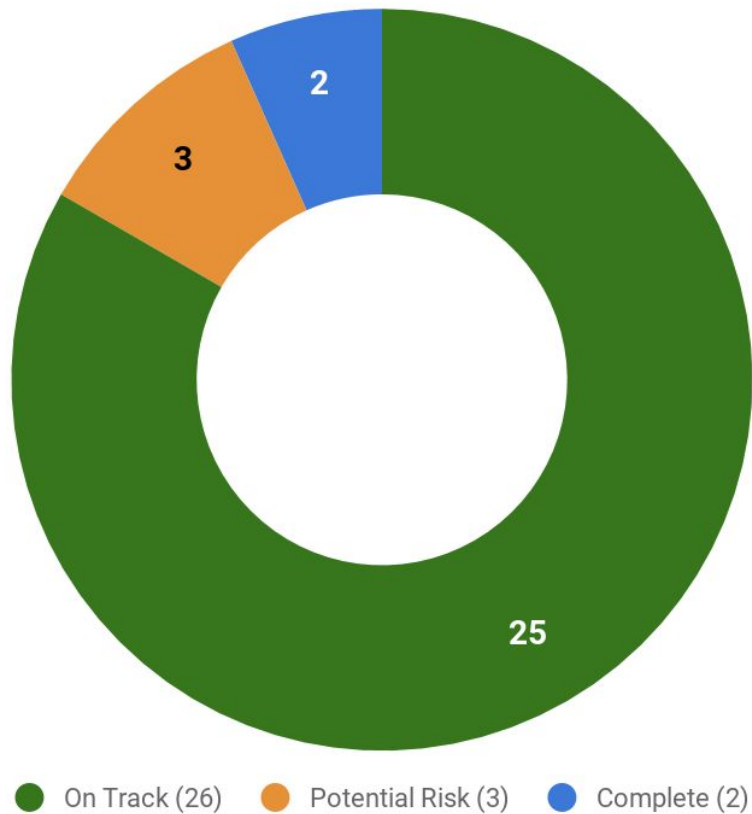


Commitment Tracker



Overview : last six months

The Councils continue to develop and maximise our relationships with a wide variety of leaders of our places, in particular how we position our places into the future, develop our local economies and foster environmental sustainability. Despite economic uncertainty the Councils continue to engage with our strategic partners, and seek to position our places to attract people to work, live, invest and visit.

Platform Highlights : last six months

- 1. Developing Worthing's identity:** Worthing has been presented in a positive light with an appearance on BBC's The One Show, and as a film location for cinema, TV and music videos over the past 6 months.
- 2. Elections:** Mobilising 720 staff to successfully conduct the Worthing Borough Council and European Parliamentary Elections. 85,000 ballots were counted over the two elections, with over 35% of registered voters participating in both elections.
- 3. Leaders in Sustainability:** Collaboration with partners on engagement events:
 - a. "Sustainable Business Partnership Breakfast" hosted at Gordon Room. (Attended by 30 businesses)
 - b. "Refill Shoreham", Ropetackle Arts. Attended by over 100 local residents, groups and businesses

- c. “Plastic Free Worthing”, hosted at Gordon Room. (Attended by over 150 local residents, groups and businesses).
- d. Collaborated with Southern Water on a water efficiency campaign to local residents focusing on wards suffering high levels of deprivation: Central; Heene; Eastbrook; Southwick Green.
- e. ‘Beauty of the Beach’ day of action with Southern Water and Environment Agency - 5,000 people were reached with messages around improving bathing water quality in Worthing

4. Worthing’s Night Economy: The Council led a partnership that achieved the Purple Flag accreditation for Worthing, at the first time of asking (only 15% of applicants manage this first time around). This award recognises quality aspects of the evening and night time economy.

5. Facilitating place-based conversations: Council officers supported the delivery of a high quality and professional Waves Ahead Conference, centred on the future of our high streets. A number of positive comments about the event have been received, including setup, style, delivery and overall experience.

There is recognition that town centre partners need to work together, demonstrating real partnership working and added value (especially when looking at the town centre developments - in the broadest sense).

- 6. Preparing for EU Exit:** Developing the Councils response to EU Exit, in particular engaging with strategic partners to identify areas where the Councils could provide the support our businesses and our communities may need to manage the changes resulting from Brexit.

Challenges

- I. Future of our High Streets:** The Councils have made great efforts to start a conversation with our communities on the future of our town centres, however there is a need to better understand how the economy and places are performing. We’re currently investigating how we obtain, and then sustain, a dataset that aids service planning (e.g. town centre statistics, beyond TCI).

The Councils are also looking at a range of options to support the development of our town centres, including internal coordination of Council services, developing an external town centres commission.

2. Reputation Management: At a local level we need to continue to proactively engage with partners around the management of our town centres to avoid reputation damage. At a macro level the Councils, with partners, need to consider actions to address the challenges and opportunities to attract inward investment in the current and future economic climate and how we promote our places to visitors and inward investors.

Future Focuses

- 1. Place-based learning & development:** Launch of Adur & Worthing Learning & Development/Organisational Development network to encourage greater partnership working and more place-based interventions (for example, a place-based mentoring programme)
- 2. Developing our relationships with Business:** AWBP (Adur & Worthing Business Partnership) is continuing to develop, with a revised Action Plan in place. The AWBP delivery model has been flipped in the last period with the Partnership meeting turning into a Strategic Conversation, meaning more businesses can attend, and the Board having a refined focus.

We will expand our business network, including through the AWBP (Adur & Worthing Business Partnership), to allow new partnerships to

be created allowing topic areas to grow the business engagement and interest.

- 3. Our future strategic direction:** *As Platforms for our Places* concludes we are looking at what priorities should be included to help support the development of our communities and our places for the next 3 years.