

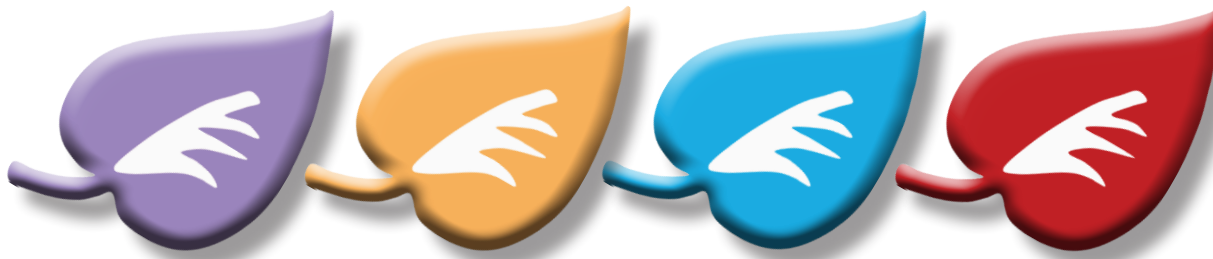
Rochford Business Plan 2020-2023



2022-2023 Annual Review

Working to help you shape your future





2022 - 2023 Annual Review

Financially Sustainable | Early Intervention | Maximise our Assets | Enable Communities



Cllr Simon Wootton
Leader of the Council

Welcome

Rochford District Council's 2022-2023 Annual Review presents a summary of the work of the Council in the key areas identified in our Business Plan. The Council's priorities are focused on achieving financial sustainability, early intervention, maximising its assets and enabling communities.

As I hope this Annual Review will show, we are seeing real positive outcomes against our key objectives and plans.

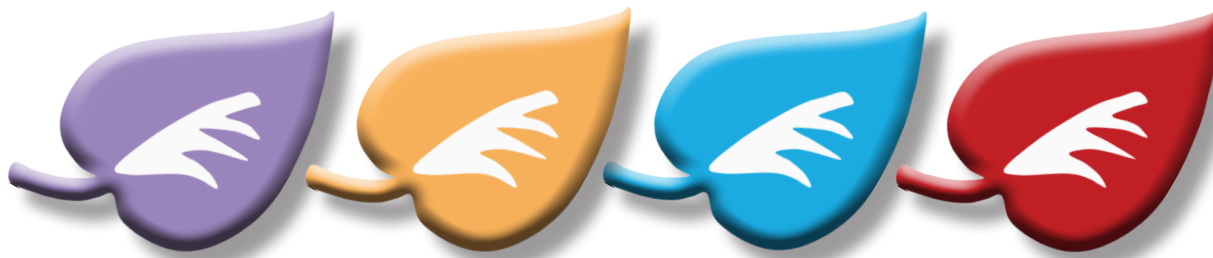
A few highlights include delivering a balanced budget and, as part of our commitment to address climate change, we launched the Rochford Environmental Business Alliance. This helps over 150+ SME businesses within the Rochford District become carbon neutral. We also worked with partners and local organisations to support residents and businesses through the ongoing cost-of-living crisis.

Over the past year, our strategic partnership with Brentwood Borough Council has progressed well. Of paramount importance is that both Councils retain their individual identities and sovereignty. The partnership is a collaborative and cohesive approach to achieving our corporate goals and objectives. We're working together to build resilience in our services and maximise our potential.

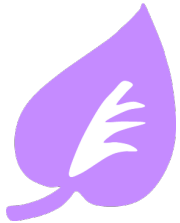
Overall, this Annual Review provides valuable insights into Rochford District Council's performance. By focusing on our priorities, the Council can work towards building a strong, resilient and vibrant community that meets the needs of all its residents.

We would encourage residents who would like to keep up to date on the Council's latest information to follow our social media accounts and sign up to our 'Tell Me More' e-alert service:

www.rochford.gov.uk/TellMeMore



Our Key Priorities



Financially Sustainable

We are continuing our transformation into a modern, accessible and financially sustainable council



Early Intervention

We are working with partners through early intervention; we are facilitating safe, healthy and active communities



Maximise our Assets

We are playing our part to develop a thriving economy, enhancing skills and employment opportunities and maximising use of the Council's own assets



Enable Communities

We are working with communities to protect, enhance and promote our district



Transforming into a modern accessible & sustainable council

Our Key Priorities

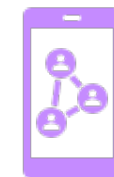
- To deliver a balanced budget
- To invest in the future of the district to stimulate growth and prosperity as well as attracting investors and visitors
- To support local businesses and organisations to thrive

Our Key Objectives	Key Objectives Achieved 2022-23
Deliver a new Council website which will improve digital inclusion and accessibility for our customers	Roll out of new website completed with accessibility improvements made to meet the legal requirements
Identify further ways to optimise the partnership with Brentwood Borough Council to identify shared services and deliver an alternative service model	Senior leadership restructure and recruitment undertaken creating savings of £290,000. Service reviews started to achieve efficiencies, savings and resilience
Develop a Regeneration Strategy that shows a pipeline of opportunity that can support the Council in achieving financial sustainability	Emerging Regeneration Strategy has been approved. Officers now are developing the detail that will underpin the regeneration strategy and ensure it ties into the Council's Business Plan.
Introduction of Commercial Waste Service delivered through Norse JV	This objective has been placed on hold to prioritise the introduction of separate food waste
Planning Permission & Funding secured for delivery of new 3G pitches at Clements Hall and Rayleigh Leisure Centre	Preliminary feasibilities studies completed. Further Executive report will be made to seek funding to progress and take to planning application stage

Other Achievements

 Delivered a **balanced** budget

£75,000 received in Local Digital Fund Grant



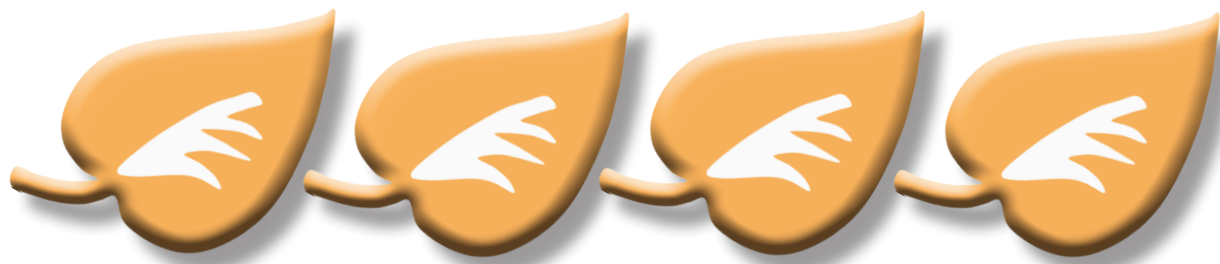
15% increase in social media followers

Rochford Norse JV for waste collection and street cleansing



7.7% growth in Tell Me More business bulletin subscribers





Facilitating safe, healthy and active communities

Our Key Priorities

- We will focus on early intervention and protection for the most vulnerable
- We will support and invest in community level work which enables everyone to lead healthy, safe and fulfilling lives
- We will work with partner organisations in local and central government, health and housing associations to tackle inequalities and enable more improvements in well-being to be delivered by communities

Our Key Objectives	Key Objectives Achieved 2022-23
Increase the percentage of successful homeless preventions. Continue to work with community partners on prevention, awareness and referrals.	Additional financial resources designated for prevention incentives, including landlord and tenant rent payments, deposit schemes and other financial support.
Ensure that all temporary accommodation (TA) is safe and of a good standard. Develop additional long term leased TA at South Street	Financial appraisal of TA types being developed to determine accurate costs for each unit (net of subsidy). Additional units at South Street on target
Work with partners to deliver a pipeline of affordable homes, in the housing association and private rented sectors	Regular pipeline monitoring meetings held with Sanctuary Housing to plan handover of new homes. Developing potential pilot lease deal with a private sector landlord for new build homes
Agree an updated Residents Charter for Rochford with Sanctuary Housing. Work with all Registered Providers (RPs) to ensure homes meet the Decent Homes Standard and identify and support low/zero carbon retrofit opportunities	Draft Residents Charter between the Council and Sanctuary under review. All RPs have been contacted to provide details of their approach to damp and mould. Sanctuary Homes working on Social Housing Decarbonisation Fund projects
Development and production of Local Cycling and Walking Initiative Programme (LCWHIP)	Funding in conjunction with Essex County Council secured for consultation and strategy production. Consultant engaged and initial works undertaken
Development and production of EV charging strategy for District	Member Workshop being held in March 2023 with Energy Savings Trust to inform strategy

Other Achievements

112 new affordable rented properties completed



80 households prevented from homelessness

1,520 housing advice approaches

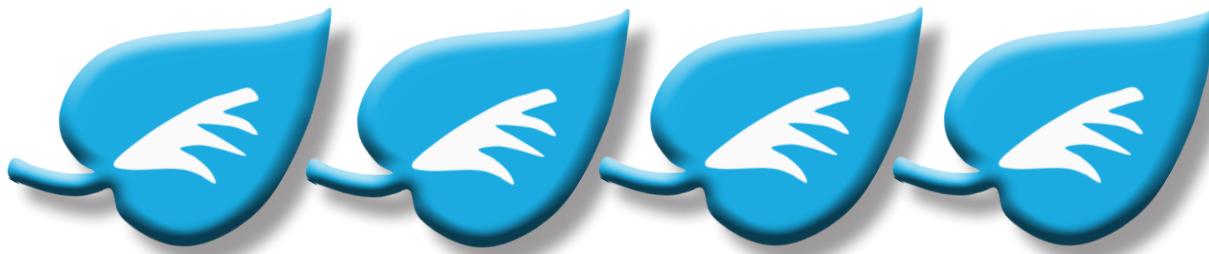


Crucial Crew delivered to **15** primary schools, including **550** Year 6 pupils



10 Warm Hubs funded





Thriving economy, skills and employment opportunities

Our Key Priorities

- We will maintain, protect and enhance our many green parks, playgrounds and open spaces; creating greater opportunities for leisure and cultural enjoyment
- We will be more environmentally conscious and strive to eliminate our carbon footprint
- We will work with other councils across South Essex and Central Government to promote the district and create inward investment which will shape our landscape for the future

Our Key Objectives	Key Objectives Achieved 2022-23
To re-open Mill Hall September 2022 and explore options with community groups to explore longer term community partnership options for the building	Mill Hall reopened September 2022. Citizens Advice and Council Reception opened Feb 2023. Community Expression of Interest exercise completed and work with preferred partners is ongoing
To re-open Freight House in October 2022 and reconsider the options of the site in relocating the Council offices, providing opportunity to redevelop South Street	Freight House used as a temporary location by King Edmund school during an unexpected closure. External support has been appointed to review the asset and ensure the Council maximises its full potential
Look at how the Council's assets can reduce its carbon footprint output and ensure the procurement of any asset development considers the impact of its carbon footprint.	Climate and Sustainability Officer is reviewing options to reduce the carbon footprint and develop an action plan. Procurement work underway to ensure that environmental responsibilities are considered as part of contract awards
Installation of EV charging points at Hockley Woods	Revised quote being sought from supplier, alternative supplier also being sourced
Carbon Reduction Plan for Council Vehicle Fleet setting out replacement strategy up to 2030	Fuel usage for RDC being collated for presentation to the Energy Saving Trust to develop replacement programme
Begin reviewing options available to the authority for Leisure providers to coincide with the current contract ending March 2025	Work has begun to identify the requirements of a new Leisure contract and partnership opportunities with Brentwood BC are being considered

Other Achievements

£10k UKSPF investment in tourism



Launched Rochford Environmental Business Alliance – **150+** businesses signed up



First Rochford Business Awards

£50k project to improve biodiversity and water quality in Cherry Orchard County Park



£1m investment in Clements Hall and Rayleigh Leisure Centre



£1m UKSPF Funding secured over 3 years





Protecting, enhancing and promoting our district

Our Key Priorities

- We will support residents, local businesses and organisations to create a district full of great life opportunities and choices, business growth and economic security
- We will work with partners to build community resilience and public safety
- We will engage with communities to meet our priorities and shape the future of the district
- We will inspire our communities to make a difference

Our Key Objectives	Key Objectives Achieved 2022-23
Work with partners to provide a whole system approach to support residents, businesses and staff respond to the cost-of-living crisis	Comprehensive 'Live Document' Action Plan and Working Group established to drive the response and support for residents, staff and businesses.
Installation of new skateparks at Hullbridge, Rayleigh Leisure Centre, & Clements Hall	Consultations have been completed. Tenders submitted for design and installation
Production of new 5-year Play Strategy, and costed action plan	Preliminary audit of play inclusivity underway
Introduction of separate food waste collection for residential waste collection services	Scheme approved by council in February 2023. Service implementation to follow during 2023/24
Community Litter Pick scheme formalised	Agreement of Volunteering Policy
Work with our system partners to continue to inform the SEE Alliance development	The Council continues to support the work of the Alliance
Raising the profile of food allergens and clear labelling of ingredients in products	In excess of 190 food premises inspected and advice provided on food allergy and labelling legislation
Raise awareness of work-related stress and mental health as part of the national campaign 'Working Minds'	Health and safety visits to premises identified as high risk of stress, such as financial institutions and large employers providing advice
To support our business community to operate safely and to help them support themselves and each other.	Support provided by Health and Safety inspections, pubwatch and Behave of Be Barred scheme. Earn as You Learn scheme to increase taxi drivers and maintain services

Other Achievements

£100k investment in Hockley Woods Play Space



£10k grants to Parish Councils for Kings Coronation

£20k+ grants awarded for Queens Jubilee celebrations



£4k+ awarded to Parish Councils for Community Safety

78% of planning applications approved



Contact us

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