

ACTIONS	OFFICER RESPONSIBLE	RESOURCE	TARGETS	EXPECTED OUTCOME	PROGRESS / NOTES
CROSS CUTTING ISSUES					
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 New staff in post. Licensing Team established. <u>Implemented</u>
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	Transfer likely to be delayed by six months because of delays in Government implementation of Licensing Act 2003. Decision depends on work volumes under the new legislation
			Sept 2005	Scrap metal dealers licences and motor salvage operator licences moved to new team	
			December	Small lotteries and	

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1.3 Determine longer term location of licensing within the Council's structure	CMB	Within existing resources	2005	house/street collections moved to new team	Scheduled for resolution prior to summer recess
1.4 Review arrangements for taxi etc licensing administration	CMB	Within existing resources	2005	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 Review to be undertaken following six months successful running of DPE and review of Residents Parking and "Moving Traffic Offences" as outlined in Traffic Management Bill.

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					Service Action Plan exists for review process. Revised target date May 2005
3. <u>Information & Education</u>					
3.1 Implement a co-ordinated education and information campaign, including issues, eg dog fouling, fly-tipping, noise	Various lead officers, plus Corporate Communication Officer	Within existing resources	3 events per year	Events held. Increased public awareness assessed through feedback	Corporate events shared diary established to better co-ordinate events/publicity. Actions completed in 2004/5 – recycling publicity (November), fly tip signage (December). Future actions/events for 2005/6 – anti-graffiti campaign (March 2006), further fly tipping signage and publicity (December 2005), Noise Action Day (June 2005),

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3.2 Provide information and advice on Council's website	Various lead officers	Within existing resources	December 2004	Increased public awareness	Food Safety Awareness (June 2005) Redesigned Council Website launched. Charity collections information available on line. Information on health and safety and animal welfare to be on Website by March 2005
4. <u>Out of Hours Services</u>					
4.1 Implement a standby rota system for emergency calls outside office hours	CMB	Budget cost £60,000 p.a.	October 2004	Rota in place. Emergency response guaranteed	Not agreed by Council
Implement a responsive service for out of office hours environmental nuisances	G Woolhouse	Budget cost £25,000 p.a.	October 2004	Rota in place. Increased customer satisfaction	Not agreed by Council

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5. <u>The Polluter Pays Principal</u>					
5.1 Implement charges for bulky household goods collection	D Timson	Budget saving target £30,000 p.a.	April 2004	New arrangements in place. Reduced costs	Members agreed not to charge for bulky good collection
5.2 Implement cost recovery for abandoned vehicles	D Timson	Potential saving £3,000 p.a.	Dependent on Government timetable		Currently ECC are reimbursing RDC for collection and destruction of vehicles. Overall the cost to RDC is £5.00 per vehicle. During the past 12 months, 100 abandoned vehicles have been removed
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	Deleted at Committee

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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	<u>Implemented</u>
<i>SERVICE/SUBJECT SPECIFIC ISSUES</i>					
8. <u>Fly-Tipping</u>					
8.1 Improve partnership working with other agencies through agreements/targets	D Timson	Within existing resources	October 2004	Faster removal of dumped rubbish	Current timescale now less than 1 day – Target 2 days - improved over last 3 years (01/02 – 2.3) (02/03 – 1.56) (03/04 – 1.0)
8.2 Request further discussions between Southend BC and Essex about reinstating reciprocal free access arrangements to Civic Amenity and	D Timson	Within existing resources	June 2004	Free access for residents	Essex CC will be holding discussions with Southend BC as part of the Essex waste strategy and joint procurement

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recycling centres					process
8.3 Encourage informants to report fly-tipping. Signs / publicity	D Timson	Budget cost £5,000	November 2004	Increased reporting – reduced fly-tipping	Increased signage installed. <u>Implemented</u>
8.4 Improve staff training in enforcement	D Timson	Within existing resources	December 2005	More effective enforcement	
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	Essex CC will be holding discussions with Southend BC as part of the Essex waste strategy and joint procurement process. The provision of civic amenity sites will be given more detailed consideration as part of the Joint Waste Procurement Process

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<p>9. <u>Litter</u></p> <p>9.1 Authorise Environment Agency Officers to enforce litter controls</p> <p>9.2 Introduce enforcement policy for environmental street crime</p>	<p>D Timson</p> <p>D Timson</p>	<p>Within existing resources</p> <p>Within existing resources</p>	<p>October 2004</p> <p>October 2004</p>	<p>More effective enforcement</p> <p>More effective enforcement</p>	<p>Currently, only fly tipping enforced by Environment Agency</p> <p>Enforcement policy being drafted by newly appointed staff. Target for completion June 2005</p>
<p>10. <u>Dog Fouling</u></p> <p>10.1 Provide additional dog waste bins in areas identified as under-provided</p>	<p>D Timson</p>	<p>Budget cost £2,000 p.a.</p>	<p>November 2004</p>	<p>Ten additional bins provided. Less fouling on pavements</p>	<p>Medium Priority 20 additional dog waste bins installed during 2004. <u>Implemented</u></p>

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11. <u>Graffiti & Fly Posting</u> 11.1 Proactive removal of graffiti and fly posting where considered in community interest	D Timson	Budget for 2005/6 of £40,000 for environmental improvements including graffiti removal	Annual – ongoing	Less graffiti in public areas	Medium Priority Dealt with on a risk assessed basis – prioritised on obscene, racial or sexual nature. Graffiti Protocol being developed and have utilised Home Office funding this year to remove a number of items of graffiti. Also reviewing operational systems in order to be able to take a more immediate and targeted approach towards flyposting
12. <u>Animal Welfare</u> 12.1 Complete the production of an animal welfare charter	G Woolhouse	Within existing resources	April 2004	Charter produced, including contact details for welfare/voluntary	Charter agreed. Published February 2005 and to be

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				groups	reviewed after 12 months. <u>Implemented</u>
<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 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 	S Neville	Within existing resources	June 2004	Review of policy and operational practices completed	First meeting of Sub-Committee held on 15 February 2005 to consider planning policy consultation. Further meetings to be arranged to progress other policy and operational matters

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<p>guidance can be given to landowners on taking possession proceedings to remove encampments</p> <ul style="list-style-type: none"> - how to better protect the Council owned land against encampments - whether further lobbying of Government should be undertaken to improve controls over unlawful 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 					

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caravans - 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					
14. <u>Public Entertainments</u> 14.1 As part of the development of policy and operational frameworks for the new Licensing Act, develop closer links with crime & disorder/Community	R Peacey / Licensing Manager	As set out at (1) (Licensing) above	June 2005	Policy and procedures in place	Licensing Manager now attends Drug & Alcohol Reference Group with other agencies. Protocols for inspection and

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Safety issues and consider the frequency of “in-performance” visits.					enforcement of licensed premises are being agreed with the other agencies – Police, Fire & Rescue Service etc for implementation of premises licences after November 2005 when Public Entertain Licenses cease.
15. <u>Trading Controls</u>					
15.1 Provide information on approved collections, including on the internet	S Fowler	Within existing resources	January 2004	Better public information	<u>Implemented</u>
15.2 Provide clear guidelines for small lottery applicants	S Fowler	Within existing resources	November 2004	Improved customer satisfaction	<u>Implemented</u>
15.3 Simplify the Street Trading consent process by restricting	R Peacey	Within existing resources	January 2004	Faster processing of applications	<u>Implemented</u>

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consultation to the Police & Highways Authority					
16. <u>Planning Enforcement</u>					
16.1 Improve the clarity of planning conditions	J Whitlock	Within existing resources	June 2004	Fewer contraventions	<u>Implemented</u>
16.2 Update planning enforcement leaflets and make them available electronically	N Barnes	Within existing resources	April 2004	Improved customer satisfaction	The guidance leaflet is nearing completion and it should be available in hard copy and on Website by end of March 2005
16.3 Increase delegations to Officers to make decisions concerning:- - breach of conditions attached to planning permissions	S Scrutton	Within existing resources	January 2004	Faster enforcement action	A report on delegations was considered at Policy & Finance Committee on 14 October 2004. <u>Implemented</u>

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<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</p>	<p>Pilot scheme in place</p> <p>Report to Committee Improved customer satisfaction</p>	<p>New scheme to determine case priority now <u>implemented</u></p> <p>Procedures now in place to provide customer updates. <u>Implemented</u></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>	<p>In discussion with Anglian Water re addresses and with the Environment</p>

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17.2 Implement a proactive programme of ditch clearance	D Timson	Budget cost £10,000	March 2005	Fewer incidents of flooding	Agency re advice leaflets to be circulated (approx. 3 – 5 incidents per year currently) Medium Priority In discussion with land drainage contractor about potential partnership contract
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	<u>Implemented</u>
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	Latest advertisement provided very few applicants, none of which are suitable for shortlisting. Currently re-advertising with

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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	closing date of 01.04.05 As for 18.2
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	
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	Deleted at last review of Best Value Action Plan
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	<u>Implemented</u>

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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 Improved standards in accommodation	Unable to meet original target due to staff vacancies. Staffing situation now resolved performance targets are being included within written procedures for housing enforcement which are currently at draft stage. Will be provided by June 2005
19.2 Identify multiply-occupied properties and implement a risk rating system	S Neville	Budget cost £10,000	April 2005	Improved customer satisfaction	Medium Priority Project has had to be delayed due to changes in definition of multiple occupation in Housing Act 2004. Further changes are due with introduction of

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19.3 Introduce procedures which trigger an update to customers at key dates/stages	S Neville	Within existing resources	April 2005		<p>Housing Health & Safety Rating system later in 2005, at a date still to be announced. Revised target December 2005</p> <p>Procedures now in place and being incorporated into documented procedure notes. Will be completed by June 2005</p>