

End of Year Performance Update Report

Tourism and Town Centres Services- 2016/2017

Performance Measure - To continue to maximise income opportunities and make efficiencies to reduce the net cost of this service to the Council	Baseline	Target	End of Year Report
To extend Angel Drove Car Park to provide additional parking spaces to meet the needs of commuters.	N/A	100 additional spaces	Due to open late summer.
To extend Littleport Station Car Park to provide additional parking spaces to meet the needs of commuters.	N/A	80 additional spaces	Land purchased and awaiting planning consent.
To launch a new commercial website for Visit Ely which will form part of the Council's Transformation Programme and bring in a minimum of £5,000 in its first 12 months	N/A	£5,000	Site launched 1 st Sept. Advertisers being sort as of 1 st Jan with £1,500K secured to date.
To expand on the programme of events and tours available at Oliver Cromwell's House in order to increase income levels by £2,500.	N/A	£2,500	£4K of additional event income received to date.

Performance Measure - To develop Town Teams that strive to improve the town centres of Ely, Soham and Littleport to benefit all those that live, work and visit there.	Baseline	Target	End of Year Report
To establish a newly constituted group for Ely's Town Team that will be a recognised voice and lead in driving the future city centre's growth and development	N/A	Dec 16	This is being addressed through the Tourism and Town Centres Service Review.
To look into the feasibility of receiving grant funding in order to continue to develop the work of Littleport's Town Team Action Plan.	N/A	Dec 16	First application rejected. Seeking public consultation to form part of second application. Now on hold pending the outcome of the Tourism and Town Centres Service Review.
To establish a new town team for Soham and develop and carry out a one year action plan.	N/A	June 17	Launched and first three actions successfully carried out. Now on hold pending the outcome of the Tourism and Town Centres Service Review.

Performance Measure - To identify training needs across the service by following effective performance management processes. To ensure succession planning is in place.	Baseline	Target	End of Year Report
To ensure that all staff appraisals are completed annually and within the time frame set by HR.	100%	100%	On target to complete by March 17
To update Service Delivery Champion with progress within Service, how the service is bring operated and budgetary updates. Service Delivery Champion to act as critical friend.	4	4	Achieved