their work in producing such a high quality and well-received document.

Having considered the contents of the document:-

It was moved by Councillor Stock, seconded by Councillor Candy and:-

RESOLVED - That the document "Clacton Seafront: A New Future 2012-2016, A Breath of Fresh Air" be approved.

16. EXCLUSION OF PRESS AND PUBLIC

It was moved by Councillor Stock, seconded by Councillor Turner and:-

RESOLVED - That under Section 100A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Part 1 of Schedule 12A of the Act.

Chairman