

## Six Month 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	6 month update report
To extend Angel Drove Car Park to provide additional parking spaces to meet the needs of commuters.	N/A	100 additional spaces	Land now purchased and planning application submitted.
To extend Littleport Station Car Park to provide additional parking spaces to meet the needs of commuters.	N/A	80 additional spaces	Land negotiations at a final stage.
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 <sup>st</sup> September and process to invite advertisers onto the website has begun.
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	Due to a successful programme of new events and tours, income levels already achieved.
(If there are outcomes with a 10% variance either positively or negatively then these are written in this section by the Service Delivery Lead) Notes:-			

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	6 month update 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 now on hold pending the outcome of 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 was rejected, second one submitted.
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 two actions successfully carried out.

<b>Performance Measure - To identify training needs across the service by following effective performance management processes. To ensure succession planning is in place.</b>	<b>Baseline</b>	<b>Target</b>	<b>6 month update report</b>
To ensure that all staff appraisals are completed annually and within the time frame set by HR.	100%	100%	<b>Completed in June 2016.</b>
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	<b>On target.</b>
<b>(If there are outcomes with a 10% variance either positively or negatively then these are written in this section by the Service Delivery Lead)</b>			
<b>Notes:-</b>			

**Service Delivery Champions to review six month performance report and write down their comments in the box below.**

<b>Name of Service Delivery Champion:- Cllr Hamish Ross</b>
<p><b>Comments:-</b></p> <p>The latest time that Tracey &amp; I met was a couple of weeks ago. This is a very exciting time for Tourism &amp; Town Centre Services, seeing many ideas develop and visions coming to fruition.</p> <ul style="list-style-type: none"> <li>• The Soham Town Team is flourishing, with an excellent focus on the Pumpkin Fair recently and now Christmas. This appears to be following in the successful footsteps of Ely and Littleport.</li> <li>• Visit Ely Website is absolutely awesome. This is just what the district needs and it has had maximum effect with minimal financial investment. The site is totally professional and reflects the dedication and passion of Tracey and her team. It shows what can be done through vision and dedication. It is long overdue and it a credit to the service.</li> <li>• Tracey and her team have revolutionised events at Oliver Cromwell House with the advent of the international craze of 'Escape Rooms'. This new venture has been extremely successful, so much so that they have increased the number of weekends on offer. It is making a significant financial contribution far exceeding any forecast.</li> <li>• Finally, another financial contribution will be the extension of Littleport and Angel Drove car parks. Land negotiations, planning etc...are in final stages and as well as an increased financial contribution, it will also go a long way to meet the increasing commuter demand for parking and reduce the congestion of surrounding streets.</li> </ul>