

ACTION PLAN

Feeling Safe

What we are going to do:

- Increase the visibility and response of the Police
- Reduce the incidence and fear of crime, as well as the anti-social behaviour of some people, which fuels that fear
- Increase usage of the District's youth facilities including the mobile unit provision

Action	Lead Agency	Resources	Performance Measure	End date
Make more Patrol officers available during peak times of demand, between 4p.m. and the early morning hours, by introducing a new shift pattern.	Police	Committed within the Rayleigh Division 3-Year Policing Plan	Improvement in public perception about levels of policing and Police response.	2004
Recruit Police Community Support Officers who will provide high visibility foot patrols across the Rochford District (and Castle Point) areas. They will deal with anti social behaviour, providing support to police and increasing reassurance to the community.	Police	Funding has been awarded until 2005	Number of Police Community Support Officers employed.	2005
Work to complete all actions identified within the current Rochford District Crime and Disorder Reduction Strategy during the last two years of its life.	Police	Resources committed within agency operational plans for all current projects	Actions listed under 6 objectives: crime reduction, fear of crime, road safety, substance misuse, domestic violence	2005

			and quality of life	
Produce and implement the Rochford District Crime and Disorder Reduction Strategy for 2005/2008.	Crime and Disorder Reduction Partnership	Committed within the operational plans of all partners	CDRP 2005/2008	2008
Develop youth outreach work across the District, seeking funding from Parish Councils or other potential funders.	Essex County Council Youth Services	Youth Workers within the Detached Team are already in place	Number of parish councils buying in mobile unit provision within their communities	2007
Continue to organise additional early evening sessions for young people at the Great Wakering Sports Centre	Rochford District Council /Holmes Place	Committed until March 2005	No of additional early evening sessions	March 2005

Organisations who are committed to working on these issues

All agencies who are members of the Rochford Crime and Disorder Reduction Partnership
 All agencies who are members of the Rochford and Castle Point Children and Young People's Strategic Partnership
 All agencies who are members of the Youth Strategy Forum
 All Rochford District Parish Councils
 Neighbourhood Watch groups across the District

Looking After Our Environment

What we are going to do:

- Continue to work on the cleanliness and overall appearance of the District.
- Protect and enhance the built and natural heritage of the District, increasing opportunities for residents and visitors to enjoy the local amenities and the countryside.
- Increase awareness of sustainability issues, and participation in recycling activities.
- Examine solutions aimed at providing more low cost and rented housing within the District, whilst at the same time recognising residents' wishes to keep further residential development to the minimum. In this context the District Council as local planning authority is governed by the guidelines and targets set by the Central Government in terms of overall housing numbers.

Action	Lead Agency	Resources	Performance Measure	End date
Establish a Graffiti Removal Protocol and encourage all residents and visitors to report graffiti so that it can be removed from public places as soon as possible.	Rochford District Council /Crime and Disorder Reduction Partnership	2004/2005 committed within the CDRP. It is hoped that future funding will be secured from RDC	Protocol in place	Pilot - 2005
Consider the expansion of the role of Parking Enforcement Wardens (from October 2005) to include environmental stewardship	Rochford District Council	Committed within Rochford District Council 5 year budget strategy	Review of role completed	2005
Develop a funding application in 2004/2005 for refurbishment and	Rochford District Council	Identified within Rochford District	Heritage Lottery Fund grants	Funding application

improvement works to the Rayleigh Windmill. If successful and money is available complete the works creating a registered museum facility.		Council's 5 year budget strategy	monies for refurbishment. Launch of the museum - end 2006	2004/2005 Works to be completed by end of 2006
Develop plans that maximise the potential of the Green Grid and Greenways concept across the District.	Thames Gateway South Essex Partnership	Committed within Thames Gateway South Essex Partnership	Production of Green Grid Strategy	2009
Complete creation and development of the Cherry Orchard Jubilee Country Park, including lake, signage, information boards, car parking and toilets	Rochford District Council	Funds coordinated by Rochford District Council. Commitment within Rochford District Council's 5 year budget strategy	Country Park with planned facilities	2007
Investigate the options for an expansion of the kerbside recycling scheme across the District	Rochford District Council	Dept. of Environment Farming and Rural Affairs has awarded money to Rochford District Council to expand the kerbside recycling scheme	Expansion of the scheme from the current level of 6,200 homes	2005
Work with the Environment Agency to produce the Estuary Flood Management Strategy for the Rivers Crouch and Roach.	Rochford District Council / Essex County Council	Committed within current Rochford District Council and Essex County Council budgetary provision.	Production of the Estuary Flood Management Strategy for the Rivers Crouch and Roach	2004

Organisations committed to working on these issues

Essex County Council
Rochford District Council
Rochford Regeneration Partnership
Thames Gateway South Essex Partnership
Environment Agency

A Good Education, Good Skills and Good Jobs

What we are going to do:

- Increase the opportunities for people of all ages to have a good education and gain new skills.
- Work together to identify and address local learning needs.
- Increase the prosperity and facilities of the Rochford District

Action	Lead Agency	Resources	Performance Measure	End date
Establish a forum that includes all the key local learning stakeholders, that can identify local issues, needs and gaps and that works in partnership to develop appropriate solutions.	Essex County Council / Essex Learning and Skills Council		Establishment of a local Learning Partnership or similar forum	2005
Widen adult participation in lifelong learning opportunities.	Castle Point and Rochford Adult Community College	Committed within Castle Point and Rochford Adult Community College operational plan	Increase in numbers of adults attending courses	2005
Increase the number of voluntary organisations whose front line staff are receiving training	Castle Point and Rochford Adult Community College	Committed within Castle Point and Rochford Adult Community College operational plan	Increase in numbers of voluntary organizations whose staff are attending courses	2005
Increase the number of local employers	Castle Point and	Committed within	Increase in	2005

whose staff are receiving training have Workforce Development Plans	Rochford Adult Community College	Castle Point and Rochford Adult Community College operational plan	numbers of employers working with CPRACC	
Arrange events to promote Rochford town as an arts and crafts specialist centre	Rochford District Council / Holmes Place	Committed within the leisure contract budget	No of events that promote Rochford as an arts and crafts centre	
Complete and report on the findings of the Rochford Market Town Health Check, in order to influence future plans	Rochford Regeneration Partnership	Funding in place to complete the Health Check	Completed Market Town Health Check	2004
Complete the assessment of the planning application for a supermarket in Rochford town centre	Rochford District Council	Resources to process planning application	Planning permission decision	2004
Develop the Extended Schools Programme.	Essex County Council	Committed within Children's Services Dept. and schools plans		
Work in partnership to complete the development of the Cherry Orchard Business Park, ensuring maximum benefit to local businesses.	Rochford District Council	Resources to process the relevant planning applications and bid submissions within Rochford District Council's 5 year budgetary strategy	Business Park complete and thriving	2010

Organisations committed to working on these issues

All agencies who are members of the Castle Point and Rochford Children and Young People's Strategic Partnership
Castle Point and Rochford Adult Community College
Essex Learning and Skills Council

Healthy Living

What we are going to do

- Improve access to quality health services for all residents
- Improve the health and wellbeing of particular groups
- Increase access to and usage of leisure and recreational facilities across the District

Action	Lead Agency	Resources	Performance Measure	End date
Newly recruited GPs will be seeing patients by the end of March 2004.	Castle Point and Rochford Primary Care Trust	Committed within Local Delivery Plan	NHS targets for access to GPs and healthcare workers at health centres/GP practices/in primary care	2004
Recruit additional staff in local health centres, who will carry out blood pressure checks, weight checks etc. alleviating some of the pressure on more highly trained staff.	Castle Point and Rochford Primary Care Trust	Committed within Local Delivery Plan	NHS targets for access to GPs and healthcare workers at health centres/GP practices/in primary care	
Respond to the identification of gaps or deficiencies in services following the introduction of a new GP services contract from 1/4/2004.	Castle Point and Rochford Primary Care Trust	Committed within Local Delivery Plan	NHS targets for access to health services	
Build a new primary health care centre in West Rayleigh within the next 5	Castle Point and Rochford	Committed within Local Delivery Plan	New primary care centre built	2009

years.	Primary Care Trust			
Further expand intermediate care projects, e.g. Step Up Step Down, which support older residents so that they can stay in their own homes with a support package of care.	Castle Point and Rochford Primary Care Trust			
Continue to train staff in residential and nursing homes in fall-prevention to reduce accidents.	Castle Point and Rochford Primary Care Trust			
Use the collaborative care premises to provide care for patients as they leave hospital.	Castle Point and Rochford Primary Care Trust / Rochford District Council	Committed within operational plans of all agencies involved in this project		
Implement the joint Primary Care Trust / Essex Youth Services project to enhance sexual health service provision to young people in the District.	Essex County Council Youth Services	Funding in place	Number of young people contacting the service	2007
Develop the pilot project to provide gardening support for elderly residents and people with disabilities.	Castle Point and Rochford Primary Care Trust / Springboard			

	Housing			
Complete the refurbishment of Clements Hall Leisure Centre, providing new and upgraded facilities	Rochford District Council / Holmes Place	£3 million committed within Rochford District Council / Holmes Place Leisure Contract	Refurbishment completed	July 2004
Build a new sports centre, outdoor courts, football pitches and skate park facility in West Rayleigh	Rochford District Council / Holmes Place	Expected to be in place by end 2005	New centre opened	End 2005
Expand the number and range of school holiday initiatives for young people	Rochford District Council	Additional funding awarded from TGSEP	Number of additional activities arranged during the school holidays	2005
Youth football programme	Star Partnership	Committed until October 2004, Successful funding applications required for continuation	Number of young people participating in events.	Pilot until Oct 2004
Organise a high profile launch of the Rochford District Leisure Card	Rochford District Council / Holmes Place	Committed within Rochford District Council / Holmes Place Leisure Contract budgets	Leisure card launch	End 2004

Organisations committed to working on these issues

Castle Point and Rochford Primary Care Trust
Essex County Council Youth Services
Rochford District Council
Holmes Place – Rochford District Council's leisure contractor
South Essex Partnership NHS Trust

Getting Around

What we are going to do

- Continue to review options to improve traffic management and parking in and around town centres within the District
- Seek to Improve the maintenance of roads and pavements, including roadside trees and shrubs across the District
- Work in partnership to promote and improve public transport services across the District

Action	Lead Agency	Resources	Performance Measure	End date
Develop the role of the Parking Enforcement Wardens to manage traffic and reduce congestion in the vicinity of Town Centres.	Rochford District Council	Within Rochford District Council's 5 year budget strategy		2005
Investigate the options of possible changes to parking arrangements e.g. in Rochford Market Square, in residential areas, particularly those near to railway stations across the District.	Rochford District Council / Essex County Council	No funding specifically allocated for this task yet.		
Continue to negotiate the transport Local Service Agreement with ECC and work to include the maintenance of trees, shrubs and weeds on roadsides.	Rochford District Council / Essex County Council			
Enhance rail/bus interchange facilities and connections across the District	Essex County Council			

Continue to develop the community transport scheme, recruiting new members and developing the brokerage project	Community Transport Scheme	Funding in place	No. of new members	2006
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Organisations committed to working on these issues

Essex County Council
Essex Police - Rayleigh Division
Public transport providers
Rochford District Council
Thames Gateway South Essex Partnership

An Inclusive Community

What we are going to do

- Continue to support the development of the voluntary and community sector within the Rochford District.
- Ensure high quality and comprehensive information about available services is accessible to all the District's residents.
- Engage the different groups within the wider community, including young people

Action	Lead Agency	Resources	Performance Measure	End date
Identify the needs of the local community/voluntary sector and work to address those needs.				
Develop a Voluntary Sector compact between all statutory agencies and the voluntary/community sector.				
Raise awareness about funding opportunities to local community/voluntary groups and encourage funding applications.				
Establish the Star Fund	Star Partnership			
Reconfigure and develop the Rochford District Council website to	Rochford District			

provide enhanced information to residents across the District	Council			
Support the development of a Rochford District Youth Assembly to feed into the Essex wide Youth Assembly, engaging with local young people and involving them in local decision making.	Rochford District Council / Essex County Council			
Develop consultation with the wider community through the established mechanisms, i.e. Parish and Town Councils, Rochford Hundred Association and the Consultation Panel, and other appropriate informal mechanisms as required.	Rochford District Council	Within existing Rochford District Council 5 year budgetary strategy		

Organisations committed to working on these issues

All members of the Local Strategic Partnership
Star Partnership