



East Cambridgeshire District Council

End of Year
Council Report
2017/2018

Foreword



Charles Roberts, Leader of East Cambridgeshire District Council

I am delighted to be presenting you with the Council's End of Year Report 2017/18 and hope that you will enjoy reading all about the Council's achievements over the past 12 months.

Once again I can hear myself repeating the words, "there have been so many changes across our district recently", but this is a truly positive thing; with continued improvements to infrastructure, new housing developments, better recreational facilities and, with the opening of the bypass this year, improved transportation links.

We have recently seen the opening of the highly anticipated "Hive" leisure centre. This is a project which has been a major priority of the Council for a number of years and we are incredibly proud to be able to finally see it opened. I would like to pass on my thanks to everyone who has been involved with its development.

In April this year, the Council started to deliver waste services across the district. The transition from outsourcing the waste services contract to bringing it into our new Street Scene Company has been incredibly smooth. We hope that you haven't seen any major differences with your waste collections and look forward to making changes over the next six months to improve the service even more.

In our last Council report we focused on providing our residents with key facts about our achievements. However, in this year's report we thought it would be helpful to highlight real case studies which will show you the true impact of some key projects across the district. We hope you enjoy reading it.

John Hill, Chief Executive of East Cambridgeshire District Council

Despite the constantly changing economic landscape, we have continued to seek innovative ways to build a strong and resilient Council for our communities.

We continue to work with local residents to develop Community Land Trusts for those who live and work in the district, which enable more affordable homes to be built at a time when house prices across East Cambridgeshire are incredibly high. This will continue to be one of our main priorities.

The Council has been working closely with the Combined Authority on local infrastructure projects. The Combined Authority has confirmed a loan of £6.5m to the Council's trading company towards the development of the Community Land Trust site at Haddenham to build 54 new homes (19 of which will be affordable).

Our priority of "work to live, not live to work" will be maintained so that people can access jobs within the district and find affordable houses where they work.

We can't fit in all of the good work we do into a small report so to find out more about East Cambs District Council and our work please visit our website www.eastcambs.gov.uk.



Our Vision

“To be financially self-sufficient and provide services driven by and built around the needs of our customers. To enable and deliver commercial and economic growth to ensure that East Cambridgeshire continues to be a place where people want to live, work, invest and visit”

How we are going to achieve our vision for the future has been identified within our Corporate Plan 2017-2019. It sets out key priorities and promises for the Council, with outcomes focusing on infrastructure, local transport, job creation, creating a fantastic place to live, supporting the development of genuinely affordable housing and ensuring that the Council is financially sound and well-managed.



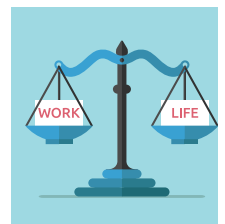
An overview: Some of our successes over the previous 12 months

Delivering a financially sound and well managed Council

We have frozen Council tax and will continue to do so during 2019/20. The Council has approved the East Cambs Trading Company business plan 2018/19, which sets out what it will achieve over the next 12 months.

A fantastic place to live, work and visit

The waste and recycling contract has been transferred into the Council's East Cambs Street Scene Company. A budget of £70,000 has been secured to develop a tourism strategy for East Cambridgeshire.



Genuinely affordable housing

The East Cambs Community Land Trust has been set up to provide on-going support to local Community Land Trusts across the district. Homes for the Soham Community Land Trust are currently being built and planning permission has been granted for homes for the Haddenham CLT, with the building works scheduled to start in autumn 2018.

New jobs and funding

The Council has agreed to purchase the Ely riverside moorings. This will help to provide an additional revenue stream and enable the Council to undertake work as and when required. The Council has been working with local businesses to encourage them to locate to the district. Over the past year two new large organisations have located to Lancaster Way with another one currently in the pipeline.



Improving Infrastructure

The Council has committed £1m towards the Ely Southern Bypass. It is expected to complete towards the end of 2018. This will help to reduce congestion around the station. The Council has been working with partners, including the Combined Authority, to improve road transportation in the district including the A142, A14 and A10. A £300k grant has been secured to help progress this project.



Improving local transport

80 new commuter parking spaces at Littleport station and 128 at Ely railway station have now been opened. We are pleased to say that they are being well utilised by commuters. The Council has continued to keep town centre car parks free of charge.

Update on previous projects

You may remember that within our last End of Year Report we mentioned a few projects which were in the process of completing. We wanted to update you on their progress.

The Hive Leisure Centre



photos courtesy of Mace and Pellikaan

The Hive Leisure Centre was officially opened by the Mayor of Cambridgeshire and Peterborough, James Palmer and local Councillor Richard Hobbs.

The facilities include an eight-lane 25m swimming pool, a learner pool with a moveable floor, two activity studios, a 120 station gym, a four-court sports hall and an external 3G artificial grass pitch.

The Hive will be managed by Greenwich Leisure Ltd (GLL) a charitable social enterprise on behalf of East Cambs District Council.

GLL runs many sports centres and invests its profit back into the organisation rather than paying dividends to its senior management team which most organisations do. Its primary focus is helping the local community to stay active whilst providing affordable and accessible leisure programmes.



8 years' worth of hard work from many partners, both internally and externally, has culminated in this new facility, with funding from East Cambs District Council and a £1.5m National Lottery grant from Sport England.

This now completes the second phase of the Ely Leisure Village. We hope that you'll utilise this wonderful new addition to the district for many years to come.

Waste and Recycling

The contract for waste and recycling has successfully transferred to East Cambs Street Scene (one of the trading arms of East Cambs District Council).



Councillor Julia Huffer and a member of our waste team

We are pleased to report that the process has gone even better than we could have expected and we welcome the 60-strong workforce who have come over to us from the previous provider.

As you can see from the picture, we have rebranded the uniforms and made them brighter to improve visibility.

To complement the recent changes, our Customer Services team has simple forms to book extra waste pick ups for bulky waste, etc. We hope that these make your experience of using our services easier.

Moving forward we will be financially investing in the waste team with HGV and health and safety training and improved induction procedures. In addition, we are aiming to further improve recycling rates and customer service levels.

Enforcement across the district

We have been working hard to reduce environmental crime across the district. Different services, including Street Scene and Environmental Services, have been working in partnership to help reduce the criminal act of fly tipping.

There has recently been a spurt of fly tipping incidents so the Council has been working hard to clear sites and, where applicable, work towards enforcement action against the criminals.

In a week we collected over 40 tonnes of fly tips (the equivalent of a combined weight of 3 double decker buses).



Example of fly tipping in the district- before & after

We have also made a commitment to reduce litter and have started work on developing a litter prevention strategy for East Cambs. This will complement the Government's "Litter Strategy for England 2017-2020" which focuses on education and campaigning, improving enforcement, and improved bin infrastructure and also aligns with our commitment to reduce plastic waste.

Community Land Trusts

The Council is proud of its relationship with local Community Land Trust (CLT) groups. We support with the technical knowledge of the project but community groups lead as they are best placed to know which locations will work best and what designs to choose.

Over the past 12 months the number of CLT sites has further increased. New CLTs have been set up in Swaffham Bulbeck, Soham, Kennett and Fordham. The "SAVE" CLT scheme in Soham is currently nearing completion and a recent planning application has been approved in Haddenham.



Drawing design for Haddenham CLT

When a community is interested in developing affordable houses locally but doesn't have the capacity to drive the project forward themselves the "East Cambs Community Land Trust" can offer more support.

The East Cambs Community Land Trust was established in November 2017 and is the overarching CLT for the district. Communities will still have the overall say in what a site will look like but East Cambs CLT will help drive forward the project and provide technical advice throughout the development.

Tackling Homelessness

The Housing Options team are eagerly awaiting the result of whether they have been awarded the Gold Standard accreditation from the National Practitioner Service. To get this far in the process shows their commitment to already providing a first rate homelessness prevention service but the Gold Standard accreditation will show that our service is exemplar.

The team has been working with partners to further develop Community hubs (which support early homelessness interventions).

Community Hubs offer all local residents the opportunity to find out information about homelessness, problems with anti-social behaviour and debt issues etc.

After successfully launching Ely and Littleport Hubs they will soon open new hubs in Soham, Stretham and Bottisham. In addition, they have opened a Youth Community Hub in Littleport to provide advice for young people on mental health issues, budgeting and how to avoid homelessness.

The North Ely Development

Phase 1 of the 3000 home, North Ely development site has now commenced. Two building contractors have submitted plans for dwellings on the site; Redrow Homes and Hopkins Homes.

Hopkins Homes has already started to build the first 50 homes (a total of 199 homes were agreed for planning permission). The first tranche of houses will be occupied in the autumn.



Hopkins Homes- North Ely site

Redrow Homes has also received detailed planning permission for 200 dwellings and is expecting to commence work on site within the next few months.

Economic Development

East Cambs has a thriving business community with a number of large, international businesses choosing to locate their company in the district.

This is of course essential for the area, as it brings in new jobs, financial stability, better infrastructure and encourages developers to build homes here to give people the opportunity to live near their place of work.

To nurture this further, the Council will soon be launching a pilot business surgery at e-space North in Littleport in partnership with the Norfolk and Waveney Enterprise Service (NWES). This will provide local companies with business development advice from highly qualified staff on a number of topics including funding and marketing advice and support on how to grow a business.



The Council also hasn't lost sight of young people who are looking to further their work experience to help with improved routes to employment. We have therefore committed both our time and financial resources to support apprenticeships in the area; working with local businesses to increase their apprenticeship in-take and promote the opportunities to local colleges.

This year we worked with various partner agencies on an event to highlight apprenticeship opportunities at The Maltings in Ely. We had over 50 companies in attendance!

This demonstrated that apprenticeships are still considered a valuable tool in supporting young people into the workforce and as a result we are pleased to announce that in the autumn we will be working with partners to launch a web-based portal for employers, employees and colleges to act as a "one stop-shop" for everything related to apprenticeships.

Focus on Health and Well-being

Let's Get Moving East Cambridgeshire



CYCLING

Did you know?

The NHS in East Cambridgeshire could save up to £1.3m per year treating patients with diabetes, stroke etc, arising from inactivity through getting people to be more active



TENNIS

Did you know?

Out of 326 local authorities across the country, East Cambridgeshire ranked 223rd for the most inactive areas, with 27% of 16+ being classed as inactive i.e. they do nothing



RUNNING

Did you know?

150 minutes of exercise per week will help to reduce dementia by up to 30%, type 2 diabetes by up to 40%, depression by up to 30% and cardiovascular disease by up to 35%



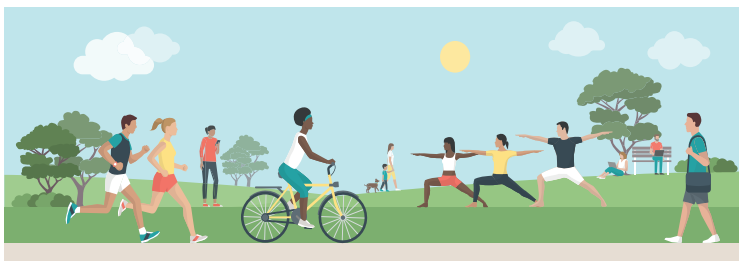
FOOTBALL

Did you know?

The East Cambs Health and Well-being Strategy 2018-2021 sets out what the Council and its partners will look to achieve to reduce health inequalities at a local level

The Council has recognised the positive impact that comes with living an active and healthy lifestyle. This includes not just the outcomes associated with exercise but also mental health.

East Cambs District Council has been working with partners on an initiative to help improve the health and well-being of people across the district. “Let’s Get Moving East Cambridgeshire” forms part of a wider Cambridgeshire initiative commissioned by Cambridgeshire County Council, in partnership with four other Cambridgeshire councils and Living Sport.



Sophie Edwards, the East Cambs “Let’s Get Moving East Cambridgeshire” Physical Activity Locality Co-ordinator has been supporting a number of groups and individual residents across the district to promote existing physical activities and has recently set up a walking netball group at Littleport Leisure Centre.

The aim is to target areas that are shown to have residents with lower levels of physical activity. The idea of walking netball is to reintroduce people to a sport that they may well have played long ago but at a gentler pace. It is suitable for all ages and abilities regardless of fitness levels.

Valerie’s story:

“At the age of 77 I thought my netball days were well in the past. I had not played since 1955. Although generally fit, I am unable to run properly or jump due to a ‘dead leg’ following a badly slipped disc in 1971 which results in my right leg having no lifting power, although it does fully support my weight.

I had heard of walking netball and was delighted when I heard it was starting in Littleport – I was there the first night! From the start, I felt this was something I could do on an equal footing (pun intended!) with everyone else. I can’t run or jump – that’s fine, it’s not allowed anyway – so I was at an advantage, the others had to be reminded not to run!

I am the oldest person attending – the youngest is 15 – so age doesn’t matter at all. No-one needs to feel ‘different’ or insignificant, we are all there to play the game, but it’s not the only reason; the main thing is we have good healthy exercise, we interact with others and most important of all – WE HAVE FUN! Since starting, and in line with a diet, I have lost nearly two stone. I feel healthier, I have more energy and I am much suppler, meaning that everyday tasks such as going up stairs, or walking my dogs, are so much easier.



Activity co-ordinator, Sophie Edwards and walking netball enthusiast, Valerie

Sophie has worked so hard with us, encouraging us from literally two or three at first, building up to 17 last week – enough for two full teams and some subs! We now have a name ‘Littleport Allsorts’, team shirts, and are ready to take on other clubs!

So don’t sit there thinking – ‘well, I might like to but...’ come along on Wednesday evening at 7pm and try, or just watch. You will be very welcome”.

If you’d like to find out more information on “Let’s Get Moving East Cambridgeshire” then please contact the Council.

Supporting Dementia Awareness

There are approximately 850,000 people with dementia in the UK, with 250,000 people per year being diagnosed.

The Council recognises the impact which dementia can have on our residents and their families and are working with Ely City Council on a pilot project for Ely to become a “Dementia Friendly Community”.

This includes organising training sessions for council officers on how to support people with dementia and organising dementia awareness sessions.

Once this pilot project has been established it will be rolled out across the district. We will update you on the outcomes in our next report.



Community and Tourism



Within East Cambridgeshire we are fortunate to have a number of key tourist related businesses. Tourism is an important driver of economic activity and being on the doorstep of Cambridge and the proximity of main transport routes also contributes to our thriving tourism in the district.

To maximise the benefits which tourism brings into East Cambs the Council has started to map all of the attractions across the district. In addition, over the summer a number of consultation exercises will be conducted. The data gathered will be used to help write a new tourism strategy for the area.

Our markets have also been attracting even more people to Ely over the past 12 months. We have seen an increase in the number of people buying produce from our various markets, including the Farmers' Market, weekly Thursday, Saturday and Sunday markets and speciality markets including the Vegan Fair and late markets for the summer and festive seasons.

New “Mini-Markets” are planned for 2018 to encourage people to shop more thoughtfully, little and often, to bring additional footfall into town and help reduce waste. Ely Markets are also launching a campaign to reduce the amount of single use plastic by both traders and visitors. Shoppers will be encouraged to “Bring Your Own” re-usable bags, cups and containers and traders will offer sustainable or no packaging options.

A recent independent survey conducted showed that Ely Markets help to generate an average of £5m per year with customers then going on to spend £10m in other shops within the Ely economy. Not only do Ely Markets provide opportunities for increased revenue but they also act as a small business hub to encourage new business opportunities and have a large social impact on the community.



Anglesey Abbey



Wicken Fen



Ely Cathedral

What you may not know about the Council

We wanted to take the opportunity to highlight some of the work we do from behind the scenes.



- Over the past 12 months our Customer Services team has responded to over 55,000 telephone calls from customers
- We have provided assistance to 33,657 visitors to The Grange
- We have supported customers with 4,250 general enquiry emails

The Council and its trading companies currently employ just over **250 staff**. Each person contributes to our goal of making the district a place where people want to work, live and visit, and helps to build a financially resilient Council.

It would be impossible to sing the praises of each service but we thought you might like to hear about some of our teams who wouldn't normally get a mention.

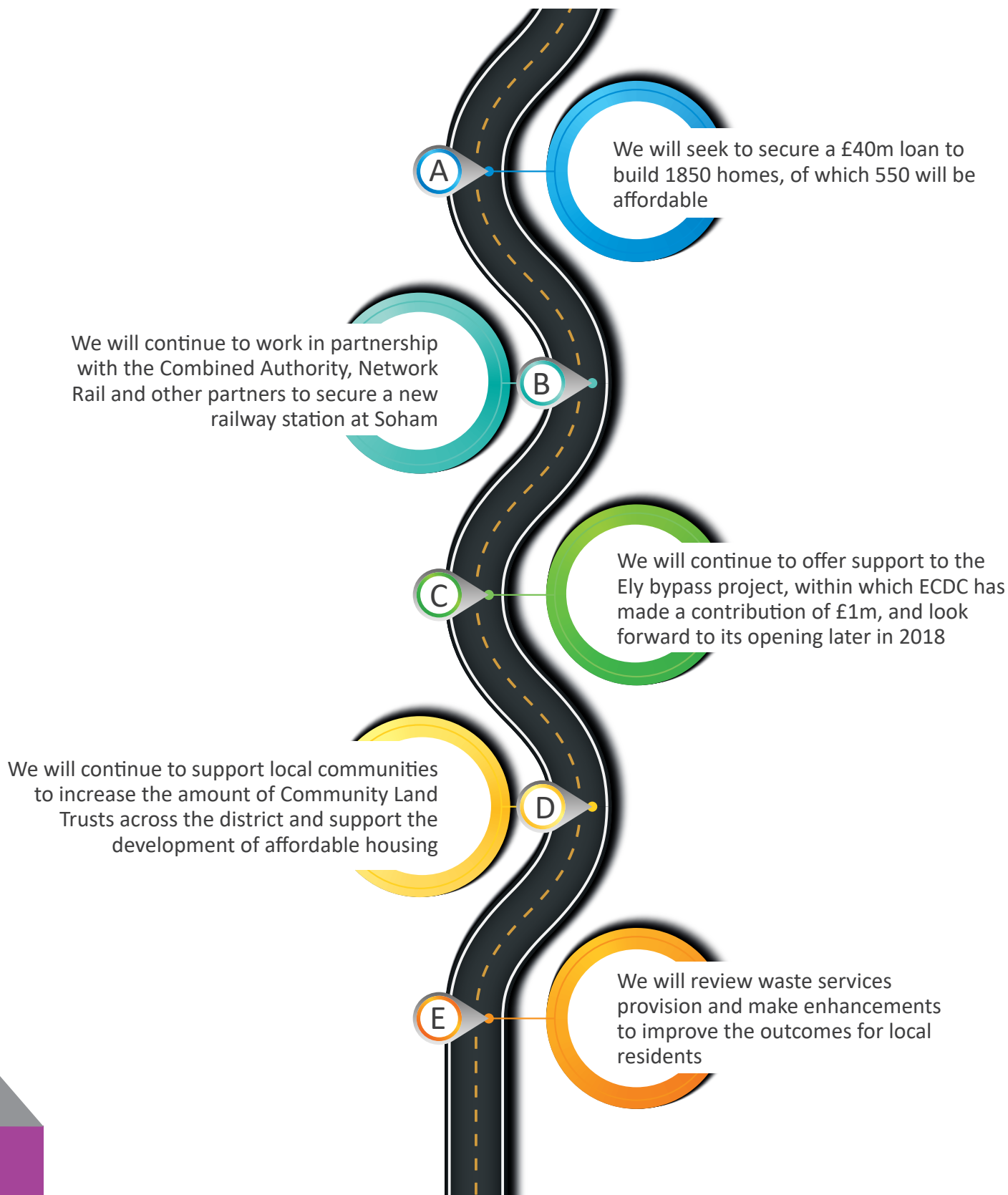
You may not be aware that our **Reprographics Services** team, when not busy on Council matters, can accept printing and design requests externally at competitive prices. These include flyers, leaflets, posters, business cards, large plans/posters, photographic prints etc.

Our **Legal Services** team provide in-house legal support which reduces the need to pay for expensive external legal teams. This includes providing advice on purchasing pieces of land, contract management advice, data protection, and land registry etc.

The **Environmental Services** team incorporates a number of important roles, from ensuring local food establishments have reached a high standard of hygiene to serve the public food, to ensuring that noise pollution doesn't detrimentally affect the lives of our residents.

The Council prides itself on looking at new and improved ways of working. One new initiative which has been developed over the past 12 months includes working with services to assess their processes to make them more efficient and streamlined.

What projects are we currently developing?



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Council's main reception
or email:
[customerservices@
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