

Rochford District Community Strategy Draft Action plan

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
FEELING SAFE					
Implement the actions in the crime and disorder reduction strategy which deal with: <ul style="list-style-type: none"> • Crime reduction • Fear of crime • Road safety • Substance misuse • Domestic violence • Improving quality of life for those in the District 	All involved in the Crime and Disorder reduction partnership Police RDC Essex County Council Health Agencies Parish Councils Businesses Neighbourhood watch Voluntary sector	Implement a range of initiatives to reduce fear of crime and reduce actual crime	Yes Home Office Community Safety Funding RDC - Crime and Disorder Reserve	Crime & Disorder Reduction Strategy	
Reduce peoples' fear of crime, by promoting the low level of crime in the area, and challenging media sensationalism.	Crime and Disorder Reduction Partnership	Reduces fear of crime	Yes Home Office Community Safety Funding RDC - Crime and Disorder Reserve	Crime & Disorder Reduction Strategy	
Introduce initiatives to reduce business crime	Crime and Disorder Reduction Partnership	Reduces business crime	Yes Home Office	Crime & Disorder	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
	Business representative agencies		Bid for £4,200 2003/04	Reduction Strategy	
Improve the safety of the environment in the area, by improved lighting and designing out crime	Crime and Disorder Reduction Partnership Rochford District Council Parish Councils Essex County Council	Reduces crime	Yes Home Office Community Safety funding	Crime & Disorder Reduction Strategy	
Improving access to advice on how to prevent crime	Crime and Disorder Reduction Partnership	Helps people to reduce their vulnerability – makes them feel safe	Yes Home Office Community Safety funding. RDC Crime & Disorder Reserve	Crime & Disorder Reduction Strategy	
Improve support for victims of crime	Crime and Disorder Reduction Partnership	Helps people recover from crime and feel safe	Yes Home Office Community Safety funding. RDC Crime & Disorder Reserve	Crime & Disorder Reduction Strategy	
Improve facilities for young	Crime and Disorder	Helps young	Yes	Crime &	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
people to get them off the street	Reduction Partnership Parish Councils	people to take up activities and prevents adults seeing young people as a nuisance	Home Office Community Safety funding. RDC Crime & Disorder Reserve RDC Sports Development & Arts Development budgets	Disorder Reduction Strategy	
CLEAN & GREEN SURROUNDINGS					
Improve access to kerbside recycling facilities	Rochford District Council	Increases the amount of recycling	RDC Budget 2003/04 £141,800 committed		
Improve the quality of the sports pitches in the district	Rochford District Council Sport England/New Opportunities Fund	Improved quality and potential use of green spaces	RDC Budget for management of recreation groups and open spaces £77,500		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
		Specific improvements to Rawreth and John Fisher playing fields	£52,300 in 2003/04 capital budget – grant application for £100,000 being submitted, £30k allocation from ECC		
Encourage community involvement in 'litter pickups', for example school groups, community groups	Rochford District Council Community Groups Schools	Encourages community ownership of other problems and improves cleanliness of open spaces	RDC Budget for litter collection. Materials for loan to community groups £8,000 possibly being allocated from Essex Children's Fund		
Promote recycling and environmental awareness in	Rochford District Council Schools	Preserves the environment	No additional costs		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
schools			Contribution from £8,000 allocation from ECC Children's Fund		
Develop projects to increase the potential for business waste recycling and environmental improvement	Chambers of Trade & Commerce Rochford District Council Essex County Council Essex Economic Partnership	Preserves the environment	To investigate through EEP Remade Essex Project		
Increase access to green and open spaces including walks, information and educational centre at Cherry Orchard Jubilee Country Park, training and walking guides	Rochford District Council Thames Gateway South Essex Forestry Commission Essex County Council Holmes Place	Protects and preserves the environment and improves access for the community	Project bids required for phases of Cherry Orchard Jubilee County Park Contribution from Leisure Contract events budget		
Improve disabled access to playspaces, community	Rochford District Council Essex County Council	Makes the environment	Part of RDC Budget of		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
facilities, parks and open spaces	Parishes	accessible to all	£241,000 towards implementation of the DDA 2003/04		
Encourage business and the community to work together to promote energy saving ideas	Chambers of Trade & Commerce Rochford District Council	Preserving our environment	No additional cost		
Promote awareness and knowledge of good environmental practice	Rochford District Council	Protect and preserve our environment	Case studies promoted in RDM and press No additional cost		
Encourage the use of energy efficient forms of transport in partnership with other organisations.	Essex County Council Rochford District Council Parishes Community Groups Voluntary	Protect and preserve our environment	Costs to be investigated		
Investigate opportunities for introducing environmentally friendly and energy efficient vehicles into partner fleets	Rochford District Council Essex County Council Primary Care Trust NHS Trust	Protect and preserve our environment	Costs to be investigated		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
	Police Businesses				
Encourage involvement in environmental improvement schemes	Rochford District Council Essex County Council Community Groups Businesses Parishes	Protect and preserve our environment	Costs to be investigated		
More active enforcement of controls on litter, dog fouling, rubbish dumping and similar issues	Rochford District Council Essex County Council Parishes Community	Protect and preserve our environment	Costs to be investigated		
ACCESS TO LEISURE, CULTURE AND HERITAGE					
Promote local festivals and events to the community such as village fairs	Rochford District Council Essex County Council Parishes Community Groups Holmes Place	Increase community participation in events	Promotion of events via RDM and press releases. No additional cost Additional costs of staging events could come from £25,000		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
			allocated within Leisure Contract		
Encourage local community groups to share their experience of events to increase community attendance	Community Groups Rochford District Council Essex County Council Parishes RRAVS	Increase community participation in events	No additional cost		
Improve disabled access to sports and leisure facilities	Holmes Place Rochford District Council	Access available to all	Holmes Place will implement changes where appropriate as part of their refurbishment programme. Funding from HP in accordance with Leisure Contract tender proposal		
Increase opportunities for sports leisure and arts in local	Rochford District Council Parish Councils	Increase take up of leisure, culture	RDC Sports and Arts		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
communities	Community Groups Holmes Place	and heritage	Development budgets. Possibly £5,000 from ECC Children's Fund for Graffiti projects across District		
Increase access and take up of funding opportunities for the voluntary sector to develop cultural activities locally	Rochford District Council – Awards for All RRAVS Thames Gateway South Essex Essex County Council	Increase funding for leisure, culture and heritage	To be investigated	RDC Cultural Strategy Action Plan	
Increase investment in cultural and leisure facilities to enable more people to use them	Rochford District Council Holmes Place	Increased leisure opportunities	Investment of £7.5m in leisure centre improvements by Holmes Place 2003/23 Investment of £3 or 4m in the development of leisure facilities at	RDC Cultural Strategy Action Plan	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
			former Park School site 2003/2005		
Celebrate the achievements of local people in heritage, sports and arts; role of honour evening, press releases and competitions	Rochford District Council Parishes Voluntary Community Groups Schools Faith Group	Promote leisure, cultural and heritage events	Press releases and articles produced – no additional costs	RDC Cultural Strategy Action Plan	
Increase community participation at the Rochford Heritage Open Day	Rochford District Council Rochford Hundred	Promotes heritage of Rochford	No additional cost		
Involve local people in recording of their local history	Rochford District Council Parishes Community and Voluntary Groups	Promotes heritage of Rochford District	Costs would need to be investigated		
Promote less well known sports in the community	Rochford District Council Local sports clubs	Increase sports opportunities	Existing Sports Development budget	Cultural Strategy action plan	
Work in partnership with other agencies to promote sustainable tourism within the District.	Rochford District Council Essex County Council Thames Gateway South Essex	Promotes heritage of Rochford District			

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
Encourage the private sector to develop a cinema in the district	Parish Councils Essex County Council Rochford District Council Businesses	Increased local leisure activities	To be investigated		
IMPROVING OPPORTUNITIES FOR PEOPLE					
Encourage businesses to recruit local people	Business Representative Organisations Business Link for Essex Essex County Council Rochford District Council Learning & Skills Council	Provide opportunities for local people	Costs would need to be investigated		
Promote Rochford District as a place for business development and investment such as Cherry Orchard Business Park	Rochford District Council Essex County Council Business Representatives Thames Gateway South Essex	Increased local job opportunities	Costs would need to be investigated		
Mentoring young people to help them achieve more	Essex County Council Learning & Skills Council Schools Faith & Community Groups	Maximising opportunities for young people	Costs would need to be investigated		
Improve the access to learning for all such as disabled, those	Learning & Skills Council Essex County Council	Improve opportunities for	To be investigated	Learning and Skills Council	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
in rural areas and those socially disadvantaged	Schools RRAVS	all		Essex	
Strengthen links between Schools and local businesses	Schools Businesses Education Business Links Business Link for Essex Business Representative Organisations Learning & Skills Council	Develop skills required for businesses	Education Business Links DFES Learning & Skills Council	Education Business Links	
Investigating and bidding for funds to support opportunities for learning and working locally such as: out of hours kids clubs, skills and employee development programmes	All partners	Increased opportunities for learning	To be investigated	Thames Gateway South Essex Strategic Framework	
Investigation and bidding for funds to help businesses develop locally	All partners	Increased opportunities for workforce development and business development	Business Link for Essex Essex County Council	Thames Gateway South Essex Strategic Framework	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
HEALTHY LIVING					
Encourage and educate people to have a healthy lifestyle, for example, healthy eating, and prevention of drug and alcohol abuse, not smoking, taking exercise	Castle Point & Rochford Primary Care Trust Rochford District Council Essex County Council South Essex Partnership Trust StAR Partnership Holmes Place (staff can have level 2 smoking cessation training)	Improves health of population	Yes Castle Point & Rochford PCT StAR Partnership Drug Reference Group Home Office funds	Rochford local health and modernisation plan 2001-04 Crime & Disorder Reduction Strategy County Community Strategy Diabetes/Cancer Plan The NHS Plan	
Improve access to local GP services in the area and increase the number and level of health care professionals and therapists to deliver high quality care in the area	Castle Point & Rochford Primary Care Trust	Improved access to health services	Yes Castle Point & Rochford Primary Care Trust	Rochford Local Health & Modernisation Plan 2001-04	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
Promote Rochford as a potential site for a Diagnostic Treatment Centre	PCT Rochford District Council	Increase local health services	Yes Southend Hospital Trust	Southend Hospital Trust Plans	
Secure funding to develop a Healthy Living Centre in the district	PCT Rochford District Council Essex County Council	Increase local health services	To be investigated		
Improve access to local care services and respite for carers	Castle Point & Rochford Primary Care Trust South Essex Partnership Trust Essex County Council Rochford District Council	Improve care of carers	Check ECC	Rochford Local Health & Modernisation Plan 2001-04	
Improve the independence of older people through health care and housing adaptation support and falls prevention classes	Essex County Council Rochford District Council Castle Point & Rochford Primary Care Trust South Essex Partnership Trust		RDC £2000 2002/03 falls collaborative Housing Corporation Bid required	NSF Older People Rochford Local Health & Modernisation Plan 2001-04	
Encourage people to take up activities which improve their health, such as walking for health, and falls prevention programmes	Castle Point & Rochford Primary Care Trust	Improve health, particularly older people	Castle Point & Rochford Primary Care Trust Rochford	Rochford Local Health & Modernisation Plan 2001/04	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
			District Council Countryside Agency grants linked to PCT	NSF Older People LDP Diabetes Cancer Plan	
Increase access to health advice through promotion of NHS direct, local advice centres (GP practices) and healthy living centre.	Castle Point & Rochford Primary Care Trust South Essex Partnership NHS Trust Essex County Council	Improve access to health care	Castle Point & Rochford Primary Care Trust Bid required for healthy living centre?		
Improve the support for mentally ill people through the provision of a new elderly mentally ill home in Rawreth and the development of Rochford Hospital as the major provider of mental health provision in the area.	South Essex Partnership NHS Trust Essex County Council Castle Point & Rochford Primary Care Trust	Provides local mental health support to the District		Yes South Essex Partnership Trust Delivery Plans Rochford Local Health & Modernisation Plan 2001-04	
Ensure young people have appropriate parenting skills	Primary Care Trust StAR partnership		Yes Primary Care	Rochford Local Health	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
			Trust	& Modernisation Plan 2001-04	
Reduce the amount of non-decent housing in the area and provide services which encourage home owners to adequately maintain their properties	Rochford District Council South Essex Partnership Trust	Improve housing environment	jointly funded handy person service with ECC and PCT £4000 2003/04 £35,000 stock condition survey RDC	Rochford Local Health & Modernisation Plan 2001-04	
Ensure an adequate supply of appropriate housing within the district, including provision for key workers such as teachers, nurses and police					
Ensure an adequate supply of supported housing to meet the needs of all client groups					
Improve the provision of housing advice services to help prevent homelessness					

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
Improve access to self contained housing, with support if needed, for homeless people					
Improve educational attainment in the district					
Help secure employment opportunities locally					
GETTING AROUND					
Increase the availability of community transport provision to enable people in rural or isolated areas to get around better	Castle Point & Rochford Primary Care Trust South Essex Partnership Trust Rochford District Council Essex County Council StAR Partnership RRAVS Community Groups	Improve people's ability to get around the District	£13K from ECC towards development of a scheme. Bids required to run the scheme	Rochford Local Health & Modernisation Plan 2001-04	
Work with Essex County Council to improve the condition of local roads	Essex County Council Rochford District Council		Essex County Council	County Community Strategy	
Improve awareness and take	Rochford District Council	Improves	RDC		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
up of concessionary travel to eligible people	Community Groups RRAVS StAR Partnership	people's ability to get about			
Encourage participation in walk to school (walking buses) and cycle to school initiatives.	Schools Essex County Council Rochford District Council	Links to healthy living aim	No additional costs	Rochford Local Health & Modernisation Plan 2002-04	
Increase the number of cycle routes available and the proficiency of cyclists	Essex County Council Rochford District Council Thames Gateway South Essex	Alternative transport option	To be investigated	Thames Gateway South Essex Essex Strategic Framework	
Work with public transport providers to improve public transport services in rural areas.	Schools Rochford District Council Essex County Council Parishes	Increase access to transport	ECC funds are based on evidence of need – urban/rural transport bids		
Develop health facilities which are accessible to the population					
FEELING PART OF A COMMUNITY					
Increase attendance of people	Parishes	Increase	Essex on Tour		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
at community events such as village fairs, village appraisals, voluntary events and StAR partnership events	Community Groups StAR Partnership Rochford District Council RCE RRAVS Faith Groups ECC – Essex on Tour scheme	attendance at community events	subsidised by ECC. If attendances are good, village halls can make a profit from the box office.		
Work together to increase the number of volunteers in the local community, involved in projects such as community transport, litter pickups and neighbourhood watch	RRAVS Parishes Rochford District Council Neighbourhood Watch Essex County Council Faith Group	Increase people's involvement in the community	RDC Refuse collection £375,000, litter pick-up £ 5000, fly tipping clearance £25,000 £13K RDC to set up Community Transport	Crime & Disorder Reduction Strategy	
Increase the nominations for the Rochford Citizen Awards to recognise people's contribution to the community.	Rochford District Council Schools Essex County Council Parishes Faith Groups	Recognition of community members	RDC funded 2002/03 £ 1000 ongoing cost £300 p.a.		

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
	RRAVS Community Groups				
Work together to develop community involvement and community development initiatives	All Local Strategic Partnership Partners StAR Partnership	Increased community involvement	Individual projects would require financing £2,800 from ECC Children's Fund for training volunteers in play or specific sports for peripatetic supervision in the Council's playing fields.		
Work with partners to increase the success of the district in securing funding for community projects such as Lottery Bids, Awards for All, New Opportunities Funds, and East of England Development Agency					

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
Improve disabled access to local facilities and events, such as public buildings and leisure centres.	All partners	Access of all to local facilities	RDC improving own buildings and Holmes Place £ 241,000 as part of the DDA		
Promote the role of schools as centres for the community	Schools Rochford District Council Parishes Community Groups	Increased role of schools in the community	£70,000 to Sweyne Park School and Riverside Juniors in Hullbridge for Out of Hours School clubs and holiday provision		
Work with parishes to undertake parish or market town appraisals which engage the community in planning locally for the future					
Improve opportunities for	Schools	Encourage youth	Costs would	County	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
communication with and between youth, such as encouraging the development of a website by local youth for local youth to be linked to partner websites.	Essex County Council – Youth Service All Partners	to communicate with Partners and each other	require investigation	Community Strategy	
ENSURING EFFECTIVE SERVICE PROVISION					
Work in partnership to improve the quality of services, public, voluntary and private in the area.	All Partners	Improved service delivery	Costs would be borne by each Partner. Opportunities to share costs relating to joint service improvements should be investigated further.	County Community Strategy RDC Corporate/ BVPP	
Improve access to information about services the community including electronic information	All Partners	Improved access to information	RDC – IEG Statement identifies funds £200,000 + £30,000 IT Service	RDC – IEG Statement identifies funds	

Actions - What we could do	Who could be involved?	How does it help us achieve what we want?	Are there funds to pay for it?	Links to Other Strategies	
			supplier RDC £560,000		
Encourage partners to monitor services to ensure they meet the needs of the public	All Partners	Improved understand of the needs of the public	To be investigated		
Consult with the community in a co-ordinated and timely way so that people feel they can influence improvements to services in their area	Rochford District Council Castle Point & Rochford Primary Care Trust Learning & Skills Council Essex County Council Police Parishes	Improved understand of the needs of the public	Rochford and Castle Point Consultation Panel £15,000 2003/04 – RDC, PCT and Castle Point Council		