

OVERVIEW AND SCRUTINY LOG OF RECOMMENDATIONS



Cttee	Review title	Rec #	Summary of recommendation	Status	Head of service	Implementation target date	Notes
Scrutiny	STC Regeneration	3	That a monthly update to questions, in a format to be agreed in conjunction with the Scrutiny Committee Chairman and Policy and Performance Officer, be provided by the Cabinet Member for Regeneration to all Members in the form of a bulletin.	Accepted	E.Wiggins	Ongoing	Cabinet's response was: "Cabinet agree on the principle of regular updating to members, in a standard 'bulletin' format to be agreed. However, monthly updating is not considered reasonable, and instead reporting every two months, shortly after the STC Project Board meeting, is considered to be more practicable. These can be timed to coincide with the regular face-to-face updates for Group Leaders that the Cabinet Member has agreed to continue." Updates provided to Scrutiny Committee - alternatively in person and through a written report at each meeting. The next written update to the Scrutiny Committee will be on 22 March 2018. An all Member briefing on Phase 2 of the Highways Works is being arranged.
Scrutiny	Leisure and tourism	1	Promotion and marketing - to commit a minimum of £25,000 to the tourism base budget to allow for substantial marketing and promotion of Swale as a tourist destination	Implemented	C.Hudson	Complete	Visitor Economy Framework adopted by Cabinet on 7 February 2018. £250,000 for framework implementation has been identified from shared business rates pool. Marketing and Promotion is one of the key outcomes of the framework, it is envisaged a minimum of £25,000 will be utilised on this outcome.
Scrutiny	Leisure and tourism	2	Promotion and marketing - to agree an objective of growing Swale tourism by 5 – 10% over the next four years	Accepted	C.Hudson	Ongoing	Six priorities for business development and growth identified within Framework. Action Plan in development as part of ECS Service Planning. Annual performance monitoring through Scrutiny, monthly Covalent updates and monthly individual performance scheduled once Service Plan agreed. A target of 11.5% has been set out the 5 year period of the framework.
Scrutiny	Leisure and tourism	3	Promotion and marketing - to consider as part of the future tourism plans the best forms of branding of Swale	Accepted	C.Hudson	Ongoing	To be included as part of the work to be undertaken on the Visitor Economy Framework and through partnership working with Visit Kent and other local partnerships
Scrutiny	Leisure and tourism	4	Visitors and local infrastructure - SBC should identify and provide sufficient coach parking in convenient locations to meet the demands of all visitors to Swale	Accepted	C.Hudson	Ongoing	Internal discussions with parking team underway on this critical issue
Scrutiny	Leisure and tourism	5	Visitors and local infrastructure - SBC should work closely with tourist attractions to ensure the Borough has a comprehensive coverage of up to date "brown tourist signs", including on strategic routes	Accepted	C.Hudson	Ongoing	Technical help is provided to visitor attractions through Visit Swale and Visit Kent using national visitor guidance and will continue
Scrutiny	Leisure and tourism	6	Visitors and local infrastructure - provision of more local signs	Accepted	C.Hudson	Ongoing	Signage forms part of the Visitor Economy Framework Action Plans.
Scrutiny	Leisure and tourism	7	Visitors and local infrastructure - consideration given to whether the funding of these signs could be supported by SBC, either through a new fund, Member grants, Section 106 grants or a combination of these	Accepted	C.Hudson	Ongoing	Signage forms part of the Visitor Economy Framework Action Plans.
Scrutiny	Leisure and tourism	8	Visitors and local infrastructure - SBC should make sustained efforts to influence KCC Highways and Highways England to fulfil their responsibilities to keep roads clean, and do the same with Network Rail in relation to the approaches to local stations	Accepted	C.Hudson	Ongoing	Establish high level tourism stakeholder group to monitor Visitor Economy Framework including external drivers impacting on tourism, leisure and hospitality
Scrutiny	Leisure and tourism	9	Working with the local tourism sector - that SBC facilitates the establishment of collaborative groups preferably led by the private sector and/or voluntary sector	Pending	C.Hudson	Ongoing	This is a model that has worked well in other LA areas where Visitor Economy Strategies and/or Destination Management Plans have been developed. The Council is working with the industry lead body in Faversham - Visit Faversham - (Tourism Committee) and has an 'observer' role. Visit Faversham is no longer a member of Visit Kent and all liaison and work for Faversham is managed through Visit Swale with input and support from Faversham Town Council's Tourism Officer. This has addressed one of the concerns of the industry that there was duplication within the area with regard to Visit Kent. Discussions with Sheppey Matters regarding Visit Sheppey continue and include agreeing a way forward for the management of the website and social media which is likely to result in establishing improved links to Visit Swale website and support along similar lines to that of Visit Faversham. Work to establish a similar vehicle for Sittingbourne will not commence until matters relating to Sheppey have been concluded which is likely to be September 2018. The heritage sector (Borough-wide) has now concluded its work and has received charitable status and become a Community Interest Organisation (CIO) which will improve their access to external funding and increase their independence and operational flexibility. This work has been professionally facilitated by a heritage consultant and with the support of both the Council and the South East Museums Development Network which in turn is funded by Arts Council England

Scrutiny	Leisure and tourism	10	Working with the local tourism sector - that SBC establishes a challenge fund of £3,000 to support new activities or events	Pending	C.Hudson	Ongoing	Resources will be allocated to the six priorities agreed and adopted within the Visitor Economy Framework. A working programme of key actions is currently being agreed between different service areas and resources for year 1 will be prioritised and allocated for expenditure in year 1. It is not envisaged that a separate Challenge Fund will be created as many new activities and events have and will continue to be supported through both heritage and culture grants (£10K in each pot) and those projects which add value to the visitor economy can be highlighted.
Scrutiny	Leisure and tourism	11	Research and intelligence - to conduct a full economic assessment of tourism in Swale. It is understood that this has been arranged to cover 2015 using "Destination Research". This should be repeated strictly every three years which has not recently been met	Implemented	C.Hudson	Complete	Model has been run based on 2015 data and the Visitor Economy Strategy will contain performance measures including volume and value data: noted requirement for performance monitoring every three years
Scrutiny	Leisure and tourism	12	Research and intelligence - additionally extra information should be sought from useful reports available on the tourism market	Accepted	C.Hudson	Ongoing	Council is in membership of Visit Kent and British Destinations Association and has access to tourism research and data on demand. The services of these and other agencies will be used to gather new intelligence informing marketing strategies
Scrutiny	Leisure and tourism	13	Research and intelligence - to make contact with several other similar Boroughs to develop a benchmarking programme to seek the best ways of increasing the economic and cultural effects of tourism. A minimum of £2,000 pa should be set aside for research	Accepted	C.Hudson	Ongoing	Districts meet twice a year through Visit Kent and the matter can be considered through this Forum
Scrutiny	Leisure and tourism	14	Financial and other support to the sector - SBC to proactively assist local tourist organisations to find and bid for grants to increase tourism	Accepted	C.Hudson	Ongoing	One of the outcomes in the Visitor Economy Framework is for business support to the sector, this will take many forms but will include access to grants.
Scrutiny	Leisure and tourism	15	Financial and other support to the sector - consider the creation and promotion of a challenge fund worth around £5,000, subject to future review, which local tourism businesses could bid for	Pending	C.Hudson	Ongoing	State Aid rules may apply and a review will be undertaken to see how/if this might be best achieved. The industry will have access to a 'Welcome Programme' currently in development which will offer access to business support and a suite of training programmes to enhance business performance. All research and development undertaken will be uploaded to Invest in Swale and accessible by the industry. Tourism sectors will inform and prioritise research and development opportunities to support growth and development of industry. Those businesses in sector accessing service provision will be tracked using performance management system 'Evolutive' so the Council can provide a 'whole life' service
Scrutiny	Leisure and tourism	16	Financial and other support to the sector - that SBC increases the availability of officer time to ensure the best possible potential achievement of all the recommendations made by the Scrutiny Committee	Implemented	C.Hudson	Complete	Officer resource has been increased 2 x FTE to deliver the Visitor Economy Framework as documented in the Cabinet report of 7 February 2018.
Scrutiny	Housing Services	1	Cabinet should consider what more the Council can do to help housing associations to provide more affordable and social housing in Swale	Accepted	A.Christou	Ongoing	Cabinet's response: Agreed. The council works in close partnership with these key organisations, meeting regularly, and supporting funding bids for their homes with the Homes and Communities Agency National Affordable Housing Programme. As the scrutiny committee review report confirms, the operating landscape of social housing providers is changing, and it has become more challenging for them to provide the level of affordable rented housing that is needed within the borough. Housing association Boards are now taking difficult decision to focus more greatly on shared ownership housing, than rented housing, due to viability of house building schemes and the requirement of the lenders. This does not accord with Swale local plan requirements, or the needs of local residents and this will be fully considered within the development of the upcoming housing and homelessness strategy for Swale.
Scrutiny	Housing Services	2	Cabinet should consider ways to provide housing associations a closer role in planning applications for housing developments, e.g. by routinely consulting them	Accepted	A.Christou	Ongoing	Cabinet's response: Agreed. Housing associations partners are engaged in the development of the local plan, and consulted in all relevant planning policies as well as discussions on a site by site basis, as housing developments come forward. We will continue to seek additional ways to provide a closer role where possible and appropriate.
Scrutiny	Housing Services	5	That the Housing Team, supported by the Cabinet Member for Housing and Wellbeing, bid for capital funding should any empty properties become available that owners agree to let the Council use	Accepted	A.Christou	Ongoing	Cabinet's response: Agreed. The Council supports owners and landlords to secure cost-effective loans to renovate properties to bring back to use with some success. If and when such properties become available, the council will take a proactive approach, including where possible bidding for funds to make best use of the property to meet local needs.
Scrutiny	Housing Services	6	Cabinet should consider whether the residency criteria (i.e. living in Swale for four years out of five) in Swale's housing allocations policy is a help or hindrance towards helping those in housing need, and if the latter, whether the policy should be reviewed	Accepted	A.Christou	Ongoing	Cabinet's response: Agreed. With the soon to be implemented Homelessness Reduction Act, and recent case law affecting Reasonable Preference requirements the allocations policy does require a full review, and this will begin by May 2018.

Scrutiny	Housing Services	7	That Cabinet can be encouraged to write to the Secretary of State for Communities and Local Government drawing attention to the severe pressure Swale was facing in housing homeless families	Accepted	A.Christou	Ongoing	Cabinet's response: Agreed.
Key to status							
			Pending: Awaiting cabinet decision on whether to accept or reject.				
			Rejected: Recommendation not accepted by cabinet.				
			Accepted: Recommendation accepted, still within target date for implementation.				
			Implemented: Recommendation accepted, implementation complete.				
			Overdue: Recommendation accepted, target date for implementation exceeded.				