

VISIONING

Safer Communities

Key Suggestion	Lead Public Agency	Implementation Timescale
* More police on beat: <ul style="list-style-type: none"> - greater visibility/community engagement - at key periods e.g. closing time - in key areas e.g. hot spots - youth 	Police/Police Authority	S - M
* Better lighting – alleyways/car parks	ECC/RDC/Parishes	S - M
* Better designed public spaces; residential areas; community buildings	ECC/RDC/Police/Private Sector	S - M
* Tackle traffic speeds	ECC/Police	S
* Better public transport – safer; more coordinated – linked to settlements	ECC/Bus companies/Rail companies/RDC	S - M
* Park Wardens/keepers/Town Wardens	RDC	S
* More and improved CCTV provision	RDC/Police/Private Sector	S

S (Short) = 5 years

M (Medium) = 5-10 years

L (Long) = 10 years +

Environment

Key Suggestion	Lead Public Agency	Implementation Timescale
* Develop and expand footpath/cycling network	ECC/RDC	M
* Address pavement/verge parking	ECC/RDC	S-M
* Tackle Chewing Gum problem effectively	RDC	S
* Pedestrianise Rochford Square	ECC/RDC	M-L
* Develop and expand Cherry Orchard Jubilee Country Park up the Roach Valley	RDC	S-M
* Develop Gusted Hall Woods for recreational/amenity purposes and link in with Cherry Orchard Jubilee Country Park and Hockley Woods	RDC	M-L
* New Civic Amenity Site particularly serving the east of the district	ECC/RDC	M
* Develop Brickworks site for museum/heritage purposes	RDC	M-L
* Develop wetlands and waterways in the east of the District for leisure and recreation with potential new Country Park	RDC	M-L
* Address weeds/litter on pavements and verges	ECC/RDC	S
* Enforce against car sales on verges	RDC/ECC	S

Key Suggestion	Lead Public Agency	Implementation Timescale
* Promote Stambridge Mills for possible hotel/conference centre and craft workshops	RDC	M-L
* Provide an Environmental Centre at Cherry Orchard Jubilee Country Park	RDC	M-L
* Develop Rochford Reservoir and link down to the river for recreation/amenity purposes	RDC	S-L
Open up Public Access to River System on Crouch and Roach for recreation/leisure pursuits	ECC/RDC	M-L
Promote the churches in the District for historic visits	RDC/ECC	S

Education, Skills, Jobs

Key Suggestion	Lead Public Agency	Implementation Timetable
Promote airport expansion with appropriate infrastructure and environmental safeguards	ECC/RDC	M-L
Promote the provision of Niche Market shops in Rochford town	RDC	S-M
Encourage Provision of start-up units	RDC	M
Encourage better working between schools, colleges and employers	LSC, ECC, RDC	S-L
Develop tourism opportunities across the District	RDC	M-L
Provide more opportunities for hotel/conference facilities in the District	RDC	M-L
Look at opportunities to promote development of arts and crafts studio/workshops in and around Rochford Town	RDC	S-M
Secure improvements and upgrade employment areas to maintain and attract high quality enterprises	RDC/ECC	M

Healthy Living/Quality of Life

Key Suggestion	Lead Public Agency	Implementation Timetable
Provide more Youth facilities specifically in and around Rochford town	ECC/RDC	M
Provide more youth facilities/activities across the District	ECC/RDC	M-L
Encourage the provision of doctors and dentists	PCT	S-M
Promote a Farmers Market in Rayleigh	RDC	S-M
More information/education around Healthy Living	PCT	S-M
More services/facilities to keep the elderly active	ECC/RDC	S-M
Encourage staggering of school hours	ECC	M

Getting Around

Key Suggestion	Lead Public Agency	Implementation Timetable
Improve public transport provision with modern buses and linked services	ECC	S-M
Increase provision/linkages between footpaths, cycleways and bridleways	ECC/RDC	S-M
Increase car parking provision in key centres	RDC	S-M
Improve the road network and access at key points across the District	ECC	M-L

Community Development

Key Suggestion	Lead Public Agency	Implementation Timetable
Increase young people's involvement in local decision making process	ECC/RDC	S
Encourage more partnership working between Parishes	RDC	S
Further develop RDC website for community consultation/information	RDC	S
Promote more community events across the District	RDC	S-M
Provide more services and facilities targeted at the elderly to serve the ageing population	ECC/RDC	S-M

Housing

Key Suggestion	Lead Public Agency	Implementation Timetable
Provide more affordable housing	RDC	S-L
Encourage better designs in housing development in the District	RDC	S-L
Re-use old/existing sites and buildings for housing	RDC	S-L
More purpose built care homes for frail/elderly	RDC	M
Maintain tight Green Belt Boundary across the District	RDC	S-L

Service Development

Key Suggestion	Lead Public Agency	Implementation Timetable
Broadcast/televisе Council meetings via the web	RDC	S
Hold more Council meetings around District	RDC	S
Move towards 24/7 operation	RDC	S-M
Develop satellite office arrangements across the District	RDC	S
Develop more Partnership arrangements with other Councils	RDC	S-M
More services accessible via the web	RDC	S