

Proposed Service Priorities 2018/19

Service Priorities:

- These activities are i) still central to our corporate goals, but delivery of which is more dependent on partnership working or ii) have particular organisational significance for this coming year;
- Subject to regular updates to established working groups and the relevant Programme Committees in addition to progress being reported half yearly as part of the agreed performance management framework.

Service Priority	Lead Officer	Directorate	Timescales
STRENGTHENING COMMUNITIES TO BE SAFE, ACTIVE AND HEALTHY			
1. Implement the following measures to reduce the level of crime and support victims of crime and anti-social behaviour: <ul style="list-style-type: none"> - Extend use of technology to collate information and data e.g. Trucam and Automatic Number Plate Recognition (ANPR) - Upgrade CCTV (Closed-Circuit Television) in Maldon and Burnham-on-Crouch Town Centres - Responsible Authorities Group piloting “live” monitoring of CCTV - Undertake feasibility study for introducing Maldon “street pastors” - Partnership working with police on property marking initiative to reduce rural crime. 	Community Safety Partnership Manager	Customers and Community	March 2019
2. Work with partners to identify and tackle local health and wellbeing needs such as Obesity, frailty and old age, isolation and mental health through the following projects: <ul style="list-style-type: none"> i. Development of Live Well Strategy ii. Launch of Multi Agency Advice Service to provide a range of health and wellbeing support to customers in one place iii. Tackle social isolation in north of District iv. Support weight management and obesity in targeted area of District v. Increasing Volunteering event vi. Gardening Project vii. Increasing Dementia awareness through training viii. Development/ expansion of intergenerational projects 	Group Manager, Customers	Customers and Community	<ul style="list-style-type: none"> i. November 2018 ii. May 2018 iii. September 2018 iv. December 2018 v. June 2018 vi. March 2019 vii. May 2018 viii. March 2019

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PROTECTING AND SHAPING THE DISTRICT			
3. Establish management plans with existing and new community groups regarding the management and maintenance of open spaces at the Promenade Park, Maldon	Group Manager, Leisure Countryside and Tourism	Customers and Community	March 2019
CREATING OPPORTUNITIES FOR ECONOMIC GROWTH AND PROSPERITY			
4. Develop the inward investment offer for new businesses looking to start and grow a business in the District	Economic Development and Partnerships Manager	Planning and Regulatory Services	September 2018
5. Promote the District as a destination of choice by implementing the following key projects with partners to increase visitor numbers and visitor spend in the District i. Deliver a major event in Prom Park to showcase the District food and drink offer ii. Develop three key campaigns across all social media and website platforms, in line with District marketing plan iii. Review printed material (accommodation listings, heritage town trail etc.) for District branding and translating across all electronic platforms iv. Review tourist information provision in Burnham on Crouch and the benefits of a District 'working group' of operators following a collective event	Group Manager, Leisure Countryside and Tourism	Customers and Community	i. August 2018 ii. March 2019 iii. March 2019 iv. March 2019
DELIVERING GOOD QUALITY, COST EFFECTIVE AND VALUED SERVICES			
6. Preparation for May 2019 elections (District and Parish)	Legal & Democratic Service Manager	Resources	May 2019
7. Develop Member induction and training for post 2019 District election	Legal & Democratic Service Manager	Resources	March 2019
8. Preparation of the 2019/23 Corporate Plan and the 2019/20 Strategic and Financial Planning Timetable	Director of Resources	Resources	March 2019