

**Performance Report to Members on Key Projects** 

For the period:

April to June 2014





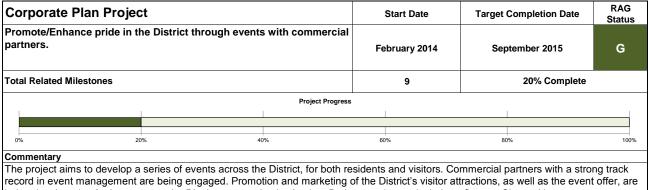
| Corporate Plan Project |                                   |                 | Start Date     | Target Completion Date | RAG<br>Status |
|------------------------|-----------------------------------|-----------------|----------------|------------------------|---------------|
| Develop and a          | dopt a new Local Plan             |                 | January 2014   | September 2017         | G             |
| Total Related Mi       | ilestones                         |                 | 13             | 5% Complete            |               |
|                        |                                   | Project Pr      | rogress        |                        |               |
|                        |                                   |                 |                |                        |               |
|                        |                                   |                 |                |                        |               |
| 0%                     | 20%                               | 40%             | 60%            | 80%                    | 100%          |
| Commentary             |                                   |                 |                |                        |               |
| Work has comn          | nenced on the initial, evidence b | ased stages.    |                |                        |               |
|                        |                                   | -               |                |                        |               |
|                        |                                   |                 |                |                        |               |
|                        |                                   |                 |                |                        |               |
|                        |                                   |                 |                |                        |               |
| Lead Officer           | Samuel Hollingworth               | Head of Service | Shaun Scrutton |                        |               |

| Corporate Plan Project  |                                  |                                  | Start Date     | Target Completion Date  December 2015 | RAG<br>Status |
|---|----------------------------------|----------------------------------|----------------|---------------------------------------|---------------|
| Prepare and adopt a Community Infrastructure Levy Charging Schedule |                                  | September 2013                   |                |                                       |               |
| Total Related Mile  | estones                          |                                  | 9              | 5% Complete                           |               |
|   |                                  | Project P                        | rogress        | 1                                     |               |
|   |                                  |                                  |                |                                       |               |
| 0%  | 20%                              | 40%                              | 60%            | 80%                                   | 100%          |
| Commentary  |                                  |                                  |                |                                       |               |
| Work is underwa   | ay on the initial stages of prep | paration, including the evidence | dence base.    |                                       |               |
| Lead Officer  | Samuel Hollingworth              | Head of Service                  | Shaun Scrutton |                                       |               |

| Corporate Plan Project |                           |                     | Start Date    | Target Completion I | Pate RAG<br>Status |
|------------------------|---------------------------|---------------------|---------------|---------------------|--------------------|
| Develop and d          | deliver Upper Roach Valle | ey Living Landscape | September 201 | 14 April 2015       |                    |
| Total Related M        | lilestones                |                     | 8             | 0% Com              | plete              |
|                        |                           | Project P           | rogress       | <b>"</b>            |                    |
|                        |                           |                     |               |                     |                    |
| 0%                     | 20%                       | 40%                 | 60%           | 80%                 | 100%               |
| Commentary             |                           |                     |               |                     |                    |
| Project is yet to      | o commence.               |                     |               |                     |                    |
|                        |                           |                     |               |                     |                    |
| Lead Officer           | Marcus Hotten             | Head of Service     | Richard Evans |                     |                    |

| Corporate Plan Project Improve Air Quality in Rayleigh Town Centre by the declaration of an Air Quality Management Area (AQMA)  Total Related Milestones |                            |                                    | Start Date               | Target Completion Date     | RAG<br>Status |  |
|--|----------------------------|------------------------------------|--------------------------|----------------------------|---------------|--|
|  |                            |                                    | July 2014                | January 2016               | G             |  |
|  |                            |                                    | 6                        | 5% Complete                |               |  |
|  |                            | Project Progress                   | 3                        |                            |               |  |
|  |                            | 1                                  |                          | l l                        |               |  |
| 0%   | 20%                        | 40%                                | 60%                      | 80%                        | 100%          |  |
| Commentary   |                            |                                    |                          |                            |               |  |
| Member agreem  | nent to declare an AQMA so | ecured. Officers are currently exp | loring options to delive | er the consultation phase. |               |  |
| Lead Officer   | Martin Howlett             | Head of Service                    | Richard Evans            |                            |               |  |

| Corporate Plan Project |                             |                                 | Start Date        | Target Completion Date   | RAG<br>Status |
|------------------------|-----------------------------|---------------------------------|-------------------|--|---------------|
| Award a new M          | aterial Recycling Facility  | contract                        | July 2014         | May 2015   | G             |
| Total Related Mile     | estones                     |                                 | 6                 | 5% Complete  |               |
|                        |                             | Project Pr                      | rogress           | ,  |               |
|                        |                             |                                 |                   |  |               |
|                        |                             |                                 |                   |  |               |
| 0%                     | 20%                         | 40%                             | 60%               | 80%  | 100%          |
| Commentary             |                             |                                 |                   |  |               |
| Waste Directive,       | , which aims to improve the | e quality of materials entering | MRFs. The current | is confirmed as compliant with the contractor has declined to offer a re The OJEU notice will be published | evised price  |
| Lead Officer           | Barry Saunders              | Head of Service                 | Richard Evans     |  |               |



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 Plan Project   |     |                 | Start Date | Target Completion Date | RAG<br>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 Progres | s          |                        |               |
|  |     |                 |            |                        |               |
|  |     |                 |            |                        |               |
| 0%   | 20% | 40%             | 60%        | 80%                    | 100%          |
| Commontary   |     |                 |            |                        |               |

Commentary

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.

| İ | Lead Officer | Barry Saunders | Head of Service | Richard Evans |
|---|--------------|----------------|-----------------|---------------|
|   |              |                |                 |               |

| Corporate Plan Project |                               |                        | S             | start Date  | Target Completion Date | RAG<br>Status |      |
|------------------------|-------------------------------|------------------------|---------------|-------------|------------------------|---------------|------|
| Develop netwo          | rk of Cycle Paths             |                        |               | твс         | т                      | вс            |      |
| Total Related Mile     | estones                       |                        |               | 0           |                        | 0% Complete   |      |
|                        |                               | Project P              | rogress       |             | <u> </u>               |               |      |
|                        |                               |                        |               |             |                        |               |      |
|                        |                               |                        |               |             |                        |               |      |
| 0%                     | 20%                           | 40%                    | 60%           |             | 80%                    |               | 100% |
| Commentary             |                               |                        |               |             |                        |               |      |
| Timetable to be        | agreed in conjunction with So | uthend BC, ECC and Sus | strans by end | of Septembe | r 2014                 |               |      |
| Lead Officer           | Samuel Hollingworth           | Head of Service        | Shaun S       | Scrutton    |                        |               |      |

| Corporate Plan Project |                              |                             | Start Date              | Target Completion Date                | RAG<br>Status |
|------------------------|------------------------------|-----------------------------|-------------------------|---------------------------------------|---------------|
| Develop and ad         | dopt an Open Spaces Stra     | egy                         | July 2014               | March 2015                            | G             |
| Total Related Mile     | estones                      |                             | 7                       | 10% Complete                          |               |
|                        |                              | Project P                   | rogress                 |                                       |               |
| 0%                     | 20%                          | 40%                         | 60%                     | 80%                                   | 100%          |
| Commentary             |                              |                             |                         |                                       |               |
| The Portfolio Ho       | older for Environment has si | gned off draft strategy and | accompanying action pla | an; public consultation will start so | on.           |
| Lead Officer           | Marcus Hotten                | Head of Service             | Richard Evans           |                                       |               |

Andrew Lowing

Shaun Scrutton

### Corporate Objective - Place

Lead Officer

Lead Officer

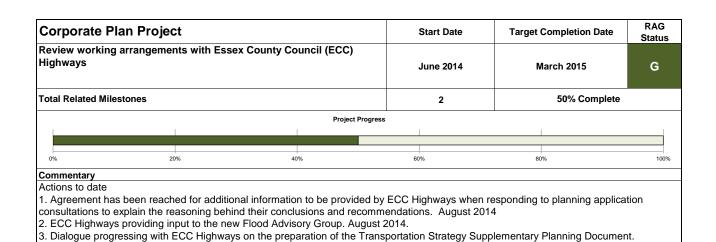
| November 2013 | April 2015   | G    |
|---------------|--------------|------|
| 9             | 90% Complete |      |
|               |              |      |
|               |              |      |
| 60% 70%       | 80% 90%      | 100% |
|               |              |      |
|               | 60% 70%      |      |

Claudia McClellan

Shaun Scrutton

**Head of Service** 

Head of Service



| Corporate Plan Project  |                               |                  | Start Date     | Target Completion Date | RAG<br>Status |
|---|-------------------------------|------------------|----------------|------------------------|---------------|
| Produce Transportation Strategy Supplementary Planning Document (SPD) |                               | January 2014     | January 2016   | G                      |               |
| Total Related M   | ilestones                     |                  | 9              | 5% Complete            |               |
|   |                               | Project Progres  | s              |                        |               |
|   |                               |                  |                |                        |               |
|   |                               |                  |                |                        |               |
| 0%  | 20%                           | 40%              | 60%            | 80%                    | 100%          |
| Commentary  |                               |                  |                |                        |               |
|   | menced on the initial, evider | ice base stages. |                |                        |               |
| Lead Officer  | Samuel Hollingworth           | Head of Service  | Shaun Scrutton |                        |               |

|  | Start Date  | Target Completion Date   | RAG<br>Status  |
|--|---|--|--|
| for the District                           | May 2014  | April 2015   | G  |
|  | 2   | 70% Complete   |  |
| Project Progress                           | ·   |  |  |
|  |   |  |  |
| 40%  | 60%   | 80%  | 100%   |
|  |   |  |  |
| for Environment. Key supporting plans have |   |  |  |
|  | Project Progress 40%  lan "Rochford District Council Our Response | Project Progress  Project Progress  All 10% 60%  Ian "Rochford District Council Our Response to an Emergency" has for Environment. Key supporting plans have been written, in particular to the progress of the progress of the project Project Project Progress of the project Projec | May 2014 April 2015  2 70% Complete  Project Progress    April 2015   Project Progress   Project Project Progress   Project Progress   Project Progress   Project |

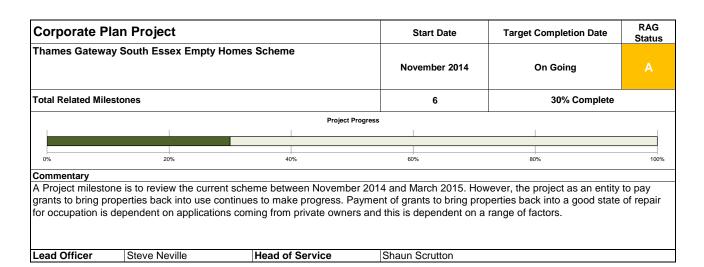
|             |              | Status         |
|-------------|--------------|----------------|
| August 2014 | March 2015   | G              |
| 3           | 70% Complete |                |
| 5           |              |                |
|             |              |                |
|             |              |                |
| 60%         | 80%          | 100%           |
|             |              |                |
|             |              |                |
|             | 3 s          | 3 70% Complete |

| Corporate Plan Project  Review Council and other public organisation owned land to identify development opportunities  Total Related Milestones |     |   | Start Date              | Target Completion Date          | RAG<br>Status<br>G |
|---|-----|---|-------------------------|---------------------------------|--------------------|
|   |     |   | April 2014<br>0         | ТВС                             |                    |
|   |     |   |                         | 5% Complete                     |                    |
|   |     | Project Progress  |                         |                                 |                    |
|   |     | I   |                         |                                 |                    |
| 0%  | 20% | 40%   | 60%                     | 80%                             | 100%               |
| Commentary  |     |   |                         |                                 |                    |
| Work is underwa   |     | with Public One Estate who are as<br>pject plans will then be prepared. | sisting with site appra | aisals. Once these are received | -                  |

### Corporate Objective - Homes

| Corporate Plan Project Investigate potential for Council to develop land alone or in partnership.  Total Related Milestones |   |                 | Start Date    | Target Completion Date          | RAG<br>Status |
|---|---|-----------------|---------------|---------------------------------|---------------|
|   |   |                 | April 2014    | TBC                             |               |
|   |   |                 | 0             | 5% Complete                     |               |
|   |   | Project Pro     | ogress        |                                 |               |
| 0%  | 20%   |                 | 60%           | 80%                             | 100%          |
|   | ray to progress this project w<br>e in the early Autumn - proje |                 |               | aisals. Once these are received | -             |
| Lead Officer  | Alan Thomas   | Head of Service | Albert Bugeja |                                 |               |

| Corporate F       | Plan Project                    |                          | Start Date          | Target Completion Date | RAG<br>Status |
|-------------------|---------------------------------|--------------------------|---------------------|------------------------|---------------|
| Develop and ac    | dopt a Development Manager      | nent Plan                | March 2010          | December 2014          | G             |
| Total Related Mil | lestones                        |                          | 5                   | 70% Complete           |               |
|                   |                                 | Project Pr               | rogress             | <u> </u>               |               |
|                   |                                 |                          |                     |                        |               |
| 0%                | 20%                             | 40%                      | 60%                 | 80%                    | 100%          |
| Commentary        |                                 |                          |                     |                        |               |
|                   | doption by the end of year, dep | endent on the outcome of | of the examination. |                        |               |
| Lead Officer      | Samuel Hollingworth             | Head of Service          | Shaun Scrutton      |                        |               |



# Corporate Objective - Homes

| Corporate Plan Project  Develop and implement the RDC Empty Homes Strategy |   |                 | Start Date                  | Target Completion Date        | RAG<br>Status |
|--|---|-----------------|-----------------------------|-------------------------------|---------------|
|  |   |                 | October 2014                | December 2014                 |               |
| Total Related Mile   | estones   |                 | 6                           | 5% Complete                   |               |
|  |   | Project P       | Progress                    |                               |               |
|  |   |                 |                             |                               |               |
| 0%   | 20%   | 40%             | 60%                         | 80%                           | 100%          |
| Commentary   |   |                 |                             |                               |               |
|  | sing on preparing a strate implemented from Janua |                 | ompleted by the end of Dece | ember 2014. The strategy will | include an    |
| Lead Officer   | Steve Neville                                     | Head of Service | Shaun Scrutton              |                               |               |

| Corporate Plan Project Promote energy efficiency and tackle fuel poverty  Total Related Milestones |   |           | Start Date              | Target Completion Date            | RAG<br>Status |
|--|---|-----------|-------------------------|-----------------------------------|---------------|
|  |   |           | October 2014            | 4 On Going                        | G             |
|  |   |           | 8                       | 20% Comple                        | te            |
|  |   | Project I | Progress                |                                   |               |
|  |   |           |                         |                                   |               |
| 0%   | 20%   | 40%       | 60%                     | 80%                               | 100%          |
| Commentary   |   |           |                         |                                   |               |
| •  | vorking with Green Dea<br>n liaise directly with clie | •         | erty and improve home e | energy efficiency. Cases are refe | erred to      |

| Corporate P        | Corporate Plan Project |  |                | Target Completion Date            | RAG<br>Status |
|--------------------|------------------------|--|----------------|-----------------------------------|---------------|
| Reduce Homele      | essness                |  | April 2014     | March 2016                        | Α             |
| Total Related Mile | estones                |  | 9              | 10% Complete                      |               |
|                    |                        | Project Pro  | gress          |                                   |               |
|                    |                        |  |                |                                   |               |
| 0%                 | 20%                    | 40%  | 60%            | 80%                               | 100%          |
| Commentary         |                        |  |                |                                   |               |
|                    |                        | view action plan has been sligh<br>contribute to reducing homeless |                | ated. Arrangements are in hand to | o organise a  |
| Lead Officer       | Steve Neville          | Head of Service  | Shaun Scrutton |                                   |               |

### Corporate Objective - Economic Growth

| Corporate Plan Project  Help growth of new and existing businesses  Total Related Milestones |                           |                           | Start Date                  | Target Completion Date  | RAG<br>Status<br>G |
|--|---------------------------|---------------------------|-----------------------------|---|--------------------|
|  |                           |                           | April 2014                  | March 2015  |                    |
|  |                           |                           | 13                          | 20% Complete  |                    |
|  |                           | Project                   | t Progress                  |   |                    |
|  |                           |                           |                             |   |                    |
| 0%   | 20%                       | 40%                       | 60%                         | 80%   | 100%               |
| Commentary   |                           |                           |                             |   |                    |
| County Council, (  | Castle Point Borough Cour | icil and Southend Borough | n Council, following feedba | being planned for November with<br>tick from the Business Summit. A<br>follow up Business Summit bein | Pro                |

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.

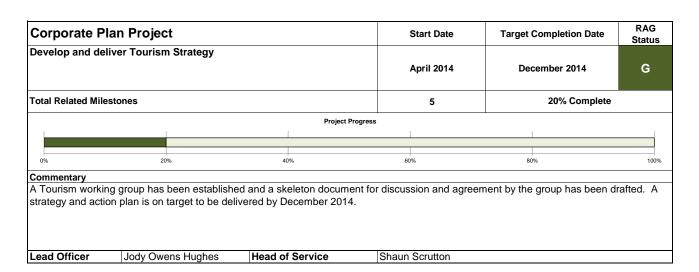
| Lead Officer | Jody Owens Hughes | Head of Service | Shaun Scrutton |
|--------------|-------------------|-----------------|----------------|
|--------------|-------------------|-----------------|----------------|

| Corporate Pla        | n Project                     |                           |             | Start Date   | Target Completion Da | te RAG<br>Status |
|----------------------|-------------------------------|---------------------------|-------------|--------------|----------------------|------------------|
| Adopt the Joint A    | rea Action Plan (JAAP)        |                           | Se          | ptember 2007 | December 2014        | G                |
| Total Related Milest | tones                         |                           |             | 5            | 50% Comp             | lete             |
|                      |                               | Project Pro               | ogress      |              | +                    |                  |
|                      |                               |                           |             |              |                      |                  |
|                      |                               |                           |             |              |                      |                  |
| 0%                   | 20%                           | 40%                       | 6           | 0%           | 80%                  | 100%             |
| Commentary           |                               |                           |             |              |                      |                  |
| On course for adop   | ption by the end of year, dep | pendent on the outcome of | f the exami | nation.      |                      |                  |
|                      |                               |                           |             |              |                      |                  |
|                      |                               |                           |             |              |                      |                  |
|                      |                               |                           |             |              |                      |                  |
|                      |                               |                           |             |              |                      |                  |
| Lead Officer         | Samuel Hollingworth           | Head of Service           | Shaun       | Scrutton     |                      |                  |

| Corporate       | Plan Project                |                              | Start Date       | Target Completion Date            | RAG<br>Status |
|-----------------|-----------------------------|------------------------------|------------------|-----------------------------------|---------------|
| Support for Ru  | ural businesses             |                              | April 2014       | March 2015                        | G             |
| Total Related M | ilestones                   |                              | 3                | 10% Complete                      |               |
|                 |                             | Project Pro                  | gress            | 1                                 |               |
|                 |                             |                              |                  |                                   |               |
|                 |                             |                              |                  |                                   |               |
| 0%              | 20%                         | 40%                          | 60%              | 80%                               | 100%          |
| Commentary      |                             |                              |                  |                                   |               |
|                 |                             |                              |                  | on and Essex Police. An agricultu | ral/farmed    |
| land map has b  | peen drafted with ownership | and contact with land owners | s is being made. |                                   |               |
|                 |                             |                              |                  |                                   |               |
|                 |                             |                              |                  |                                   |               |
|                 |                             |                              | 0 0 0            |                                   |               |
| Lead Officer    | Jody Owens Hughes           | Head of Service              | Shaun Scrutton   |                                   |               |

# Corporate Objective - Economic Growth

| Corporate Plan Project  Develop and deliver the Empty Shops Strategy |                                 |                          | Start Date     | Target Completion Date | RAG<br>Status |
|--|---------------------------------|--------------------------|----------------|------------------------|---------------|
|  |                                 |                          | April 2014     | December 2014          | G             |
| Total Related Mile   | estones                         |                          | 4              | 5% Complete            |               |
|  |                                 | Project Pro              | ogress         |                        |               |
|  |                                 |                          |                |                        |               |
| 0%   | 20%                             | 40%                      | 60%            | 80%                    | 100%          |
| Commentary   |                                 |                          |                |                        |               |
| Empty Shops Str  | rategy is on target to be produ | ced by the end of Septen | nber 2014      |                        |               |
| Lead Officer   | Jody Owens Hughes               | Head of Service          | Shaun Scrutton |                        |               |



# Corporate Objective - Economic Growth

| Corporate Plan Project  Seek finance from South East Local Enterprise Partnership (SELEP)  Total Related Milestones |  |                 | Start Date     | Target Completion Date          | RAG<br>Status |
|---|--|-----------------|----------------|---------------------------------|---------------|
|   |  |                 | April 2014     | March 2015                      | G             |
|   |  |                 | 7              | 20% Complete                    | 20% Complete  |
|   |  | Project Progre  | ess            |                                 |               |
|   |  |                 |                |                                 |               |
| 0%  | 20%  | 40%             | 60%            | 80%                             | 100%          |
| Commentary  |  |                 |                |                                 |               |
|   | es to ensure that Rochford is in<br>n for submission to SELEP. The |                 |                | and within Thames Gateway and l | Essex based   |
| Lead Officer  | Jody Owens Hughes  | Head of Service | Shaun Scrutton |                                 |               |

