

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
<i>CROSS CUTTING ISSUES</i>					
1. <u>Licensing</u>					
1.1 Establish Licensing Team – 3 new posts	G Woolhouse	Staffing costs 2003/4 = £13,419 2004/5 = £81,641 Other costs (IT, training etc) £12,000	March 2004	Staff appointed. Licensing Team established	High Priority
1.2 Phased consolidation of appropriate activities within new licensing team	Licensing Manager	As above	July 2005	Street trading consents, pavement permissions, gaming machine permits, sex establishment licences moved to new team	
			Sept 2005	Scrap metal dealers licences and motor salvage operator licences moved to new team	

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
1.3 Determine longer term location of licensing within the Council's structure 1.4 Review arrangements for taxi etc licensing administration	CMB CMB	Within existing resources Within existing resources	December 2005 2005 2005	Small lotteries and house/street collections moved to new team Review of organisation structure completed Determined as part of organisation review	
2. <u>Enforcement</u> 2.1 Expand role of Patrol Enforcement Officers to include environmental street crimes – 1 new post	S Clarkson	Staffing costs £15,300 p.a. One-off costs £2,000	October 2004	Better enforcement of environmental street crime	High Priority
3. <u>Information & Education</u> 3.1 Implement a co-ordinated	Various lead	Within	3 events per	Events held. Increased	

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
education and information campaign, including issues, eg dog fouling, fly-tipping, noise 3.2 Provide information and advice on Council's website	officers, plus Corporate Communication Officer Various lead officers	existing resources Within existing resources	year December 2004	public awareness assessed through feedback Increased public awareness	
4. <u>Out of Hours Services</u> 4.1 Implement a standby rota system for emergency calls outside office hours 4.2 Implement a responsive service for out of office hours environmental nuisances	CMB G Woolhouse	Budget cost £60,000 p.a. Budget cost £25,000 p.a.	October 2004 October 2004	Rota in place. Emergency response guaranteed Rota in place. Increased customer satisfaction	High Priority Low Priority
5. <u>The Polluter Pays Principal</u> 5.1 Implement charges for	D Timson	Budget	April 2004	New arrangements in	Subject to agreement of and contractual

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
bulky household goods collection 5.2 Implement cost recovery for abandoned vehicles	D Timson	saving target £30,000 p.a. Potential saving £3,000 p.a.	Dependent on Government timetable	place. Reduced costs	arrangements with refuse collection contractor
6. <u>Preventing Flooding</u> 6.1 Implement a planned clearance programme for ditches and watercourses	D Timson	Budget cost £10,000	April 2004	Annual clearance programme in place	High Priority
7. <u>Protecting our Trees</u> 7.1 Consolidate all enforcement relating to trees within the Parks and Woodlands unit	D Timson	Budget cost for training £1,000	April 2004	Staff trained. Co-ordinated action. Improved response	Medium Priority

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
SERVICE/SUBJECT SPECIFIC ISSUES					
<p>8. <u>Fly-Tipping</u></p> <p>8.1 Improve partnership working with other agencies through agreements/targets</p> <p>8.2 Request further discussions between Southend BC and Essex about reinstating reciprocal free access arrangements to Civic Amenity and recycling centres</p> <p>8.3 Encourage informants to report fly-tipping. Signs / publicity</p> <p>8.4 Improve staff training in enforcement</p>	<p>D Timson</p> <p>D Timson</p> <p>D Timson</p> <p>D Timson</p>	<p>Within existing resources</p> <p>Within existing resources</p> <p>Budget cost £5,000</p> <p>Within existing resources</p>	<p>October 2004</p> <p>June 2004</p> <p>November 2004</p> <p>December 2005</p>	<p>Faster removal of dumped rubbish</p> <p>Free access for residents</p> <p>Increased reporting – reduced fly-tipping</p> <p>More effective enforcement</p>	<p>Medium Priority</p>

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
8.5 Hold discussions with Southend Borough Council and Essex County Council about provision of an additional civic amenity site	D Timson	Within existing resources	June 2004	Improved site provision agreed	
9. <u>Litter</u>					
9.1 Authorise Environment Agency Officers to enforce litter controls	D Timson	Within existing resources	October 2004	More effective enforcement	
9.2 Introduce enforcement policy for environmental street crime	D Timson	Within existing resources	October 2004	More effective enforcement	
10. <u>Dog Fouling</u>					
10.1 Provide additional dog waste bins in areas identified as under-provided	D Timson	Budget cost £2,000 p.a.	November 2004	Ten additional bins provided. Less fouling on pavements	Medium Priority

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
<p>11. <u>Graffiti & Fly Posting</u></p> <p>11.1 Proactive removal of graffiti and fly posting where considered in community interest</p>	D Timson	Budget cost £2,000 p.a.	Annual – ongoing	Less graffiti in public areas	Medium Priority
<p>12. <u>Animal Welfare</u></p> <p>12.1 Complete the production of an animal welfare charter</p>	G Woolhouse	Within existing resources	April 2004	Charter produced, including contact details for welfare/voluntary groups	
<p>13. <u>Caravans</u></p> <p>13.1 As part of the policy and service review of the Council’s response to gypsies and other travellers, examine:-</p> <ul style="list-style-type: none"> - the issues associated with the provision of short-term stopping places and designated sites 	S Neville	Within existing resources	June 2004	Review of policy and operational practices completed	

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
for travellers who visit the district - how liaison with farmers and other landowners and the Police can be improved to prevent unlawful occupation of land - what assistance and guidance can be given to landowners on taking possession proceedings to remove encampments - how to better protect the Council owned land against encampments - whether further lobbying of Government should be undertaken to improve controls over unlawful					

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
<p>encampments, creation of a criminal offence to station a residential caravan without the necessary consents and for more effective and workable powers to take direct action to remove unlawful caravans</p> <ul style="list-style-type: none"> - development of best practice procedures to aid decision making in enforcement against unauthorised encampments - provide better feedback to customers who complain about caravan related issues 					

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
<p>14. <u>Public Entertainments</u></p> <p>14.1 As part of the development of policy and operational frameworks for the new Licensing Act, develop closer links with crime & disorder/Community Safety issues and consider the frequency of “in-performance” visits.</p>	<p>R Peacey / Licensing Manager</p>	<p>As set out at (1) (Licensing) above</p>	<p>June 2005</p>	<p>Policy and procedures in place</p>	<p>Dependent on Government timetable</p>
<p>15. <u>Trading Controls</u></p> <p>15.1 Provide information on approved collections, including on the internet</p> <p>15.2 Provide clear guidelines for small lottery applicants</p>	<p>S Fowler</p> <p>S Fowler</p>	<p>Within existing resources</p> <p>Within existing resources</p>	<p>January 2004</p> <p>November 2004</p>	<p>Better public information</p> <p>Improved customer satisfaction</p>	

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
15.3 Simplify the Street Trading consent process by restricting consultation to the Police & Highways Authority	R Peacey	Within existing resources	January 2003	Faster processing of applications	
16. <u>Planning Enforcement</u> 16.1 Improve the clarity of planning conditions 16.2 Update planning enforcement leaflets and make them available electronically 16.3 Increase delegations to Officers to make decisions concerning:- - breach of conditions attached to planning permissions	J Whitlock N Barnes S Scrutton	Within existing resources Within existing resources Within existing resources	June 2004 April 2004 January 2004	Fewer contraventions Improved customer satisfaction Faster enforcement action	

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
<ul style="list-style-type: none"> - breach of listed building/conservation area consent - unauthorised caravan sites - Article 4 Directions to remove permitted development rights <p>16.4 Implement a priority system for the investigation of cases</p> <p>16.5 Develop IT procedures to automatically provide updates for customers at key times/stages</p>	<p>N Barnes</p> <p>N Barnes</p>	<p>Within existing resources</p> <p>Within existing resources</p>	<p>January 2004</p> <p>April 2004 December 2004</p>	<p>Pilot scheme in place</p> <p>Report to Committee Improved customer satisfaction</p>	
<p>17. <u>Drainage/Surface Water</u></p> <p>17.1 Raise awareness of potential pollution problems with owners of unsewered properties</p>	<p>D Timson</p>	<p>Within existing resources</p>	<p>June 2005</p>	<p>Raised awareness amongst residents. Fewer pollution incidents.</p>	

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
17.2 Implement a proactive programme of ditch clearance	D Timson	Budget cost £10,000	March 2005	Fewer incidents of flooding	Medium Priority
18. <u>Trees</u>					
18.1 Combine services dealing with tree related issues within the Parks & Woodlands team	D Timson	Within existing resources	April 2004	Faster service response	
18.2 Evaluate what is required to be able to provide information about trees which are protected on the website	D Timson / S Fowler	Within existing resources	November 2004	Better public awareness/ less damage to protected trees	
18.3 Provide clear information to those who have responsibility for protected trees	D Timson	Within existing resources	November 2004	Better public awareness/ less damage to protected trees	
18.4 Advise residents in conservation areas about the protection of trees	D Timson	Within existing resources	July 2005	Better public awareness/ less damage to protected trees	

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES
18.5 Evaluate the fixing of identification/warning signs on protected trees	D Timson	Within existing resources	November 2004	Better public awareness/ less damage to protected trees	
18.6 Ensure Building Control Officers are advised/monitor protected trees on development sites	D Timson / B Jones	Within existing resources	July 2004	Better public awareness/ less damage to protected trees	
19. <u>Housing</u>					
19.1 Set local performance targets for key stages in the enforcement process	S Neville	Within existing resources	June 2004	Improved customer service	
19.2 Identify multiply-occupied properties and implement a risk rating system	S Neville	Budget cost £10,000	April 2005	Improved standards in accommodation	Medium Priority
19.3 Introduce procedures which trigger an update to customers at key dates/stages	S Neville	Within existing resources	April 2005	Improved customer satisfaction	

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	OUTCOME	PROGRESS / NOTES