



Performance Report to Members on Key Projects

For the period:

October to December 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	R
Total Related Milestones		13	10% Complete	
Project Progress				
Commentary				
Work on the Evidence Base for the new Local Plan including a Retail & Leisure Study and an Employment Land Study is continuing. There is, however, a delay in the arrangements for progressing a 'Call for Sites' and that being the case a revised timetable for the Local Plan is being prepared.				
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	35% Complete	
Project Progress				
Commentary				
Work on determining viability currently being undertaken. On target for a draft Charging Schedule in early 2015; and for the Charging Schedule to be adopted by the end of 2015.				
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	A
Total Related Milestones		8	10% Complete	
Project Progress				
Commentary				
The project is a joint initiative between Essex Wildlife Trust and Rochford Council. At present Essex Wildlife Trust have no available resource to recommence progress until January. Timescale and approach will be reviewed at this stage.				
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	15% Complete	
Project Progress			
<p>A horizontal bar chart showing project progress from 0% to 100%. The bar is divided into 15% green (completed) and 85% light green (remaining).</p>			
Commentary			
Public consultation regarding AQMA boundary completed in November 2014. Report to be presented to Portfolio Holder for Environment in January 2015.			
Lead Officer	Martin Howlett	Head of Service	Richard Evans

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Award new Material Recycling Facility contract	July 2014	May 2015	G
Total Related Milestones	6	10% Complete	
Project Progress			
<p>A horizontal bar chart showing project progress from 0% to 100%. The bar is divided into 10% green (completed) and 90% light green (remaining).</p>			
Commentary			
Working with Basildon, Brentwood and Uttlesford on a joint procurement. Official Journal of the European Union Tenders (OJEU) document issued in November 2014. Currently clarifying issues with potential tenderers.			
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	40% Complete	
Project Progress			
<p>A horizontal bar chart showing project progress from 0% to 100%. The bar is divided into 40% green (completed) and 60% light green (remaining).</p>			
Commentary			
Membership of Visit Essex has been approved to strengthen the publicity of our tourism offer. Web content available now but will be constantly updated. Brochure available early 2015. Events licence has been submitted for Cherry Orchard Country Park (Eastern section).			
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	70% Complete	
Project Progress			
Commentary			
An ongoing project - current actions include a humorous video focussed on the problem of dog fouling and the concept of litter being turned into charitable donations, which have achieved national press and TV coverage.			
Lead Officer	Barry Saunders	Head of Service	Richard Evans

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop network of Cycle Paths	September 2014	TBC	G
Total Related Milestones	0	40% Complete	
Project Progress			
Commentary			
A feasibility study for a North South cycle link has been prepared and consideration is now being given to an implementation plan. Timescales have yet to be agreed.			
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	75% Complete	
Project Progress			
Commentary			
On target, public consultation has now closed. Draft response is now being collated for approval by the portfolio holder.			
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			
Commentary			
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. The final stage of this project is to report progress on the action plan at the end of 2014/15.			
Lead Officer	People and Policy Manager	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	Complete - G
Total Related Milestones	2	100% Complete	
Project Progress			
Commentary			
Whilst complete we nevertheless continue to look for opportunities to improve and develop working relationships.			
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	July 2016	G
Total Related Milestones	9	10% Complete	
Project Progress			
Commentary			
Scheduled adoption date updated to July 2016 New arrangements of working with ECC Highways established.			
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	85% Complete	
Project Progress			
Commentary			
Key plans were tested in an exercise on 22nd November and validated as a result. The remaining plans have been completed in draft and are undergoing final discussions.			
Lead Officer	People and Policy Manager	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	Complete - G
Total Related Milestones	3	100% Complete	
Project Progress			
Commentary			
The project has completed and and it is operating effectively.			
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	March 2015	G
Total Related Milestones	0	10% Complete	
Project Progress			
Commentary			
Proceeding in conjunction with Essex County Council. A Project Board meeting was held in October and some complex considerations are emerging. Discussions are continuing and the position re Rochford District should be clarified at the next Project Board meeting in January 2015.			
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	A
Total Related Milestones	0	10% Complete	
Project Progress			
Commentary Proceeding in conjunction with Essex County Council. A Project Board meeting was held in October and an outline business case prepared. Funding decisions have yet to be taken and discussions continue. The next Project Board meeting is in January 2015 and if the ECC project does not identify opportunities in Rochford District then other opportunities may arise from the Essex Property Mapping work. This project is necessarily dependent on the previous one and the completion date is uncertain but is likely to be in 2015/16.			
Lead Officer	Alan Thomas	Head of Service	Albert Bugeja

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and adopt Development Management Plan	March 2010	December 2014	Complete - G
Total Related Milestones	5	100% Complete	
Project Progress			
Commentary Inspectors report received. Adopted by Full Council on December 16th.			
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	December 2014	Not proceeding this year
Total Related Milestones	6	35% Complete	
Project Progress			
Commentary TGSE partners have agreed in principle to distribute funds to each Local Authority in order for them to develop their own schemes. However, until the details of such funding become clear, we cannot progress.			
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	30% Complete	
Project Progress			
Commentary			
Strategy to be drafted by the end of the year followed by the preparation of a detailed action plan.			
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	R
Total Related Milestones	8	25% Complete	
Project Progress			
Commentary			
Limited progress due to lack of resources (post vacancy since April 2014).			
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	50% Complete	
Project Progress			
Commentary			
The Housing Team has been restructured to put more emphasis and resource into prevention. A database has been compiled with details of the types of tenant different agents/landlords will accommodate. The discretionary housing payment (DHP) is being used for deposits to nudge people into properties who do not have the funds immediately available (this applies to those on housing benefit). These actions are showing positive benefits.			
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	14	80% Complete	
Project Progress			
Commentary Work continues in contacting businesses - both new and existing - in order to help them succeed. A programme of events for 2014/15 has been agreed to support this.			
Lead Officer	Jody Bridge	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	Complete - G
Total Related Milestones	5	100% Complete	
Project Progress			
Commentary Inspectors report received. Adopted by Full Council on December 16th.			
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	25% Complete	
Project Progress			
Commentary Work progresses. Feedback indicates that rural businesses are reluctant to engage, so work streams are focussed on changing their perception of the council. Information has been made available on the business pages of the website regarding working from home and rural businesses.			
Lead Officer	Jody Bridge	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	A
Total Related Milestones	4	85% Complete	
Project Progress			
Commentary			
A draft strategy has been prepared and a final version is anticipated by the end of January 2015.			
Lead Officer	Jody Bridge	Head of Service	Shaun Scrutton

Corporate Plan Project	Start Date	Target Completion Date	RAG Status
Develop and deliver Tourism Strategy	April 2014	February 2015	A
Total Related Milestones	5	70% Complete	
Project Progress			
Commentary			
A draft strategy has been prepared but a Tourism Forum is due to take place on 7 February and this forum will be used to inform the final version of the strategy.			
Lead Officer	Jody Bridge	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	50% Complete	
Project Progress				
Commentary				
The submission of bids for Round 2 funding from SELEP has been delayed by Government. Work continues across Essex to seek funding through SELEP.				
Lead Officer	Jody Bridge	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	90% Complete	
Project Progress				
Commentary				
Hockley AAP adopted. Rayleigh AAP Submitted 5 December 2014, new adoption date anticipate July 2015. Rochford Centre AAP in post examination modifications stage. Adoption expected February 2015.				
Lead Officer	Samuel Hollingworth	Head of Service	Shaun Scrutton	