



Performance Report to Members on Key Projects

For the period:

April to June 2014



Corporate Objective - Place

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and adopt a new Local Plan	January 2014	September 2017	G
Total Related Milestones	13	5% Complete	
Project Progress			
Commentary			
Work has commenced on the initial, evidence based stages.			
Lead Officer	Samuel Hollingworth	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Prepare and adopt a Community Infrastructure Levy Charging Schedule	September 2013	December 2015	G
Total Related Milestones	9	5% Complete	
Project Progress			
Commentary			
Work is underway on the initial stages of preparation, including the evidence base.			
Lead Officer	Samuel Hollingworth	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and deliver Upper Roach Valley Living Landscape	September 2014	April 2015	
Total Related Milestones	8	0% Complete	
Project Progress			
Commentary			
Project is yet to commence.			
Lead Officer	Marcus Hotten	Head of Service	Richard Evans

Corporate Objective - Place

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Improve Air Quality in Rayleigh Town Centre by the declaration of an Air Quality Management Area (AQMA)	July 2014	January 2016	G
Total Related Milestones	6	5% Complete	
Project Progress			
Commentary			
Member agreement to declare an AQMA secured. Officers are currently exploring options to deliver the consultation phase.			
Lead Officer	Martin Howlett	Head of Service	Richard Evans

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Award a new Material Recycling Facility contract	July 2014	May 2015	G
Total Related Milestones	6	5% Complete	
Project Progress			
Commentary			
The required assessment of the Council's current collection method has been completed and is confirmed as compliant with the new EU Waste Directive, which aims to improve the quality of materials entering MRFs. The current contractor has declined to offer a revised price from May 2015 and we have therefore commenced initial enquires with alternative providers. The OJEU notice will be published shortly.			
Lead Officer	Barry Saunders	Head of Service	Richard Evans

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Promote/Enhance pride in the District through events with commercial partners.	February 2014	September 2015	G
Total Related Milestones	9	20% Complete	
Project Progress			
Commentary			
The project aims to develop a series of events across the District, for both residents and visitors. Commercial partners with a strong track record in event management are being engaged. Promotion and marketing of the District's visitor attractions, as well as the event offer, are being developed to further promote the District as a tourist destination. Projects underway include: a Country Show with an event company engaged and potential site identified; an Open Air Cinema site and commercial partner identified; and a Park Run event site and delivery partner identified and event application submitted.			
Lead Officer	Matt Harwood White	Head of Service	Richard Evans

Corporate Objective - Place

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Promote/Enhance pride in the District and maintain a positive street scene	April 2014	March 2015	G
Total Related Milestones	6	20% Complete	
Project Progress			
Commentary			
<p>A new dog fouling campaign was launched recently which involves the provision of bandana's for dogs to promote the 'Scoop the Poop' message, posters and pavement stencils are being used to address problem areas. A new chewing gum litter campaign will be launched on 22 September at small parades of local shops. CCTV together with warning notices have now been installed at two sites within the district to combat fly tipping, several warnings have also been issued to individuals suspected of fly tipping. The weekly collection scheme for flats commenced on 8 September and will involve the replacement of small bins with larger receptacles, which should reduce windblown litter and improve the street scene. The Street Scene Team continue to work with volunteers and commercial partners in respect of various street cleansing and litter picking initiatives.</p>			
Lead Officer	Barry Saunders	Head of Service	Richard Evans

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop network of Cycle Paths	TBC	TBC	
Total Related Milestones	0	0% Complete	
Project Progress			
Commentary			
<p>Timetable to be agreed in conjunction with Southend BC, ECC and Sustrans by end of September 2014</p>			
Lead Officer	Samuel Hollingworth	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and adopt an Open Spaces Strategy	July 2014	March 2015	G
Total Related Milestones	7	10% Complete	
Project Progress			
Commentary			
<p>The Portfolio Holder for Environment has signed off draft strategy and accompanying action plan; public consultation will start soon.</p>			
Lead Officer	Marcus Hotten	Head of Service	Richard Evans

Corporate Objective - Place

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Refresh the Ageing Population Strategy 2014-2015	November 2013	April 2015	G
Total Related Milestones	9	90% Complete	
Project Progress			
<p>A horizontal progress bar from 0% to 100%. The bar is filled with a dark green color up to the 90% mark, and the remaining 10% is light green.</p>			
Commentary			
<p>The draft Ageing Population Strategy 2014-17 was approved by the Executive in July, subject to five minor amendments being made to the text. The amendments have now been completed and the strategy has been published on the Council's website. A report on the progress made in delivering the actions contained in the action plan will be presented to SMT at the end of 2014/15.</p>			
Lead Officer	Andrew Lowing	Head of Service	Claudia McClellan

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Review working arrangements with Essex County Council (ECC) Highways	June 2014	March 2015	G
Total Related Milestones	2	50% Complete	
Project Progress			
<p>A horizontal progress bar from 0% to 100%. The bar is filled with a dark green color up to the 50% mark, and the remaining 50% is light green.</p>			
Commentary			
<p>Actions to date</p> <ol style="list-style-type: none"> 1. Agreement has been reached for additional information to be provided by ECC Highways when responding to planning application consultations to explain the reasoning behind their conclusions and recommendations. August 2014 2. ECC Highways providing input to the new Flood Advisory Group. August 2014. 3. Dialogue progressing with ECC Highways on the preparation of the Transportation Strategy Supplementary Planning Document. 			
Lead Officer	Shaun Scrutton	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Produce Transportation Strategy Supplementary Planning Document (SPD)	January 2014	January 2016	G
Total Related Milestones	9	5% Complete	
Project Progress			
<p>A horizontal progress bar from 0% to 100%. The bar is filled with a dark green color up to the 5% mark, and the remaining 95% is light green.</p>			
Commentary			
<p>Work has commenced on the initial, evidence base stages.</p>			
Lead Officer	Samuel Hollingworth	Head of Service	Shaun Scrutton

Corporate Objective - Place

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Review the Emergency Plans for the District	May 2014	April 2015	G
Total Related Milestones	2	70% Complete	
<p>Commentary The revised RDC Emergency Plan "Rochford District Council Our Response to an Emergency" has been adopted following an Executive Decision by the Portfolio Holder for Environment. Key supporting plans have been written, in particular for the operation of an Emergency Centre. This will be exercised in October.</p>			
Lead Officer	Jeff Stacey	Head of Service	Claudia McClellan

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Create a Surface Water Flood Forum to work with partners to resolve surface water flooding problems.	August 2014	March 2015	G
Total Related Milestones	3	70% Complete	
<p>Commentary The Flood Advisory Group met formally for the first time on 19 August. A range of surface water flooding issues were discussed at the meeting and specific actions identified to seek to deal with those issues working with County Highways, Anglian water and the Environment Agency.</p>			
Lead Officer	Shaun Scrutton	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Review Council and other public organisation owned land to identify development opportunities	April 2014	TBC	G
Total Related Milestones	0	5% Complete	
<p>Commentary Work is underway to progress this project with Public One Estate who are assisting with site appraisals. Once these are received - anticipated to be in the early Autumn - project plans will then be prepared.</p>			
Lead Officer	Alan Thomas	Head of Service	Albert Bugeja

Corporate Objective - Homes

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Investigate potential for Council to develop land alone or in partnership.	April 2014	TBC	G
Total Related Milestones	0	5% Complete	
Project Progress			
<p>A horizontal bar chart showing project progress from 0% to 100%. The bar is divided into 5% green (completed) and 95% light green (remaining).</p>			
Commentary			
Work is underway to progress this project with Public One Estate who are assisting with site appraisals. Once these are received - anticipated to be in the early Autumn - project plans will then be prepared.			
Lead Officer	Alan Thomas	Head of Service	Albert Bugeja

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and adopt a Development Management Plan	March 2010	December 2014	G
Total Related Milestones	5	70% Complete	
Project Progress			
<p>A horizontal bar chart showing project progress from 0% to 100%. The bar is divided into 70% dark green (completed) and 30% light green (remaining).</p>			
Commentary			
On course for adoption by the end of year, dependent on the outcome of the examination.			
Lead Officer	Samuel Hollingworth	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Thames Gateway South Essex Empty Homes Scheme	November 2014	On Going	A
Total Related Milestones	6	30% Complete	
Project Progress			
<p>A horizontal bar chart showing project progress from 0% to 100%. The bar is divided into 30% dark green (completed) and 70% light green (remaining).</p>			
Commentary			
A Project milestone is to review the current scheme between November 2014 and March 2015. However, the project as an entity to pay grants to bring properties back into use continues to make progress. Payment of grants to bring properties back into a good state of repair for occupation is dependent on applications coming from private owners and this is dependent on a range of factors.			
Lead Officer	Steve Neville	Head of Service	Shaun Scrutton

Corporate Objective - Homes

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and implement the RDC Empty Homes Strategy	October 2014	December 2014	G
Total Related Milestones	6	5% Complete	
Project Progress			
Commentary			
Work is progressing on preparing a strategy for Rochford; this will be completed by the end of December 2014. The strategy will include an action plan to be implemented from January 2015 onwards.			
Lead Officer	Steve Neville	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Promote energy efficiency and tackle fuel poverty	October 2014	On Going	G
Total Related Milestones	8	20% Complete	
Project Progress			
Commentary			
We are currently working with Green Deal providers to tackle fuel poverty and improve home energy efficiency. Cases are referred to providers who then liaise directly with clients.			
Lead Officer	Steve Neville	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Reduce Homelessness	April 2014	March 2016	A
Total Related Milestones	9	10% Complete	
Project Progress			
Commentary			
Progress on implementing the service review action plan has been slightly slower than anticipated. Arrangements are in hand to organise a letting agents' forum to consider how to contribute to reducing homelessness in the district.			
Lead Officer	Steve Neville	Head of Service	Shaun Scrutton

Corporate Objective - Economic Growth

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Help growth of new and existing businesses	April 2014	March 2015	G
Total Related Milestones	13	20% Complete	
Project Progress			
Commentary			
Skills summit planned for October following commentary from businesses. Joint funding event being planned for November with Essex County Council, Castle Point Borough Council and Southend Borough Council, following feedback from the Business Summit. A Pro Actions seminar advising businesses on marketing and social media planned for September. A follow up Business Summit being held in November. An inward investment open day being planned for March 2015. A leaflet has been produced advertising the services that the Economic Development Team can provide businesses which will be distributed widely, with a particular focus on rural areas and home workers. A new website is being delivered that is business focussed.			
Lead Officer	Jody Owens Hughes	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Adopt the Joint Area Action Plan (JAAP)	September 2007	December 2014	G
Total Related Milestones	5	50% Complete	
Project Progress			
Commentary			
On course for adoption by the end of year, dependent on the outcome of the examination.			
Lead Officer	Samuel Hollingworth	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Support for Rural businesses	April 2014	March 2015	G
Total Related Milestones	3	10% Complete	
Project Progress			
Commentary			
Rural network in the process of being established through work with the National Farmers Union and Essex Police. An agricultural/farmed land map has been drafted with ownership and contact with land owners is being made.			
Lead Officer	Jody Owens Hughes	Head of Service	Shaun Scrutton

Corporate Objective - Economic Growth

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and deliver the Empty Shops Strategy	April 2014	December 2014	G
Total Related Milestones	4	5% Complete	
Project Progress			
<p>A horizontal bar chart showing project progress from 0% to 100%. The bar is divided into 5% dark green (completed) and 95% light green (remaining). The x-axis is labeled with 0%, 20%, 40%, 60%, 80%, and 100%.</p>			
Commentary			
Empty Shops Strategy is on target to be produced by the end of September 2014			
Lead Officer	Jody Owens Hughes	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and deliver Tourism Strategy	April 2014	December 2014	G
Total Related Milestones	5	20% Complete	
Project Progress			
<p>A horizontal bar chart showing project progress from 0% to 100%. The bar is divided into 20% dark green (completed) and 80% light green (remaining). The x-axis is labeled with 0%, 20%, 40%, 60%, 80%, and 100%.</p>			
Commentary			
A Tourism working group has been established and a skeleton document for discussion and agreement by the group has been drafted. A strategy and action plan is on target to be delivered by December 2014.			
Lead Officer	Jody Owens Hughes	Head of Service	Shaun Scrutton

Corporate Objective - Economic Growth

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Seek finance from South East Local Enterprise Partnership (SELEP)	April 2014	March 2015	G
Total Related Milestones	7	20% Complete	
Project Progress			
Commentary			
Work continues to ensure that Rochford is included in all SELEP associated documentation, and within Thames Gateway and Essex based documentation for submission to SELEP. The next funding bid round is in December 2014.			
Lead Officer	Jody Owens Hughes	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and adopt 3 Town Centre Action Plans (Hockley Area Action Plan adopted)	February 2008	April 2015	G
Total Related Milestones	18	50% Complete	
Project Progress			
Commentary			
Hockley Area Action Plan adopted. Rochford AAP mid-examination; adoption anticipated by February 2015. Submission of the Rayleigh Area Action Plan anticipated before end of 2014; adoption anticipated by April 2015.			
Lead Officer	Samuel Hollingworth	Head of Service	Shaun Scrutton