



The City of Ely Council's vision for Ely, its **purpose, values, objectives and key priorities.**

CITY OF ELY COUNCIL

Business Plan 2016 - 2019

Approved and adopted 25th July 2016

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Chairman of the Council

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1 INTRODUCTION

1.1 WHAT IS THE CITY OF ELY COUNCIL'S BUSINESS PLAN?

- It is a statement of the City Council's vision for Ely, its **purpose, values, objectives** and **key priorities**.
- We do not intend this to be a traditional plan that sets out aims and ambitions that are delivered by the community and partners as a whole. Rather it is a document that sets out what the City of Ely Council itself can achieve either alone or in conjunction with East Cambridgeshire District Council or Cambridgeshire County Council.
- The aim of the Business Plan is to give Ely's residents a clear understanding of what the City Council does and what it is trying to achieve. It details what the City Council intends to focus on over the next three years. The Business Plan is a live document that we will review annually, use to drive the budgeting process, plan activities for the coming year and enable the City of Ely Council to monitor its progress against key priorities.

1.2 WHY HAS THE CITY COUNCIL DECIDED TO PRODUCE A BUSINESS PLAN?

- The business plan provides a framework for the City of Ely Council to work within, enabling it to operate in a more consistent and co-ordinated way, and to be proactive rather than reactive in its decision-making.
- Our community will be able to have a better understanding of what the Council does and to clarify what it doesn't do; in other words, to explain what issues fall under the responsibility of other delivery bodies such as East Cambridgeshire District Council (ECDC) and Cambridgeshire County Council (CCC). The Plan is a statement of intent. However, the Council may have to make decisions contrary to our stated commitments if events such as budget constraints, new legislation or changes in our policies make that necessary. Any changes will, however, be reflected in an updated Plan.

1.3 COMMUNITY INVOLVEMENT IN THE PLAN

- To ensure this Business Plan is consistent with our residents' wishes, we will consult on its contents through as many channels as possible including our website, Community Forum and contacts with the leading village organisations. We will request feedback and modify each version in the light of that feedback.
- We will include both ECDC and CCC in the consultation to ensure the plan is consistent with District and County goals and aspirations.

1.4 MONITORING THE PLAN

- Evaluating progress against the list of activities that make up our three-year plan will take place at each Committee meeting and Full Council meeting. At each of those meetings, we will seek to understand the progress made in the strategy, where we need to do further work and if there are any barriers to progress. We will review and update the whole Business Plan annually to keep the document relevant and up-to-date.
- The Business Plan will be available on the City of Ely Council's website, with hard copies available to view in the City Council Office and Library.
- Our Business Plan will continue to be the main way of telling you what we are doing to meet the needs of the community. It is a two-way conversation. Please tell us what you think about it. We welcome your comments. If you require any further information that would help you understand what we are trying to achieve, please let us know. We can also provide additional information on the issues raised in the Plan.
- It is the Council's intention to review the Business Plan regularly, publish progress through our website, and make any changes considered necessary as a result.

2 THE CITY OF ELY COUNCIL

2.1 OVERVIEW OF THE COUNCIL

- There are three tiers of Local Government, each with different responsibilities. The City of Ely Council is the third and local tier, with an important role to play in promoting the City and outlying villages, representing its interests and supporting the work of different groups in the community.
- East Cambridgeshire District Council (ECDC) is the second tier and is responsible for services including housing and environmental services. ECDC is also responsible for strategic planning policies for all development (including housing and employment sites) via its Local Plan. Finally, as the first tier, Cambridgeshire County Council's (CCC) responsibilities include highways, relating to both roads and footways (pavements), education, health and social services, public rights of way and libraries.
- Residents elect fifteen City Councillors every four years. The Council elects a Chairman and Vice-Chairman annually at the Annual Council Meeting in May. The Chairman and Vice-Chairman also hold the position of Mayor and Deputy Mayor. The Mayor receives an annual allowance to cover expenses. The Council reports to the electorate at the Annual Parish Council meeting in April. Councillors are unpaid. We commit our time to improving Ely and maintaining it as an attractive and sustainable place in which to live,

visit and do business. Elections were last held in May 2015. The next elections will be in May 2019 and following that in 2023.

- The City Council owns property and land in the City and gains some income from some of it. We hold these assets on behalf of the community and are responsible for maintaining their value.
- The Full Council meets monthly on a Monday (actual dates are published on the Council website and on the noticeboard at the City Council Offices). All meetings are open to the public with a period set aside for members of the public to address the Council.
- The Council runs its business through Committees. Working Groups comprising councillors and members of the public support the work of Committees.
- The Council works to its Standing Orders and Financial Regulations. These lay down the rules by which we operate and conduct our business. We have based our Standing Orders on a model prepared by the National Association of Local Councils (NALC). We also expect City Councillors to adhere to the Council's Code of Conduct also adopted from NALC. Committees and Working Groups work to terms of reference agreed in Council or in executive committees.

2.2 THE COUNCIL STAFF AND MANAGEMENT

See Appendix I

2.3 CORPORATE VISION AND OBJECTIVES

The City of Ely Council's vision for Ely is for it to be a successful, vibrant, attractive place, where people want to live, work and visit.

The Council's Mission Statement:

The City of Ely Council aims to improve the quality of life for the residents of Ely by ensuring that it is a desirable, thriving and sustainable place in which to live. We do this in a number of ways:

- We provide a democratic and representative voice for the community.
- Where we provide services, we manage them to a good quality standard, in an efficient, effective and responsive way, at an affordable cost.
- Where others provide services, the City of Ely Council endeavours to ensure that they deal with them effectively and in accordance with the wishes of the community.
- We work with residents, local authorities and other service providers, businesses and voluntary organisations with the aim of achieving a safe, healthy, prosperous and sustainable community.

To achieve our Mission Statement, we need to:

- Serve those who live, study and work in Ely and those who visit the City.
- Help create a socially inclusive and caring community that embraces all its residents, irrespective of age, disability, gender reassignment, pregnancy and maternity, race, religion and belief, sex, sexual orientation or income, and which seeks to develop their well-being, knowledge, understanding and mutual co-operation.
- Promote and represent the community's views and aspirations at local, district, county and national level.
- Provide high standard, cost-effective services and amenities to help meet the needs and wishes of residents.
- Work in partnership (or otherwise) with other statutory and voluntary bodies, businesses and individuals, to ensure an improving standard of services and facilities to meet the needs and expectations of Ely's residents.
- Achieve a greater degree of influence over service delivery and service development bodies to ensure those organisations have the best interests of Ely residents in mind.
- Seek a fair share of investment in the City by local, county and regional authorities
- Encourage the devolution of services to the City Council where we can deliver them more effectively and efficiently, and ideally with no additional cost to the taxpayer.
- Enhance and promote the historic and cultural heritage of Ely and safeguard its unique identity as a City surrounded by Green Belt.
- Encourage and promote the economic and commercial vitality of the City and support as best we can the many small businesses in the City.
- Strive for a pleasant, clean and safe environment throughout the City.
- Promote and support local voluntary groups and clubs that seek to assist residents and visitors.
- Be a professional, competent and caring City Council.

SWOT Analysis for the City of Ely Council 2016

Strengths	Weaknesses
<p>Councillors are not elected using party labels.</p> <p>Councillors have different life skills and experiences.</p> <p>Good mix of folk memory and new blood of councillors.</p> <p>Figurehead of a City Mayor.</p> <p>Agreed goals and aims though the collaborative Business Plan.</p> <p>Efficient and local staff with relevant experience.</p> <p>Ability to explore and adapt to change where appropriate.</p> <p>Good links with City stakeholders.</p>	<p>Procedures not keeping pace with levels of change.</p> <p>Reliance on councillors to undertake key tasks which could be done by increased staffing.</p> <p>Lack of time and availability, resulting in difficulties in organising discussion possibilities.</p> <p>Lack of funding to provide the services that the City of Ely Council would wish to offer.</p> <p>Not a member of the Association of Parish Councils which could provide access to professional advice.</p> <p>Inability to respond to change quickly through the Committee system.</p>

Opportunities	Threats
<p>Develop our assets, staff and knowledge. Become a Quality Council. Create a training plan to keep pace with changes, Develop a robust system of management accounts. Run local services in the best interest of local people. City growth leading to greater level of funding through CIL. Greater engagement with parishioners leading to greater confidence in the Council. Greater positive engagement with the media to create better public relations and understanding. Increase volunteer pool. Opportunity to contribute to or facilitate tourism development. Create more formal communications with ECDC and CCC.</p>	<p>Residents not understanding the different levels of local government, leading to the perception that the City of Ely Council is responsible for those services provided by ECDC or CCC, ie reputational risk. Perception of the local residents that we can make those decisions made by other councils, eg planning and LATC. Central funding resulting in the offloading of non-statutory services by CCC and ECDC. Unexpected changes to legislation. Change in funding formulae reducing potential to raise precept. Financial risk of running assets. Loss of key staff.</p>

2.4. FINANCIAL INFORMATION

See Appendix II

2.4.1 ALLOWANCES

Councillors are unpaid and receive no allowance for their duties. We could review this decision at our Annual Parish Meeting as councillors could vote themselves an allowance. However, this has never happened.

2.5 VOLUNTEERS

The City of Ely Council could not complete the work it has committed to without the help of volunteers from the community. We cannot stress enough how grateful the community and we are that there is such a group of hard-working individuals who receive not a penny in payment for their efforts.

Volunteers also staff most of our community groups, often with a special interest or special skills in a particular subject such as care for the elderly, conservation of the village buildings, development of the High Street, management of our open spaces, and so on. Despite this dedicated team we still need more – so if you have a particular interest and can afford an hour or two each week, contact the City Council Office who will put you in touch with the right people.

3 THE CITY OF ELY COUNCIL'S MAIN AREAS OF RESPONSIBILITY

The Council has the following responsibilities:

- Managing the Cemetery and the City of Ely Council's Recreation areas;
- Managing Christmas Lights programme and the Annual Switch On Event;
- Managing the assets of The Maltings, the Sessions House, the Maltings Cottage and the Cemetery;
- Managing the Shared Equity Housing Scheme;
- Managing the CCTV system serving Ely and Soham;
- Managing the City of Ely Environmental assets (street furniture, and our trees) and Ely in Bloom;
- Managing an auditing programme which will contribute to consultations, eg traffic surveys, highways, street cleanliness.

The Council also represents the Parish on a number of external organisations, including:

- Stuntney Village Council;
- Prickwillow Village Council;
- Ely Museum;
- Needham's Foundation;
- Citizen's Advice Service for Ely
- Currently on governance of Ely St John's Primary School;
- Community Voice, High Barns;

- Paradise Sports Centre;
- City of Ely Allotments Association;
- Trinity Dole Charity;
- East Cambridgeshire Access Group.

3.1 OTHER ORGANISATIONS WITH SERVICE DELIVERY RESPONSIBILITIES

- East Cambridgeshire District Council (ECDC) is responsible for environmental services (refuse and recycling), the public convenience in the City centre and the provision of housing services (including Housing Associations). ECDC also is the local planning authority with responsibility for all planning approval including in our conservation area. www.eastcambs.gov.uk.
- Cambridgeshire County Council (CCC) is responsible for all highways issues including street furniture (lighting, pavements, bollards, etc.), coordinating and funding some bus routes, health and social care, library services and schools. www.cambridgeshire.gov.uk
- Cambridgeshire Police is responsible for addressing crime and anti-social behaviour in Ely. www.cambs.police.uk
- The City Council at the time of writing part-funds the provision of Citizens' Advice which serves the City.
- Where others provide services, the Council endeavours to ensure they deliver them effectively and in accordance with the wishes of the community.

4 CITY OF ELY COUNCIL'S ACTIVITIES AND OUR COMMITMENTS

In this section, we explain what we do and where our responsibilities lie. We also tell you what we are ready to commit to on a continuing basis, and we explain what we hope to do in the future.

THE COMMITTEES

4.1 PERSONNEL, FINANCE AND GOVERNANCE COMMITTEE

Aims

To secure the proper administration of the Council's financial affairs under all relevant legislation.

To deal with all matters relating to the establishment, recruitment, appointment and terms of conditions of employment of all staff.

Responsibilities

- Recommend the precept to the Full Council for approval.
- Develop the Council's financial plan.
- Review and revise the Business Plan.
- Appoint the independent Internal Auditor.
- Review internal and external audit reports and arrange to implement recommendations.
- Maintain adequate systems of internal control and internal audit through the year.
- Receive annual estimates of expenditure and income and control and monitoring of the Council's approved budget throughout the year.
- Undertake all tendering and purchasing arrangements.
- Consider and approve all applications for grants from the Council and make recommendations for consideration by Full Council.
- Consider possible Section 106 applications for the purpose of determining Section 106 priorities of the Council.
- A Working Party working to the Committee will be set up to manage the Section 106 and CIL applications.
- Undertake annual review of all adopted Council policies and procedures.
- Deal with all shared equity housing matters.
- Deal with all health and safety matters.
- Deal with all communications and public relations matters.

Powers

On behalf of the City of Ely Council, the Committee also has powers that it can exercise to recommend to Full Council the following aspects with regard to personnel, finance and governance matters:

- Borrow money for statutory functions or for the prudent management of financial affairs;
- Make byelaws;
- Duties in respect of parochial charities;

- Act as charity trustees;
- Spend money on crime detection and prevention measures;
- Issue fixed penalty notices for litter, graffiti and offences under the dog control orders;
- Power for an eligible Council to do anything subject to statutory prohibitions, restrictions and limitations which include those in place before or after the introduction of the General Power of competence;
- Powers to promote lotteries;
- Powers to act as lead body for a neighbourhood development plan or a neighbourhood development order;
- Power to provide newsletters and have their own website;
- Powers to receive and retain Parish Property and documents;
- Duty to deposit certain published works in a specific deposit library;
- Power to admit to be honorary freemen/freewomen of the City;
- Power to participate in schemes of collective investment.

Structure of the Committee

The Committee comprises six councillors, including the current Mayor and Deputy Mayor and past Mayor.

All Committee members serve on the Planning Committee. The Committee will discharge its responsibilities by:

- Meeting six times a year and reporting to Full Council;
- Creating and managing a balanced budget;
- Managing the income and expenditure transactions;
- Managing the sales and purchase transactions;
- To undertake the payroll;
- Producing management accounts for decision making for the whole Council. Dealing with all matters concerning personnel in line with the current legislation;
- Managing the system for Section 106 recommendations;
- Managing the grant system;
- Managing the health and safety policy and day to day implementation;
- Managing the shared equity housing;
- Undertaking a transparent tendering and procurement system for acquisitions and services;
- Ensuring value for money when dealing with suppliers;
- Creating and updating the Council's policies and procedures;
- Ensuring effective communications with all stakeholders and maintaining a positive public reputation;
- Managing and updating the Council's website;
- Work with the appointed Internal Auditor.

It will use its powers in carrying out these tasks by:

- Regular consultation with the local community and media;
- Participation in Community Forums and the City Centre Forum;
- Regular liaison with East Cambridgeshire District Council, Cambridgeshire County Council and the ECDC Access Group;
- Scrutiny and timely response to all relevant policy reviews and consultations;
- Participation on Planning Committees.

4.2 ASSETS AND ACQUISITIONS COMMITTEE

Aims

To actively consider the feasibility of acquiring assets, facilities and services that are pertinent to the City of Ely and its people, taking into account the wishes of local people, financial viability and diligent due process.

To acquire over time those assets, facilities and services it is deemed appropriate to belong to the City of Ely and its people.

To manage efficiently and effectively the assets and facilities owned by the City of Ely Council for the benefit of the community.

Responsibilities

Managing the effective and efficient running and maintenance of those assets owned by the City of Ely Council, ie the Sessions House, the Maltings and the Maltings Cottage. The Cemetery and Play Parks are managed through the Recreation and Cemetery Committee and the Allotments are run and managed by the City of Ely Allotments Association. The Assets and Acquisitions Committee, the Recreation and Cemetery Committee and the City of Ely Allotments Association report direct to the Full Council.

Powers

On behalf of the City of Ely Council, the Committee also has powers that it can exercise to recommend to Full Council the following aspects with regard to assets and acquisitions:

- Nominate assets to be added to a list of assets of community value and the right to bid to buy a listed asset when it comes up for sale;
- Encourage tourism to the area;
- Establish or acquire by agreement markets within the Council's area and provide a market place and market buildings;
- Challenge services that are provided by a principal authority in order to run a service currently run by the District or County Council;

- Provide allotments;
- Borrow money for statutory functions or for prudent management of finances;
- Provide and encourage the use of conference facilities;
- Provide and equip buildings for use of clubs having athletic social or educational objectives;
- Acquire, provide and furnish community buildings for public meetings and assemblies;
- Provide entertainment and support of the arts;
- Agree to appropriate and to dispose of land;
- Accept gifts of land;
- Acquire and maintain land for public recreation and open spaces and provide a wide range of recreational facilities;
- Acquire and provide buildings for public meetings and assemblies;
- Provide public conveniences.

Structure of the Committee

The Committee comprises six councillors, including the current Mayor and Deputy Mayor, as ex-officio members.

All Committee members serve on the Planning Committee. The Committee will discharge its responsibilities by:

- Meeting six times a year and reporting to Full Council;
- Being the initial contact for exploring the feasibility of acquiring and running assets, facilities and services that are identified by or requested of the City of Ely Council;
- Setting up Working Parties as required to work on specific projects and report back to the Assets and Acquisitions Committee, eg Phase II of the Sessions House Working Party in order to determine the feasibility of inserting a lift and the Working Party for the Maltings Cottage now working with Highfield School;
- Creating a lettings policy for the Sessions House;
- Developing and maintaining an asset register of the Sessions House, Maltings and Maltings Cottage and equipment contained within;
- Ensuring the viability of the Maltings whilst delivering a community and commercial programme;
- Creating and carrying out a costed maintenance plan for our buildings;
- Ensuring value for money when dealing with suppliers;
- Planning and budgeting for planned improvements to the buildings;
- Creating and maintaining the policy on Health and Safety based on the current legislation.

It will use its powers in carrying out these tasks by:

- Regular consultation with the local community;
- Participation in Community Forums and the City Centre Forum;
- Regular liaison with East Cambridgeshire District Council, Cambridgeshire County Council and the ECDC Access Group;

- Scrutiny and timely response to all relevant policy reviews and consultations;
- Participation on Planning Committees;
- Undertaking an annual review of all the City of Ely Council policies that affect asset and facility matters.

4.3 ENVIRONMENT COMMITTEE

Aims

To nurture and develop pride in the City of Ely by facilitating a clean, healthy and attractive local environment in co-operation with the citizens of Ely, local businesses, East Cambridgeshire District Council (ECDC) and other stakeholders.

Responsibilities

- Street furniture including dog waste bins, notice boards, benches, flower containers, signs, those lamp posts and lights and bus shelters owned by the City of Ely Council;
- Some trees and green areas;
- Floral displays, through the Ely in Bloom Working Group;
- The memorial bench scheme.

Powers

On behalf of the City of Ely Council, the Committee has powers that it exercises through considering and recommending ways to make environmental improvements through co-operative working in the following areas:

- Litter clearing; street cleaning; removal of graffiti; de-cluttering of streets; maintenance of signs and road markings; parking; provision of cycle ways; changes to street lighting; traffic calming measures; care of commons, footpaths, bridleways, ditches and ponds, public clocks, and war memorials.
- Policing, crime reduction and reduction in anti-social behaviour.

Structure of the Committee

The Committee comprises six councillors, including the current Mayor and Deputy Mayor, as ex-officio members.

All Committee members serve on the Planning Committee. The Committee will discharge its responsibilities by:

- Meeting six times a year and reporting to Full Council;
- Regularly inspecting, renovating and replacing existing street furniture where needed;
- Planning and budgeting for new street furniture on existing and planned housing and business developments where there are deficiencies;

- Inspecting and maintaining the Council’s trees and green areas on a regular basis;
- Planning and budgeting for additions to the tree stock and green areas, and their maintenance, on existing and planned housing and business development;
- Maintaining the currently level of floral displays within the City;
- Planning and budgeting for future increases in floral displays, and possible participation in national or regional competitions.

It will use its powers in facilitating and championing environment matters affecting the City of Ely by:

- Participation in Community Forums and the City Centre Forum;
- Regular liaison with East Cambridgeshire District Council, Cambridgeshire County Council and the ECDC Access Group;
- Scrutiny and timely response to all relevant policy reviews and consultations;
- Participation on Planning Committees;
- Participating in the development of plans for infra-structure changes that will result from future housing and business development within Ely and that will be funded by the Parish share of CIL;
- An annual review of all the City of Ely Council policies that affect environmental matters.

4.4 RECREATION AND CEMETERY COMMITTEE

Aim

To nurture pride in the City of Ely by promoting and developing the recreation and play areas owned by the City of Ely Council and developing Ely cemetery in co-operation with the citizens of Ely, local businesses and other organisations.

Responsibilities

Play areas in: Stuntney, Hallfield Terrace; Prickwillow, Main Street; Ely, High Barnes, St John’s Road, Willow Walk, Paradise Play Area, The Park and Columbine Road.

Ely Cemetery and Chapels.

Powers

On behalf of the City of Ely Council, the Committee has powers that it exercises through considering and recommending ways to manage and improve its assets through co-operative working in the following areas:

- The acquisition and maintenance of land for public recreation; the provision of a range of recreational facilities;
- The provision, maintenance and acquisition of cemeteries; and contributing towards the expenses of cemeteries.

Structure of the Committee

The Recreation and Cemetery Committee comprises four council members, plus the Mayor and Deputy Mayor as ex-officio members. The Committee's members all sit on the Planning Committee.

The Committee will discharge its responsibilities by:

- Meeting six times a year and reporting to Full Council;
- Regularly inspecting, renovating and replacing existing equipment where needed on its play areas;
- Planning and budgeting for new play areas and equipment on existing and planned housing and business developments where there are deficiencies;
- Overseeing the regular maintenance of the cemetery;
- Overseeing the management of requests for burials, associated monuments, and use of the chapel;
- Inspecting and maintaining trees on the cemetery and play areas on a regular basis;
- Planning and budgeting for additions, burial spaces and the development of the chapels to meet additional demands arising from planned housing and business developments;

It will use its powers in facilitating the development of play areas and the promotion of the use of the cemetery and chapels by:

- Regular consultation with the local community;
- Participation in Community Forums, the City Forum, and representation at other relevant meetings and groups;
- Regular liaison with East Cambridgeshire District Council (ECDC), Cambridgeshire County Council, the ECDC Access Group;
- Scrutiny and timely response to all relevant policy reviews and consultations;
- Participation on Planning Committees;
- Participating in the development of plans for infra-structure changes that will result from future housing and business development within Ely and that will be funded by the Parish share of the Community Infrastructure Levy.

4.5 CHRISTMAS LIGHTS COMMITTEE

Aims

To create a Christmas atmosphere in the City Centre by planning and erecting the best possible Christmas Lights Display, within the constraints of the budget, from the last week in November until just after Christmas every year.

To provide an evening of entertainment for the residents of the City and visitors from surrounding areas to enjoy the 'Switch On' of the lights around the town and on the Christmas tree in the Market Place. This is funded, where possible, by sponsorship. This event has been running for over ten years.

This requires the Council to ensure the proper management and maintenance of the lights and to ensure that the correct management and operational procedures are followed regarding the erection and dismantling of the Christmas Lights and also the provision of the 'Switch On' event.

Structure of the Committee

The Committee comprises four councillors plus the current Mayor and Deputy Mayor as ex-officio members. In addition, a maximum of five volunteers can be co-opted onto the Committee from the 'Lighting' and 'Switch On' event Groups'. There is a councillor representative for both the Christmas Lights and Switch On Groups.

The Committee will discharge its responsibilities by:

- Meeting regularly and reporting to Full Council;
- Regularly inspecting, renovating and replacing Christmas lights where needed;
- Planning and budgeting for new lighting displays;
- Planning and budgeting for the 'Switch On' event, obtaining sponsorship where possible.

THE SWITCH ON of the Christmas Lights and tree is an activity which is run through the Christmas Lights Committee. It is organised by a dedicated group of volunteers who create this annual, very popular community and family event.

Volunteers

The Christmas Lights and 'Switch on' event rely very heavily on volunteers who work hard throughout the year planning displays and maintaining the lights, but especially during the erection and dismantling of the lights. The Christmas Lights and 'Switch On' would not happen in Ely in the way that it does without them. In addition, we welcome engineers from the Mildenhall Air Base who help us at these times. We are grateful to those who give up their time for the benefit and enjoyment of our local residents and visitors.

4.6 CCTV STEERING GROUP

In 2008 East Cambridgeshire District Council (ECDC) in partnership with the City of Ely Council, Soham Town Council and the local Constabulary, successfully transferred the monitoring of the cameras in Ely and Soham from Cambridge City County Council, saving local taxpayers £100,000 each year, whilst significantly improving access to the CCTV by local police.

ECDC subsequently withdrew from the partnership and the final stage, which will save a further £40,000 each year, has been to move over to a modern Wi-Fi system. As well as being much cheaper, the system also provides a more flexible scheme for the future and was welcomed by all partners. A new Partnership was formed.

The purpose of the CCTV is to contribute towards ensuring the Town Centres of both Ely and Soham are safe from crime and social nuisance.

Monitoring of the CCTV cameras spread around Ely and Soham takes place in the Ely Police Station by a volunteer team, led by a Co-ordinator, and managed by the Clerk of the City Council.

The CCTV partnership is chaired by a City of Ely Council Councillor and comprises 3 further City of Ely Councillors, 2 Soham Town councillors, representatives of the Police, volunteer representatives and the Manager of ECDC Community Safety Partnership.

Ely and Soham Community CCTV Partnership

Ely and Soham CCTV cover the City Centre of Ely and the town centre of Soham. In addition, it also covers the public car parks in both areas, the recreation areas in St Johns Road, Ely and Fountain Lane, Soham and also Ely Market Place. There are a total of 28 cameras in Ely (including the Country Park) and 8 in Soham.

The control room is located at Ely Police station where all the cameras are recording 24 hours a day, 365 days a year, with cameras monitored at peak periods by volunteers.

Aims of the Scheme

The aim of the scheme is to reduce the level of vehicle crime, anti-social behaviour, violence, theft, criminal damage and commercial burglaries within the areas covered by the scheme.

The Ely Pub Watch and Shop Watch schemes link into the CCTV scheme via radios held by local pubs, clubs and shops, thus enabling precise targeting of actual and potential troublemakers.

Operation of the Scheme

The CCTV Scheme is owned by the City of Ely Council and Soham Town Council and operated by volunteers.

The cameras are operated within a strict Code of Practice and the viewing of private areas is strictly prohibited within this code. Part of this code also requires that CCTV signs are displayed in areas covered by the cameras.

Targeted observations are undertaken within the scope of the key objectives set out within the Human Rights Act 1998 and the Regulation of Investigatory Powers Act 2000.

4.7 COMMUNICATIONS AND PUBLIC RELATIONS WORKING GROUP

Aims

The Working Group was set up to consider the effectiveness of current internal and external communications and public relations in order to identify appropriate distribution channels to reach key stakeholders and develop effective communication materials as required.

Role

This is a consultative group, reporting to the Personnel, Finance and Governance Committee (PFGC), in relation to developing communication and public relations strategies in response to the issues identified.

To develop and facilitate planned approach communications.

To make recommendations to (PFGC) on the most appropriate and best practice strategies for communication and public relations.

To develop effective distribution channels to key stakeholders.

Membership

The Working Group comprises four councillors.

Original Research undertaken included the following:

- To investigate the current effectiveness of our internal and external communications;
- To identify the communication needs of our internal and external stakeholders;
- To investigate the different methods of communication distribution methods available which best suit the identified needs;
- To identify a costed business plan for any addition requirements;
- To identify training needs for implementation of any new systems.

Action to date

The Group is currently working on:

- Implementation of the new website;
- Introduction and consolidation of the Community Forum;
- Identifying best methods to reach and obtain views of our stakeholders;
- Identifying the needs of internal and external stakeholders;
- Reviewing our current communications materials (purpose and effectiveness), eg letters, minutes, notices, marketing materials, website, surveys;
- Reviewing our media coverage;
- Investigating different methods of communication available using new technologies, ie purpose, content, effectiveness and costs.

4.8 THE TRAFFIC WORKING GROUP

Aim

To develop an overarching plan that will provide a fully integrated transport system operating over a highway network of roads, paths, cycle ways and bridleways that allows people to move freely throughout the City of Ely and its parishes with the maximum of ease with the minimum of hindrance.

Responsibilities

It reports to Full Council making recommendations on the use of the Council's powers in the functional area of Highways.

Powers

To achieve this aim on behalf of the Council it considers powers

- to repair and maintain public footpaths and bridleways, power to light roads and public places, power to provide parking places for cars, motor-cycles.
- to enter into agreement as to dedication and widening.
- to consent to a local highway authority to stopping maintenance of a highway or stopping up or diverting a highway.
- to complain to a district council about the protection of rights of way and roadside waste.
- to provide certain traffic signs and other notices.
- to maintain roadside verges.

Structure of the Working Group

It comprises seven council members chaired by the Mayor, and all members sit on the planning committee. It will discharge its responsibilities by:

- Meeting regularly as required and reporting to Full Council.
- Undertaking regular audits of all highways, signs, road markings, cycle ways pathways, bridleways and parking spaces within the City boundaries.
- Undertaking regular audits of all traffic pinch points and routes within the City boundaries.

It will use inform the use of powers relevant to highways by:

- Regular consultation with the local community.
- Participation in Community Panels and the City Centre Forum.
- Regular liaison with East Cambridgeshire District Council (ECDC), Cambridgeshire County Council and the ECDC Access Group.
- Scrutiny and timely response to all relevant policy reviews and consultations.
- Participation on planning committees.
- Undertaking an annual review of all the City of Ely Council policies that relate to highways and traffic.

4.9 ELY YOUTH FORUM

Aims

- To create a Forum in which a healthy debate can occur on social and community issues across Ely which affect youth, seeking opinions and views;
- To identify and develop ideas/projects that will benefit youth;
- To reward those who contribute to society as a whole;
- To enhance public perception of youth as useful members of our society;
- To play a full role in the strategic partnership set up to improve the relationship between the local authorities, business, main stream education and Further and Higher education providers, resulting in the provision of a greater level of opportunities for youth employment in the Ely area.

Structure of the Forum

The Forum consists of six councillors including the current Mayor and Deputy Mayor. Representatives of youth organisations, other organisations with a youth commitment and businesses who have a social community objective will be invited to join.

It is proposed that the Forum meets quarterly and sets its own agenda. Apart from the administrative costs, which the City of Ely Council will provide there will be no specific funding. However, the Forum will have the right to raise funds for projects which will enable the objectives to be achieved.

4.10 ELY IN BLOOM WORKING GROUP

Ely in Bloom is a Working Group reporting to the Environment Committee and comprises councillors and volunteers. The Group is responsible for sourcing and managing the beautiful hanging baskets and floral displays that are in the City Centre and surrounding areas. The project is funded by the City of Ely Council with a small grant from East Cambridgeshire District Council.

The Working Group works throughout the year to ensure that the City comes alive during the spring and summer months, whilst maintaining the other areas throughout the autumn and winter.

Volunteers are always being sought to work on this worthwhile venture.

4.11 THE CITY CENTRE FORUM

The City of Ely Council is represented on the City Centre Forum and has contributed financially alongside other stakeholders with an interest in the City Centre. It was set up originally by the City of Ely Council to provide an advisory Forum, inclusive of all groups and sectors with an interest in the effective management of Ely City Centre. It enables research and discussion on Town Centre management issues, shares best practice, and co-ordinates, supports and develops initiatives to reinforce and strengthen the Ely City Centre. This is undertaken by a number of seminars each year. Some of the key objectives identified were:

- To initiate local actions and activities designed to support and strengthen Ely City Centre;
- Act as a central contact and liaison point with the East Cambridgeshire Council's business and town centre development teams and other stakeholders to support agreed initiatives that will promote and reinforce Ely City Centre as a business centre and visitor destination;
- To identify an action/business plan to address issues and develop Ely as a business centre, retail and visitor destination, and community service centre.

Stakeholders are now drawn from the City of Ely Council, East Cambridgeshire District Council, Ely Museum, the Cathedral, Ely Perspective, the Traders' Association, independent traders, publications and community groups. A Sub-Group formed from the original Forum was charged to manage the process of consultation, create partnership working on activities, identify a yearly plan and monitor progress.

Four seminars have been run following the first seminar when the First Year's Action Plan was formulated. Phase 1 had been to create sustainable partnership with the stakeholders and build confidence to create a climate where collaborative working would result in decisions and activities which would benefit the economic development of the City.

The second seminar took place in October 2014. This was a six month update, monitoring progress on first half projects:

- Joint marketing on shopper promotions, eg vouchers;
- Retailer's pack;
- Footfall Survey;
- Using the Elyi for distribution of marketing materials;
- Promotion of social media for retailers;
- Shopper and eating branding options for a Shopping and Food Guide.

The third seminar was in March 2015, the first year update:

- Continued joint marketing projects;
- Launch of Ely Shopping and Food Guide (planned in Seminar 2);
- Wider marketing of Ely;
- Update on Footfall;
- Discussion on designs for signage around the City (funding obtained);
- Using Star Radio, our media partner.
- 'Pride in Ely' initiative.

The next Seminar was held October 2015 and was concerned with sustainability.

The City Centre Forum process is now working in line with many Town Centre Teams, ie formal stakeholders collaborating on planning and implementing projects with joint funding. A review is taking place on how this could be taken forward with initial research into how similar towns operate. Two Seminars are planned for each year.

5 ELY MUSEUM

The City of Ely Council has a very strong link with Ely Museum, working with them on their strategic aims, in particular their Aims 4, 5 and 6. Regular reviews take place on the Ely Museum Development Plans. The City of Ely Council supports Ely Museum with an annual grant and has regularly provided additional financial support through the City of Ely Council grant scheme. The Sessions House (owned by the City of Ely Council) is used as an additional 'space' for Ely Museum, being part of their educational programme and regular historical events are celebrated through the collaboration of Ely Museum and the City of Ely Council. It is anticipated that a greater level of collaboration will take place over the next 3 years.

- Staff at Ely Museum help manage the Assisted Access Scheme on behalf of the City of Ely Council, providing disabled scooters to local shoppers and visitors.

6 THREE YEAR PLAN

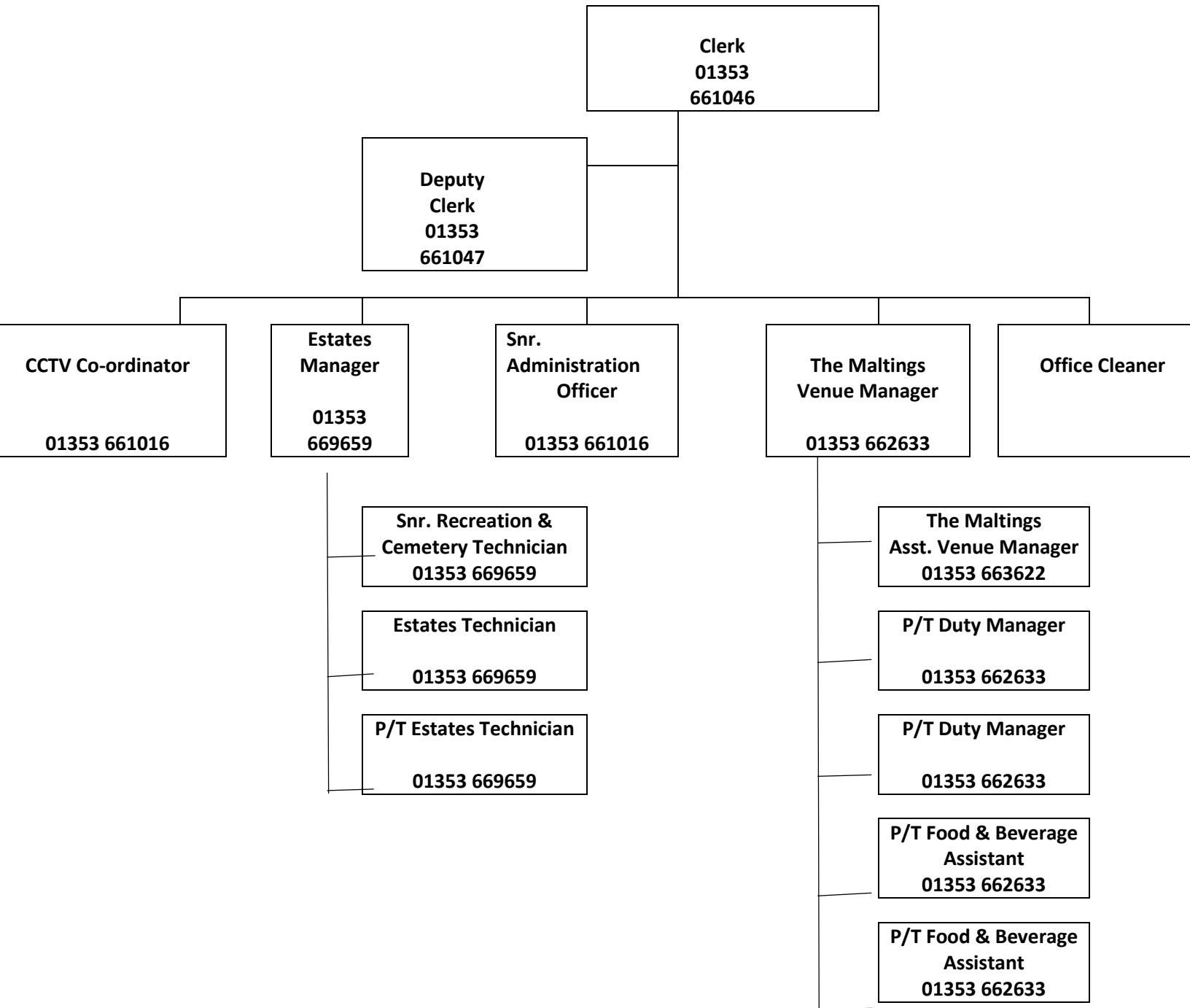
Our three year plan is a statement of what we would like to see develop in the City in the short to medium term. It is important that we set our residents' expectations correctly. We cannot guarantee that these projects will all be completed within the timeframe as we are dependent on many factors including getting planning permission, budgets, manpower and legal constraints. As explained earlier, we are also heavily dependent on volunteers.

6.1 SHORT-TERM PROJECTS (1 YEAR)

- Partnership with Highfield School and the City of Ely Council completed;
- Final decision on feasibility and, if appropriate, completion of a lift in the Sessions House;
- Letting programme in place for the Sessions House;
- Further development of the Maltings to ensure it fulfils its aims and becomes cost neutral;
- Investigation into the formation of a Friends of Ely Cemetery and the redecoration of the Cemetery Chapel;
- Final review concerning closure of the Barton Road toilets;
- Final review of our Communications and PR activities to ensure maximum consultation opportunities.

6.2 MEDIUM-TERM PROJECTS (2 TO 3 YEARS)

It is anticipated that the expansion of building in the City of Ely will provide a greater level of CIL monies becoming available for development of infrastructure projects based on this growth. The process to spend these additional funds will be in place in Year 1 in order to identify appropriate projects following local consultation. The Business Plan for the medium term will reflect the result of this and wider consultation.



APPENDIX I

CITY OF ELY COUNCIL ORGANISATIONAL CHART