

Maldon District Council

Local Agenda 21 Strategy

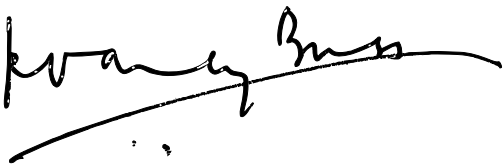


Foreword

We are delighted to present the Local Agenda 21 Strategy for the Maldon District. The Strategy has been produced with input from all departments of the Council, therefore making it truly corporate in its outlook, and has taken on board the views of the community.

Over the coming months and years the Council will monitor the District's progress towards meeting the Policy aims within the strategy through its action plan. These aims are challenging but realistic and the Council recognises that in order to succeed it will require the commitment of all Council staff and the community at large. Sustainability will, from now on, be an integral part of the Council's decision making process.

Action towards sustainable development is not just for the Council to achieve. Every individual can help to make a difference and it is our hope that this strategy will also persuade you to do your bit for the planet. Remember "Think Global, Act Local!"



**Councillor R.L. Bass,
Leader of the Council**



**Steve Packham
Chief Executive**

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Aim

For Maldon District Council to lead the community in the practice of sustainability and to enable others to contribute to sustainable development through community engagement.

Introduction

Local Agenda 21 is the local community's vision of how to address threats to the global environment identified at the summit of world leaders held in Rio in 1992. It can be summed up as "Think Global, Act Local". Although led initially by environmental concerns, the concept embraces most human endeavours and how it impacts on others lives. This is summed up in the concept of "sustainable development", meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Agenda 21 is therefore much more than just protecting the environment. The Government has set four key objectives in the U.K. Sustainable Development Strategy "A Better Quality of Life":

- 1 social progress which recognises the needs of everyone;
- 2 effective protection of the environment;
- 3 prudent use of natural resources;
- 4 maintenance of high and stable levels of economic growth and employment.

Maldon District Council has a direct influence upon the achievement of these aims within its area. The Council is committed to the achievement of these objectives and our own Corporate Objectives:

- 1 to protect and enhance the **Environment and Quality of Life** thus making the District a safer, healthier and more attractive place in which to live and work;
- 2 to increase the prosperity of the District, securing wealth and job creation through future **Economic Strength and Stability**;
- 3 to manage our assets ensuring **Excellence and Value for Money** in all aspects of Council Services;
- 4 to improve **Community Access and Involvement** in determining service delivery.

The key to developing a strategy to deliver sustainable development is community engagement; whether this is raising awareness or encouraging direct action. As community leader, the District Council will establish, follow and monitor sustainable lifestyles, contributing to the strategy and enabling it to happen.

This strategy therefore proposes the following aims:

1. We will provide a positive lead by incorporating sustainability considerations into the key activities that we carry out.

2. We will encourage businesses and other organisations to follow our example.
3. We will encourage communities, organisations and individuals to adopt sustainable lifestyles.

What are the processes involved in pursuing a strategy?

The Document "Sustainable Local Communities – Some model approaches to Strategy Developments"(1998) sets out the key stages of strategy approach:

1 Understanding – what's it all about?

A key factor in achieving sustainability is knowing what it is about and understanding its importance and the advantages in pursuing the goal. All staff have received Agenda 21 awareness training. Further training will be needed, and new staff will need to undergo training if they are going to be able to make informed decisions about sustainability within their service areas.

2 Committing – getting down to it

Corporate commitment to the strategy is vital in taking the strategy forward. This strategy is supported by the Leader of the Council and the Chief Executive whose signature and personal messages appear at the start of this document.

3 Reviewing – keying into what's already happening

Already the Council is carrying out a number of activities that can be directly linked to the principle of sustainability. A list of current activities is attached in appendix 1.

4 Involving – making good connections

The Council currently engages with partners on a variety of issues. One aim of the Council will be to incorporate sustainability considerations into all decision-making processes with our partners and to record these formally. This will need to be carried out by all Council employees as it will reflect the need for everyone to take responsibility for sustainability. This approach will be a founding principle of the Council's strategy to deliver sustainable development.

5 Planning – moving from vision to action

This will require the adherence to an Action Plan and there is a clear link with the new duty of the Council to provide a Community Plan. For a small Council such as Maldon, the two plans should really be one because of the cross-cutting nature of each and to maximise the effectiveness of the Council's resources. However, the need to ensure that these overlapping requirements meet Best Value considerations has led the Council to propose an interim Action Plan. This is attached as appendix 2, through 5 policy aims. The publication of Maldon District's Community Plan is scheduled for Christmas 2002.

6 Acting – Putting the Plan into action

Progress will depend upon the nature of the plan itself. Initially the Council will commit to a minimum of two local sustainability indicators/actions per service area, which they can achieve, that will meet the ideals of sustainability.

7 Checking – making sure that it's working

Progress upon Agenda 21 issues can only be measured by monitoring. Current resources allocated only realistically allow self-checking by elected members and managers. The Council will commit itself to adopting and measuring as many as it can of the Local Quality of Life Indicators set out by the D.E.T.R. to assist in this progress. Monitoring of progress towards the indicators and targets will be carried out by the Council's Management Team every 6 months.

8 Maturing – making it better

This current strategy reflects the level of resources that the Council can provide towards sustainability issues at the current time. Realistically the Council can only influence sustainability where it has direct involvement. Progress will depend upon the ability of staff and elected members to incorporate sustainability issues into their day-to-day decision making.

Engagement of the wider community in a co-ordinated way towards the common vision will be necessary to achieve the Council's aims. This may be linked to the Community Plan given the close link with it.

Where are we starting from?

There are considerable strengths within the Maldon District which provide a healthy starting point for progressing sustainability. However, there are also weaknesses and threats that have to be considered. The strengths and weaknesses are listed below:

Strengths

Maldon District is an area of low deprivation, low unemployment and low crime levels.

The district has a rich maritime history.

The district has a high quality local environment with a rich range of ecology.

Air Quality within the district is good.

There are high levels of recycling established.

The area is in a good location to benefit from economic success.

There is a wide range of outdoor recreation available to residents and visitors.

There is a strong community spirit and an active voluntary sector.

Weaknesses

Available public transport within the area is limited.
Rural facilities and employment for local people are in decline.
There is a rapidly ageing population within the district.
Maldon is a low achiever relatively within Essex for education results.
There is a shortage of affordable housing.
Commuting is increasing which increases the pressures upon the environment and local facilities.
Health facilities are limited.
Indoor recreation facilities are limited.
An excessive rundown in agricultural activity through Foot and Mouth disease.

Opportunities

The World Wide Web and Information Technology will provide increased communication facilities reducing the need to travel.
The area can build upon its tourism potential to help protect its unspoilt nature and provide local opportunities.
Regional growth prospects are strong and development out of the district at nearby South Woodham Ferrers may have benefits for the district.
Significant partnership opportunities remain to be built.
There is a growing environmental awareness that can be built upon.
Brownfield land is available for future development.

Threats

The low-lying natures of parts of the district are at significant risk from increased flooding and tidal rise as a result of climate change.
Increased dry summers from climate change will present further problems to an already dry area of the country.

The closure of Bradwell Nuclear Power Station will lead to a significant local employment problem.
The ageing population will present increased demands upon health care and other local services.
Increasing population growth and more available leisure time will lead to pressures upon existing facilities.

Public transport deficiencies will place greater dependence upon the private car.
There is a shortage of employment locally in the manufacturing sector where local skills will become available.

The A12 trunk road already has capacity problems from major development within the districts of Chelmsford, Braintree and Colchester and poor links to the A12 from the district may stifle growth and lead to pressures upon our Agenda 21 initiatives.

East-West links are vital to the prosperity of the district. Regard must be had to inappropriate development that may degrade the character of the district.

Meeting the Vision

1 GETTING OUR OWN HOUSE IN ORDER

The Council is committed to leading by example. Elected members and employees have a key role to play in achieving this. *Education and Training is crucial to this*. Everyone needs to be aware of the role and more importantly the responsibility that they have towards achieving sustainability. A co-ordinated and targeted training programme is necessary to follow up that which has so far been undertaken.

Sustainability considerations will therefore be incorporated in to all aspects of the decision making process and will be a key principle in decisions that are made by the Council. All Committee reports should indicate the sustainability implications of a proposal. For example, all service reviews carried out for Best Value will consider sustainability impact. One of the driving forces in this process will be the Best Value and Sustainability Checklist produced by I&DeA (The Improvement and Development Agency). This checklist will be completed for each service review and will be an essential part of the “challenge” process of service delivery. The aim will be to improve upon existing benchmarks.

However, one area where the principles will be considered before the service review will be in the Council’s own internal use of resources. Here the aim will be to positively reduce our impact upon the Environment (whilst also meeting the objectives in section 3 below). This will be our “Corporate Environmental Stewardship”.

The key aims of Corporate Environmental Stewardship are:

Conserving energy, water, paper and other resources, while still providing a safe working environment;

Reducing waste, encouraging recycling and the use of recycling in our own operations;

Ensuring that the Council’s own actions are at the forefront of environmental best practice;

Providing staff with the information, training and supervision necessary to enable them to carry out their duties with the minimum impact on the environment;

Ensuring that, where practicable, buildings in the District Council’s estate are designed, constructed and operated to reduce their impact on the environment.

The Council is embracing the use of new technology in its service provision. Increased use of e-mail and the web-site should reduce the need for travel to the Council’s offices. It is proposed to put planning applications upon the web-site initially together with application forms and guidance. A short term contract on the Council’s photocopying machines has been taken out in order to pave the way for a move to Document Image processing to be used for all mail received. Not only will this reduce paper but it will also reduce cartridge use from desktop printers.

Other key areas that can be improved are internal recycling of paper. This would be met by providing more paper recycling trays to ensure that each desk has one together with reducing the number of general waste bins. The monitoring of paper use could be undertaken. A radical proposal is to ration paper supplied to each department on a monthly basis so that staff awareness of the need to conserve. This would be on the basis of a

monitored consumption level less x% for the following year. Care would be needed here to ensure that service delivery is not affected, but the principle is exactly the same as working to a budget.

On a similar basis, the Council's consumption of energy and water can be controlled through monitoring and target setting for reductions. A logical route would be for control to be established at a central point where all bills are paid. The obvious location would be within Finance where recording of consumption levels could initially be set and targets for reduction could then be proposed. This would be good economic sense as well.

Similarly monitoring and measurement of vehicle use will be essential to reduce fuel consumption.

The Council is also adopting a Procurement policy for the purchase of goods services and works. The draft policy is based upon the recommendations of I&DeA. Sustainability will be considered as an important criterion in any procurement providing that the cost or availability does not prejudice service delivery. The procurement policy is also closely linked to the principles of Best Value.

2 SOCIAL PROGRESS WHICH MEETS THE NEEDS OF EVERYONE

Education and Qualifications

Education is fundamental in enabling people to develop and to meet their needs and those of others. It enables them to get a job, stay in employment and communicate effectively. The National Learning Target for Young People is that by 2002, 85% of 19 year olds will be qualified to at least National Vocational Qualification Level 2 or equivalent (5 G.C.S.E. passes at grades A* to C/Intermediate GNVQ). The national target for 16 year olds is that by 2002, 50% of 16 year olds will achieve 5 G.C.S.E.s at grades A* to C or equivalent. The Essex target is 88% of 19 year olds to achieve the National Learning Target grades. Targets for Maldon need to be set with the Learning and Skills Council and Essex County Council.

Current performance is impressive within Essex as a whole. For six and seven year olds almost nine out of ten children are reaching national standards or higher in maths. In the ten and eleven year old group results are above the national average in English, maths and science. For fifteen and sixteen year olds, more than nine out of ten achieved five or more G.C.S.E.s at grades A-G, while half of them achieved A-C; again above national average. The local Plume school managed 47% for the 5 A* - C pass rate which is above the national average. Finally both "A" level and G.N.V.Q. results are above the national average in Essex schools. In this context the Plume school's average points score for students was 17.3 which compares with an average of 13.3 for students at the other Essex comprehensive schools. It was also one of the first schools to obtain the School Achievement Award for improvement where the G.C.S.E. results over a three year period are the main determinant. St. Peter's School in Burnham scored 46% and 13.3 points respectively in comparison in 2000, which is around the County average. Primary school results vary across the three measured subjects of English, Maths and Science. However, there are a greater number exceedances of the England average per subject than of shortfalls.

Although, strictly speaking, the Council does not have a remit in education, it does have a legitimate interest in the educational provision in the local area. In this way, analysis of performance and the recognition of the factors behind it will be beneficial to the Council in its future strategies. Promotion of successes of the schools within the area will be important for the well-being of the district. It should also be noted that statistics and comparative data can be read in a number of different ways and it will be important to consider them in a way that

will have greatest meaning for the general public. The fact of the selective grammar system “creaming off” a number of local potential students is another factor that needs to be borne in mind.

Recruitment and retention of teachers is a current challenge to schools of all types within the Maldon district due to the lack of benefit of a London Weighting Allowance to the district. House prices are also a disincentive in attracting teachers to move and to newly qualified teachers. The result can be a net outflow of teachers from the area.

An important consideration is the needs of children who are looked after (e.g. in care). They are an important group and their chances of educational attainment are very low. Improving their education is the only real way of providing them with the opportunity of breaking out of the cycle of deprivation.

The National sustainability indicators for education are to be adopted by the Council to monitor performance but these will be viewed in context with the school’s views as to the factors involved.

Health

The health of our community is another fundamental aspect of sustainability and a key indicator of Quality of Life. The Government’s White Paper ‘Saving Lives: Our Healthier Nation’ sets out the agenda for health improvement. The aim is to tackle poor health and prevent untimely and unnecessary deaths. North Essex Health Authority has produced a Health Improvement Programme and this sets out targets for health improvement to be met by 2010.

Local targets have been set in the Annual Public Health Report 2000. For cancers, the baseline death rate 1995-1997 for the Maldon District is 151.42 deaths per 100,000 residents from all cancers. The 2010 target is 107.59 deaths, a net reduction of 29%. Statistical information on the number of deaths should be interpreted cautiously as the numbers of deaths are small and therefore representing these numbers as percentages can be misleading. Health promotion and prevention within the Local Action Plan will work to reduce the impact of risk factors. This clearly should be a focus of health promotion and prevention to reduce the impact of risk factors.

Coronary Heart Disease (CHD) and Stroke account for 95% of all deaths from circulatory diseases. The baseline death rate 1995-1997 for the Maldon District is 128.42 deaths per 100,000 residents from circulatory diseases. The 2010 target is 70.44 deaths per 100,000; a net reduction of 45%. The Maldon District has the second highest death rate in North Essex after Harlow. To achieve the reduction the Government has implemented a National Service Framework for CHD. This sets national standards for preventing and treating CHD along with performance indicators and agreed timescales.

For accidents, the baseline North Essex position 1995-97 is 24.1 deaths per 100,000 from all types of accidents and for all ages. Accidents do, however, contribute significantly to the morbidity and disability of the area. This is particularly true for falls involving older people and accidents involving children. The 2010 target for reduction is 19.32 deaths per 100,000 population. Locality targets have not been set, as the statistics are too small for robust base-line positions. However, the Maldon District has the second lowest death rate in North Essex due to accidents (1995-97).

In relation to Mental Health, the main target is ‘death rates from suicides’. However, there are other priorities. The baseline death rate for the Maldon District from suicides (all verdicts) in 1995-1997 was 7.69 deaths per 100,000 residents for all age groups. The target rate for

2010 is 5.60 deaths per 100,000 residents; a net reduction of 27%. The rural nature of our locality should be considered in preventative work as farmers are amongst the most at risk groups.

The ways of achieving these reductions are being agreed in partnership with the Maldon and South Chelmsford Primary Care Trust. A detailed work plan for each of the areas has been established. Other areas also seen as a priority in the Maldon District are sexual health, particularly reducing the number of teenage pregnancies, and working specifically with children and families to increase the opportunities for the attainment of good health and well being.

Crime

Actual crime, or the fear of crime, is a major indicator of how people see their Quality of Life. An audit of crime and disorder for the 12 months leading up to August 1998, showed that the Maldon District is a safe place in which to live and work with no specific high levels of crime and disorder apparent. Speeding of motor vehicles is the most frequently mentioned concern amongst residents (45.7%), followed by dog fouling (41.1%), car parking (36.4%), litter (30.7%) and rowdy youths (23.3%).

Perception of crime is an important aspect of the way that people assess the quality of their lives. The Community Safety strategy includes initiatives to combat local problems involving the misuse of drugs and alcohol, auto crime, youth offending, nuisance and anti-social behaviour, offences of violence, road safety and the fear of crime. Maldon District Council is a significant player in the Crime and Disorder Partnership acting with many local groups to achieve challenging targets. The responsibility of elected Members and officers to play a role in community safety as outlined in Section 17 of the Crime and Disorder Act 1998 is recognised by the Maldon District Council Community Safety Framework (drafted in 2000) which details departmental contributions to community safety in the Maldon District.

In considering new development the Council will seek to ensure that housing layouts are designed to discourage crime by ensuring that car parking areas, open spaces and factories are "policed" by nearby houses. The provision of attractive footpaths and cycleways makes them more likely to be used and this in itself is a deterrent to crime.

The Council carries out regular dog fouling patrols and these will be regularly reviewed to target new problem areas. As well as enforcement, where major problems are found the findings will be reported to the Street Cleansing section to enable a clean up to be carried out.

The National sustainability indicator for Fear of Crime will be monitored and adopted.

Road Traffic Accidents

Between April 1999 and March 2000 there were 4 fatal accidents, 25 serious injury accidents and 128 slight injury accidents in the Maldon District. The Community Safety Strategy seeks to implement measures designed to reduce road accident casualties in line with national targets by 2010. This is to be achieved by a combination of education, engineering and enforcement by the partners of the Crime and Disorder Partnership.

Additionally, the Council will seek to include measures to reduce vehicle speeds when considering new developments. The provision of segregated footpaths and cycleways within developments with connections to wider networks will be sought thereby encouraging the use of modes of travel other than the private car and rendering pedestrians and cyclists less vulnerable to motor vehicles.

Local Facilities

As Maldon District Council is primarily rural, the presence or absence of local facilities (e.g. Shops, schools, post offices, pubs, village halls etc.) has a significant effect upon the quality of life and the environment. The lack of such facilities will increase the necessity for car use and can have an adverse effect upon community life and social well-being.

The Council will discourage development, which entails the loss of village facilities such as Public Houses and village shops.

A separate indicator can be adopted as to the number of villages without a shop, pub, post office or school.

There is also a need to promote access to the built and natural environment so that disabled people can play an active role in society. The Local Plan includes policies relating to new buildings and changes of use to existing buildings for disability access.

Housing Provision

The provision of good quality housing that is fit to live in has a direct correlation with health. Equally the availability of housing that is appropriate to peoples needs and served by suitable facilities is a key factor in keeping a community spirit.

Housing is becoming an increasingly important issue both in Maldon and indeed in the Country as a whole. Access to affordable housing that meets the needs of individuals is a vital component of everybody's life. It is recognised that suitable housing contributes to health, both mental and physical, to well being and to social inclusion.

The Council is aware of its responsibilities and duties as the Housing and Planning Authority for the District. In drafting the Housing Strategy the Council has attempted to update its policies in light of the results of the Housing Needs Survey that was carried out in 1999, Government advice and the Housing Green Paper.

The demands put upon Housing Services continue to increase due to the numbers of households requiring assistance either in the form of advice or through access to affordable housing. The Maldon District Council Housing Needs Survey 1999 defines housing need as follows:

1. Existing households living in unsuitable accommodation and unable to afford to move;
2. Concealed households needing to move but unable to afford to move;
3. Homeless households.

The Housing Needs Survey identified that 1,577 households in the District were in housing need; 1,119 of which were existing households, 428 were concealed households and 30 were homeless households.

At the present time Maldon District Council is currently dealing with 47 households (as at 26th April 2001) that have been either accepted as homeless or are being investigated and likely to be statutorily homeless and vulnerable as defined in the Housing Act 1996.

These households are awaiting nomination to permanent accommodation through the Council's nomination rights from the Housing Needs Register.

Whilst awaiting permanent accommodation these households are either in temporary accommodation, Bed and Breakfast accommodation, living with family or friends, or they may be in their homes under notice to quit.

The numbers of households accepted as homeless has declined slightly compared with the previous year i.e. 94 in 2000/2001 and 121 in 1999/2000.

The drop is in part due to the drop in the number of evictions from private rented accommodation. In 1999/2000 there was an upturn in the private housing market. As a consequence of this landlords who wished to sell their properties took the opportunity to do so.

Households become homeless due to a variety of reasons, such as parents no longer wishing to accommodate, eviction from tied accommodation, loss of private rental, fleeing domestic violence, loss of job resulting in repossession of property etc.

Households that are vulnerable, are the responsibility of the Local Authority where there are dependent children, where the person is over 60 or under 18, or there is some mental or physical reason for vulnerability.

It is difficult to bring forward strategies to reduce the numbers of households that the Council has to deal with, as there is a complex mix of economic, social and medical reasons to be considered, over which the Council has limited control or influence.

The survey estimated that a further 463 households will fall into housing need each year. The supply of dwellings from re-lets is on average 190 units per year. Therefore 273 households falling into housing need each year cannot be housed from the existing stock. By extrapolation, it is estimated that over 3,000 households will fall into housing need by 2006.

Not all the need will require new housing. Housing management and other initiatives could solve the housing needs of around 1,600 households, indicating that 1900 new dwellings could be required to meet the projected need.

In the last five years an average of 102 households per year have been accepted as being statutorily homeless. Since the Housing Needs Survey was completed there has been a 44% increase in the number of households being accepted as statutorily homeless; 121 in 99/00 compared to 84 in 98/99.

Like all authorities our ability to help is constrained by the resources available, which will never match the demand placed upon them. Our aim in preparing the Housing Strategy is to develop policies that maximise the use of these resources and direct them at those in greatest housing need.

Affordable housing in Maldon District, like most districts in the south east of the Country is becoming a difficult commodity to produce. Our ability to secure Social Housing through planning gain is restricted due to the lack of development opportunities. The rural nature of the District also concentrates the problem in that the majority of households in need want to be in the main centres of population rather than in the more remote rural area.

The Council has recently published a Consultation Paper on Affordable Housing. This proposes more detailed policy guidance for the provision of affordable housing as part of significant housing developments. The Development Control Service will seek to achieve the maximum number of affordable houses, and will seek to ensure that they are of a size, type and location to best meet the housing needs of the District.

The Council's financial situation also affects the amount of money available to be used to fund new development with Local Authority Social Housing Grant (LASHG). The Council therefore wishes to maximise the amount of financial input into the District from the Housing Corporation by developing a Strategy that demonstrates its commitment to addressing the housing needs of the District.

The efficient allocation of housing is key to ensuring that the households in need gain access to the most appropriate housing. The development of a Common Housing Register is seen as the way forward.

The private sector has an important part to play in providing housing within the District. The Council is keen to strengthen links in this area and is therefore developing a Landlords and Letting Agents Forum to provide an opportunity to discuss areas of mutual interest and resolve matters of concern.

Housing need is not just a matter of having a roof over your head. The house has to be suitable for your needs. The Council is committed to providing a scheme of grants to help occupiers improve, repair and adapt their homes to meet their needs. The Council will continue to support the Maldon District Care and Repair Agency, in partnership with Essex Social Services and Plume Housing Association, in order to help the elderly and disabled residents of the District maintain their homes.

The condition of the district's housing stock is important. The Council will be looking to undertake a House Condition Survey in the near future, to give an accurate assessment so that strategies can be developed to target resources effectively. The last Survey was undertaken in 1993 and showed a level of unfitness of 5.1%.

Housing impacts on many aspects of life. The Council is therefore committed to forge partnerships with a wide range of partners, both statutory and voluntary, covering areas such as health, crime and disorder, domestic violence and the environment.

Maldon District Council aims to review and continually improve its Housing Service and rise to the challenges placed upon it in order to meet the continuing housing need. The Council will adopt the homelessness and unfitness sustainability indicators.

Sustainable Transport

Transport is one of the major sources of environmental pollution both on a local scale (e.g. sulphur dioxide, particulates) and on a global scale (greenhouse gases). The promotion of more sustainable forms of transport will be necessary if major inroads are to be made into tackling the problems.

In considering new development the Council will seek to ensure that convenient and attractive footpaths and cycleways are included to link into existing networks. Opportunities will be taken to improve existing routes. New employment uses and places visited by the public (e.g. shops and leisure facilities) will be encouraged to provide secure cycle parking. The Council will actively campaign for improved links to the A12.

The Council will work closely with local bus and rail companies to ensure the continuation and, where possible, development of public transport services throughout the district.

3 EFFECTIVE PROTECTION OF THE ENVIRONMENT

Air Pollution Levels

Air quality has a direct link with health with certain pollutants being linked directly with lung disease and heart disease. In general the air quality within the district is of a good standard. This is due to the lack of major polluters and concentrated traffic flows. The Council has completed its air quality review and no major problems have been found. A recommendation that roadside NO_x monitoring be carried out by diffusion tubes alongside the A414 is to be adopted.

Currently, monitoring of pollutants such as NO₂, SO₂ and O₃ is carried out at an air quality monitoring station at the Council Offices. However, the lack of major problems found to date is leading to a review as to whether this is still required.

The Council therefore does not intend to use the indicator for number of air pollution days.

A further review of air quality within the district will take place on or before 2005 as required by the Environment Act 1995.

Progress towards controlling other air pollutants (particularly those associated with global problems, e.g. Climate Change, Ozone Depletion) will primarily be delivered through other areas of this strategy.

Noise and other local forms of Pollution

People's quality of life can be affected to a significant extent by the presence of noise and other forms of nuisance. Statistics show that complaints about noise and other forms of nuisance (e.g. Bonfires, fumes, dog fouling) have generally been rising each year. Public expectation of the undesirability of these problems also seems to be rising.

The Council currently deals with complaints of this type through its legal powers, but uses a range of measures (from persuasion to prosecution) to try to deal with such problems. The Council is also a partner in the Maldon and District Mediation Service which assists in trying to resolve neighbour disputes.

There are strong links between the activities of the Environmental Protection team and other partners (e.g. the Police, Housing Associations etc.) in effectively dealing with cases. The Council has also agreed an enforcement concordat that assists in dealing with enforcement cases fairly and effectively.

The current target for initial responses to complaints is five working days. However this takes no account of the relative importance of the complaint as some types of complaint will be considered to be higher priority due, for example, to the extent of public intrusion. The Council will re-evaluate its targets and priority assessments in 2001 to maximise the effectiveness of resources.

The sustainability indicators list public concern over noise as a key indicator. The Council received 353 complaints about noise in the year 1999/00 and up to the end of August 2000 had received 228 complaints. This gives a pro-rata rate of 547 complaints to the financial year-end and indicates a growing concern about noise. The Council's current I.T. system does not allow for an easy assessment as to sources and trends about complaints beyond basic numbers of complaints. However, an upgrade of the I.T. system over the next six months will allow much more detailed information to be kept. This will assist in targeting priorities and maximising available resources. The option to carry out a local survey about

public concern will be undertaken through the Best Value Review. This will be used to assess sustainable indicator no.19.

The other key means of dealing with noise and other pollution control issues is through the Development Control process (e.g. smoke, fumes, odours). The aim of the Development Control process is to protect the amenity of the area and not merely to stop a statutory nuisance occurring. This is in line with the Council's corporate objective to protect the quality of life of its residents.

The Council has carried out a trial Out of Hours Noise Service for three months last summer. The data and experience gained from this will be used to assess the future nature of the service. However the small size of the Council will mean that a full reactive service cannot be justified.

The Council will continue to take all complaints about noise and other forms of pollution within its remit seriously and will use the full range of powers at its disposal to achieve improvements for residents. This will be closely linked to the aims of the Maldon Crime and Disorder Partnership Strategy. This strategy will have coherent policies to deal with Crime and Disorder.

Wildlife and Nature

The reversal of the decline in wildlife and habitats is a key target to address. Biodiversity is a prime sustainability indicator and wildlife and nature conservation is aimed at conserving and promoting biodiversity. Action already taken by the Council is listed in appendix 1. The Council will also adopt the sustainability indicators for biodiversity, water resources and water quality. With regard to biodiversity, two of the flagship (or indicator) species are the Reed Bunting and the Grey Partridge. The latter is also an Essex Biodiversity Action Species.

The Council is also working in partnership with the Essex Wildlife Trust and The Royal Society for the Protection of Birds to conserve the Ground Lackey moth. This is a saltmarsh species, which is under threat from coastal erosion and rising water levels (a likely result of global warming). Habitats have been identified and are being monitored; the Council is also enforcing speed limits for craft on the rivers in order to protect against coastal erosion.

Another key area is with regard to the Dutch Elm. This tree has been severely affected by the Dutch Elm disease of the 1970's. The Council is monitoring the occurrence of mature Elm Trees and is investigating the possibility of a possible nursery to grow disease resistant trees. This may result in partnership with Writtle College and CPRESsex. A monitoring programme is also being developed in partnership with Essex Wildlife Trust. Tree-planting and landscaping schemes will be required where appropriate for new development.

Local education and awareness raising, together with community involvement, are important factors in wildlife and nature conservation.

4 PRUDENT USE OF NATURAL RESOURCES

Water

Maldon District is located in one of the driest areas in Britain. Water supply is primarily the responsibility of Essex and Suffolk Water. They currently have a legal requirement to provide water to users in their area. However, there is growing concern that demand may soon start to exceed supply given current levels of development. Essex and Suffolk Water are following a twin track strategy to deal with this as indeed are the Environment Agency. The twin track

approach involves pursuing measures to increase overall supply while also conducting supply and demand management. Here the Council could assist as a partner by educating people and participating in local promotions. A talk is already planned by the Council to district residents in March 2001 about resources and conservation. The Council has also assisted in part by supplying cheap water butts to assist water conservation. However there is a need for greater action in this area.

The Environment Agency is currently producing Catchment Abstraction Management Strategies (CAMS). The aim of CAMS is to develop a framework to manage water resources locally through a holistic approach, that considers the need of abstractors alongside those of fisheries, recreation and navigation, whilst protecting water quality and conserving the aquatic environment. Public consultation is an integral part of the CAMS process, and part of Maldon District falls within the boundary of one of the first areas to be covered.

A further area of concern locally is the incidence of Flooding. Already this year, local incidences of flooding of property have occurred and the forecast is that these events are likely to become more frequent. The general feeling is that the increased incidence of extreme weather is as a result of climate change. An officer group is currently considering the whole issue of flooding and its role in terms of protection and enforcement. A protocol to be agreed with other agencies with an interest in the issue is scheduled for 2001. A member group is actively addressing the flooding problems at Heybridge.

Waste Management

The Waste Management Industry

Historically the UK has relied heavily on landfill to dispose of waste generated by its population, commerce and industry. Landfill in the U.K. has remained comparatively cheap to alternative waste treatment and disposal methods, such as recycling and incineration. On the whole landfill sites in the U.K. are well-managed facilities. The Environment Agency inspects the sites to ensure compliance with strict regulations that limit the impact on the local environment. In many cases landfill is the practical environmental option for disposing of waste.

In 1995 the Government produced the first strategy for sustainable waste management entitled "Making Waste Work". This document introduced the concept of the Waste Hierarchy for the first time. The hierarchy placed greater emphasis on sustainable waste management options such as recycling, composting and re-use. This document also laid down targets for recycling and composting.

The European Union's Landfill Directive was formally adopted in 1999 and seeks to move the Waste Management culture to more sustainable options and increases standards of landfill and environmental management at existing sites. From 2005 EU Countries will be required to reduce the amount of biodegradable waste being disposed of at landfill without prior treatment. The Directive also seeks to ban the co-disposal of liquid and solid wastes.

Waste Management Today

Waste arisings are growing by 3% year on year across the UK but there was a 6% increase in the Maldon District in 1999/2000. The Council has a good record of recycling and is close to meeting the targets first set out in Making Waste Work. The Waste Strategy 2000 has set even tougher targets.

Waste Strategy 2000

The Government published the final draft of the new national Waste Strategy in May 2000. The strategy aims to reduce the Nation's dependence on landfill, meet the requirements of the EU Landfill Directive and increase overall levels of recycling.

To this end the Strategy sets the following national targets:

- To recover* value from 40% of municipal waste by 2005, 45% by 2010 and 67% by 2015
** ("Recover" means obtain value from wastes through recycling, composting, other forms of energy recovery (such as anaerobic digestion and incineration))*
- To recycle or compost at least 25% of household waste by 2005, 30% by 2010 and 33% by 2015

To ensure that the national targets are achieved, and to ensure that all local authorities contribute to achieving these targets, the Government has set statutory targets for individual authorities based on recycling performance during 1998/99.

The new targets are set out in the Department of the Environment, Transport and the Regions (DETR) Best Value Performance Indicators (2001-2002) consultation document. The targets for Maldon District Council are as follows –

22% of Household waste to be recycled by 2003/2004, and
33% of Household waste to be recycled by 2005/6

Local authorities will be expected to demonstrate commitment to these targets through their Best Value Performance Plan and the local targets set therein. Maldon District Council has performed well so far this year (2000/2001) and has achieved an increase in the tonnage of materials collected and recycled. The Council's overall recycling rate for the first six months of 2000/2001 is 31.6% whilst the District rate (excluding the County Council's contribution) is 15.47%. Given the seasonal fluctuation in green waste collected and recycled over the whole year the Council is on target to recycle 30.9% overall with the district rate being 14.8%. 1999/2000 recycling rates were 24.4% and 13.13% respectively.

The improvement in recycling performance is largely due to the improved performance of Essex County Council's Civic Amenity & Recycling Centres and distribution of 6,000 recycling boxes in the Maldon Town area. These have significantly increased participation rates and overall tonnage of paper collected.

At present recycling initiatives in the District are based around the following key services/schemes.

1 Bring / Drop off sites

There are 65 sites where residents may recycle glass, cans and papers at convenient points throughout the District. Residents are encouraged to use these sites without making special car journeys, which can reduce some of the environmental (energy savings) benefits of recycling.

2 Kerbside Paper Collection Scheme

Most residents receive a fortnightly collection of waste paper from the kerbside. Studies have shown that where residents are given plastic recycling boxes the participation in the scheme increases. This generates additional tonnage and makes the scheme more cost effective.

3 Green Waste Collection and Recycling Scheme

Each Saturday during the growing season, a vehicle stops at central points in the district and local residents load on their garden waste. This material is not taken as part of the normal

domestic waste collection. The garden waste is then taken to a local composting facility where it is composted and reused. The scheme is very popular with residents, particularly those without cars.

4 Civic Amenity and Recycling Centres

These sites are operated by Essex County Council via two contracts. The contractors are required to recycle the main recyclates and are paid additional funds when they achieve higher recycling rates. Almost half of the material disposed of at these sites is recycled.

5 Recycling Promotion

There are peripheral schemes that have been designed to increase awareness of recycling and waste minimisation. Examples include the Essex Home Composting initiative, which enables residents to purchase subsidised compost units. A new waste management post has been created within the Council to increase awareness of recycling schemes across the district. In 2001 the Council will be starting a new waste awareness programme that will be designed to link in with the national waste awareness initiative.

Essex County Council operates the Waste Bus, an education facility designed to travel to schools and spread the message about reducing, reusing and recycling waste.

Energy Efficiency

Whilst this subject is listed under prudent use of natural resources, it is clearly linked to the protection of the environment as well. The use of fossil fuels generates carbon dioxide as one of the by-products, which is a greenhouse gas. Increasing energy efficiency in properties will thus have a number of key benefits.

The improvement of domestic energy efficiency is a duty placed on the Council by the Home Energy Conservation Act 1995. This requires local authorities to seek to bring about a 30% reduction in carbon dioxide (CO₂) being emitted to the atmosphere within 15 years. CO₂ is one of the "Greenhouse" gases, the accumulation of which in the atmosphere is contributing to global warming. Reduction of these gases is therefore critical.

The Council has had a "front of house" survey carried out during 1999 to establish an accurate base level figure for the energy efficiency of the housing stock of the District. This information, which is held on a database, can be updated to provide accurate information on improvements that have been carried out.

Updating should be a continuous process with additional information being supplied from the Council's own information sources such as Planning and Building Control. Additional information can be provided from the data held by the operators of the Home Energy Efficiency Service (HEES) and the gas and electricity providers.

The Council has little control over the activities of house owners with regard to energy efficiency. Efforts are largely concentrated on promotion and the provision of grants.

During 1999 information on energy efficiency and the grants available from either the Council, or via the HEES scheme, was distributed to every house in the District with the electoral registration documents. The Council also funds an energy advice hotline to provide information on home energy efficiency measures and grant funding.

The Government has recently changed the HEES scheme to incorporate more households. These changes include increased grant levels and the inclusion of central heating in the eligible works. This will be promoted by partnership working with Eastern HEES, the

scheme-managing agent for the Eastern Region. Where appropriate the HEES Scheme will be augmented by Home Repair Assistance Grants.

In initiating new Housing Association developments, the Council has some influence over the energy efficiency of new social rented homes. A commitment to providing energy efficient housing is therefore sought when Local Authority Social Housing Grant is provided to Housing Associations.

During 1999/2000 we targeted grants to promote energy efficiency and developed a partnership with a private company operating in this area of work. This has been successful with a total of £18,742 being spent through home repair assistance to provide energy efficiency measures. This included improved insulation, draught proofing and new heating controls.

We intend to continue to develop partnerships with the private sector and would welcome any new partners that could help to deliver results in relation to home energy efficiency measures.

We will also investigate links with estate agents to provide information on energy efficiency advice to purchasers.

5 MAINTAINING HIGH AND STABLE LEVELS OF ECONOMIC GROWTH

A stable and competitive economy will provide one of the bedrocks for sustainable development. Where goods and services are more widely available, decent housing is provided and access to facilities is good, these will help to provide the fundamentals of a healthy community.

Employment

Sustainability need not be at the expense of economic growth or jobs. A good example is the Waste Management industry. Here waste management provides a substantial number of jobs compared with traditional waste collection and disposal systems. As recycling initiatives increase so will employment opportunities. The potential for growth in this sector is enormous and has been shown in other countries. The table below shows employment provided by and supported by Maldon District Council recycling programmes and refuse collection.

Scheme	Direct employees	Local Employment	Reprocessing
Paper	1 driver, 1 collection staff + management support + Council staff	1 weighbridge operative 1 admin officer 1 loader/forklift driver. 1 lorry driver to bulking point to paper mill.	Aylesford Newsprint employs 11 staff in the mill. There is also management staff. ? distribution staff
Glass/cans	1 driver, and 0.5 collection staff + management support + Council staff	1 weighbridge operative 4 sorting plant staff 1 loader 2 lorry drivers admin support staff	Estimated figure of 15 staff + distribution staff
Compost	4 drivers one day per week + management support + Council staff	1 weighbridge and administrative officer	2 employees at B.G Appleton Contracts.
Landfill Refuse	5 drivers + ten collection staff + management support + Council Staff	1 weighbridge operative 1 compactor driver 4 management admin staff + ECC admin.	0

Recycling

2800 tonnes collected System employs 47.5 Staff

Refuse Collection

17000 tonnes collected System employs 21 Staff

A further example that may be built upon is the Maldon Farmers' Market. The Council's Economic Development Team in partnership established this in September 2000 with the local market organiser and a hotellier and considerable work has gone into supporting and promoting the market.

The initial pilot of six markets was set between September 2000 and February 2001. The key benefits are:

Customer:

- Fresh locally grown produce (including organic produce and unusual foods).
- A social atmosphere
- Tasters, samples and product information

Farmer

- Alternative sales outlets
- Feedback opportunities from customers
- Outlet for seasonal produce

Local Community

- Helps rural economy
- An additional local attraction - revitalises town centre and supports other local businesses.
- Transport reduction.

The operation of the Market was reviewed in February 2001. It was agreed that they should continue on a monthly basis, operated by the Market Organiser, with marketing and promotional support from the District Council.

The Council is also supporting and promoting an initiative from the Chelmsford Community Environmental Trust for an Environmental Business awareness scheme. This is aimed at small and medium sized enterprises (S.M.E.s). The scheme will help such businesses

identify the environmental costs of their operation; identify measures for reducing these costs, levies and impacts, and provide a basis for continual improvement.

The Future For This Strategy

The Council approved this strategy at its Cabinet Committee meeting of 12 July 2001.

This strategy has clear links with other Council strategies and plans and these are referred to wherever possible within this document. The concept of sustainable development is one that will be at the heart of Council Decision making and action in the future.

The Local Agenda 21 strategy will subject to six monthly monitoring to assess progress and the strategy will be revised as necessary. The opportunity will also be taken to consider its inclusion within the wider requirement of Community Planning if appropriate.

APPENDIX 1

Environment Services - Agenda 21 Initiatives

Action to reduce noise nuisance

- ◆ Support and promote the Mediation Service to resolve neighbour disputes
- ◆ Work with housing organisations and Essex Police to tackle noise nuisance in residential areas
- ◆ Investigate complaints of noise nuisance from commercial and domestic premises and take action to abate the nuisance
- ◆ Review all planning applications so as to ensure that noise and other environmental issues are effectively addressed through the planning process

Dog Fouling

- ◆ Publicise and enforce the Dogs (Fouling of Land) Act 1996, target problem areas and promote responsible dog ownership, highlighting the health risks. Involves close liaison with Parish Councils
- ◆ Additional “out of hours” patrolling provided in the Animal Warden contract

Litter and Waste

- ◆ Enforce the laws relating to litter and waste and secure the timely removal of abandoned vehicles and fly tipping. Liaison with the Environment Agency to secure successful prosecution where appropriate
- ◆ Maintain a high standard of street cleanliness
- ◆ Provide and service litterbins to meet local needs. A special litter bin project was carried out in 1999 when Parish Councils were requested to identify their needs

Air Quality

- ◆ An Air Quality Review identified no areas within the Maldon District that would exceed the National Air Quality Standards.
- ◆ Reduce industrial pollution by routinely inspecting premises and reviewing authorisation requirements for industrial processes

Recycling

- ◆ Promote and facilitate the sale of subsidised water butts
- ◆ Year on year increase in the overall household waste recycling rate
- ◆ Promote and facilitate the sale of subsidised home composting bins. Parish Council composting initiative carried out from 1997 to 2000.

- ◆ Fortnightly kerbside paper collections
- ◆ Multi-material kerbside trials
- ◆ Green waste collection from central parish locations between April and November each year
- ◆ Actively promote schemes to reduce and recycle waste
- ◆ Provision of “bring sites” for materials that can be recycled

Health

- ◆ Work with North Essex Health Promotion to promote the national Heartbeat Award Scheme and healthy eating initiatives

Pollution

- ◆ Routinely monitor the quality of private water supplies
- ◆ Control rodent population by pest control treatments
- ◆ Investigate complaints relating to water and land pollution and liaise with the Environment Agency to ensure effective controls are put in place to safeguard the environment

Housing Services – Agenda 21 Initiatives

- ◆ New Housing Revenue Account (HRA) policy giving Energy Efficiency works priority
- ◆ Committed £20,000 of HRA money for Energy Efficiency in 2000/2001
- ◆ Information on Energy Efficiency sent to all homes in the district in 1999 with a follow-up to all homes from May 2001 onwards.
- ◆ Energy efficiency audit of the district carried out in 1999
- ◆ Free hotline telephone number established to give energy advice to the residents of the district
- ◆ Publicity on energy efficiency in local publications
- ◆ “Grey Water” project on Elms Farm Development with Plume/Moat Housing Association and the Housing Corporation

Implementation & Rivers Team and Planning Policy Team **Agenda 21 Initiatives**

Community Initiatives

- Organising and leading practical conservation tasks with local community volunteers involving, for example, footpath clearance, habitat maintenance/creation and coastal surveys
- Arranging local events to celebrate “National Tree Week”. Last years tree-planting event was at Goldhanger. The District Tree Warden scheme involving local people has also been successfully launched
- Organising annual public “beach-cleans” as part of a national campaign ‘Beach-Watch ‘99’ against marine debris and highlighting the impact that rubbish on our shores can have on both wildlife and humans through publicity and the media
- Developed a Boat Registration Scheme – a voluntary initiative in partnership with the Holiday Parks and Marine Police – to promote safe and sensitive use of the Estuary

Environmental Enhancement and Conservation

- Design, project management and part/funding of environment improvement schemes on publicly accessible land, including input to Essex County Council (ECC) Maldon Town Centre Improvement Scheme
- Maldon Conservation Area Partnership Scheme set for successful completion in 2003.
- Providing specialist advice and guidance on the natural and built environment
- Offering landscape enhancement grants
- Offering grants for structural repairs to listed buildings and buildings at risk
- Support national and regional biodiversity initiatives and develop local biodiversity action plans

Education/Environmental Awareness Initiatives

- Provision of a classroom facility for schools and visiting groups at the Hythe and presentations on the maritime heritage and local environment by the River Warden
- Giving classroom presentations and leading school and university groups on environmental site visits
- Produced an education pack “Maldon – A contrasting locality” through joint working with Fairplay House, Wickham Bishops and London Borough of Newham
- Competed two animated environmental films with two local primary schools, including Tollesbury, and Signals Media of Colchester featuring the issues of marine debris and managed retreat

Information / Interpretation / Promotion

- Provision of interpretation boards located at the principal access points to the river, highlighting both the value of the Blackwater Estuary and the regulations in place
- Production of the Blackwater Estuary Management Plan and quarterly publication of the Blackwater Project newsletter "The Blackwater Matters"
- Publication of a series of Blackwater leaflets
- Host a free annual winter series of "Aspects of the Estuary" talks
- Organising "Heritage Open Days" event to raise public awareness and promote the local built heritage
- Make presentations to interest groups and organisations on conservation of the built environment and best practice

Green Transport Initiatives

Consultation:

- East Essex Transport Forum – Member and Officer support
- Great Eastern Rail Forum – Member and Officer support
- Published "Access to Opportunity", transportation strategy in August 2000

Cycling:

- Maldon District Council has adopted a cycleway plan for Maldon and Heybridge in consultation with the public (1995)
- "Bike to work day" held in June 2000 for Council Staff and planned for June 2001
- Working with Sustrans for provision of National Cycle Network in the District
- Summer 2000 opening of the Two Rivers Tourist Cycle Route linking Burnham and Bradwell
- Ongoing research into cycleway provision in Burnham
- Cycle parking to be provided at Southminster and Burnham
- Work with Burnham Strategy Group identifying new cycle routes in the Dengie Hundred
- Financial support and Steering Group member of the Essex Community Rail Partnership. Through various initiatives the Partnership aims specifically: to enhance the long-term future of the Southminster line through increasing patronage by a minimum of 15%. It also supports an East-West link from the mainline to Stansted. Over the three year period of the Project: to improve the public's perception and image of rail travel and to develop the interface between the railway and other modes of public transport through marketing, publicity and

ticketing initiatives and to increase access to the countryside using public transport and the rail mode in particular.

Parks - Agenda 21 Initiatives

The following initiatives apply to Council owned recreational facilities.

Litter and Waste

We recycle 90% or more of the green waste we produce:

- Most is used to produce compost to go into our flowerbeds, which reduces watering.
- Most tree branches etc are chipped. These chips have been used on paths and shrub beds

By recycling we have significantly reduced the amount of landfill waste we produce. Drink cans etc on the Promenade Park are recycled and quantities collected will be measured each year.

Environmental

The Council has:

- Reduced peat use. We are at present using up existing stocks – none have been purchased this year. All bedding plants are now peat free and we are investigating extending this to hanging baskets to ensure that we become peat free.
- Sorted teams into geographic areas to reduce travel. All Council machines and vehicles run on unleaded or diesel fuel
- Reduced the area of glasshouse heated through the winter by 50%
- Reduced water requirements to hanging baskets etc by using gels and liners
- Endeavoured to use local suppliers and companies wherever possible

Conservation

- Woodland Glades at Maldon Cemetery – an area of woodland being developed instead of headstones
- Millennium Woodland, Promenade Park: grass cutting and spraying significantly reduced saving £1000 per annum and allowing a habitat to be created rather than following a regime of ad-hoc cutting.
- Negotiations with Essex Wildlife Trust to turn areas adopted under Section 106 Agreements into Local Nature Reserves
- Other areas being developed as “conservation areas” – Hester Place, Burnham on Crouch; Country Park, Burnham on Crouch; Elms Farm, Heybridge.

Local Issues

- “Friends” group set up in relation to Woodland Glades initiative
- Hester Place work undertaken by local residents
- Development Plan for Promenade Park out to public consultation
- Residents Focus Group to be set up with regard to Promenade Park
- Parks team working with Plume School to provide up to five pupils with work experience one day a week working on local landscaping schemes

APPENDIX 2

Policy Aims

Policy Aim 1 – GETTING OUR OWN HOUSE IN ORDER

Objectives		Resources		
		Human	Time	Financial (WEB – within existing budget)
1. To minimise our own use of resources	a) Measure paper consumption per annum	FM	Ongoing	WEB
	b) Measure energy consumption	EPTL	Ongoing	WEB
	c) Measure water consumption	EPTL	Ongoing	WEB
	d) Measure percentage of financial transactions paid by cheque compared to BACS p.a.	HFS	Ongoing	WEB
	e) Measure the percentage of Council Tax receipts received by the Council by Direct Debit	HFS	Ongoing	WEB
2. Incorporate sustainability into decision making process	a) Incorporate standard requirement for impact paragraph in all Committee/Cabinet reports	HoS	1/8/01	WEB
	b) Produce a procurement policy for the Council	HCS	31/12/01	WEB
3. Increased use of I.T. solutions	a) Provision of electronic reporting system for Revenue and Benefits sections	HFS	31/03/02	To be identified
4. Ensure that sustainability policies translate into action	a) Circulate LA21 strategy to all staff	EPTL	1/06/01	WEB
	b) Complete awareness training to all staff about LA21	HCS	1/04/02	WEB
	c) Incorporate sustainability considerations into Best Value Service reviews	BVO/HoS	Ongoing	WEB
	d) Incorporate sustainability into business plans to link with annual budgetary review	HoS	30/9/01 and per annum thereafter	WEB
	e) Publication of action on indicators into Best Value performance plan	EPTL	1/12/01 and per annum thereafter	WEB
	f) Publication of adopted strategy on website	HoS	30/06/01	WEB
	g) Review of all sustainability indicators for strategy revision	M.T.	30/09/02 and per annum thereafter	WEB

Key: FM (Facilities Manager) HoS (Heads of Service)
EPTL (Environmental Protection Team Leader) HCS (Head of Corporate Services)
BVO (Best Value Officer)
HFS (Head of Financial Services)

POLICY AIMS

Policy Aim 2 – SOCIAL PROGRESS WHICH MEETS THE NEEDS OF EVERYONE

Objectives		Resources		
		Human	Time	Financial (WEB – within existing budget)
1. Maximise everyone's access to the skills and knowledge needed to play a full part in society	a) Adopt and monitor the national sustainability indicator for qualifications for young people	EPTL	Ongoing	WEB
	b) Adopt and monitor the national sustainability indicator for adult education	EPTL	Ongoing	WEB
2. Emphasise Health Service prevention access as well as care	a) Adopt and monitor the mortality by cause national sustainability indicator	PCDO	Ongoing	WEB
	b) Continue partnership working with Maldon and South Chelmsford Primary Care Trust (became a trust on the 1 April 2001).	PCDO	Ongoing	WEB
3. Reduce the level of actual crime or fear of crime	(a) Implement initiatives as per the community safety framework	Various	Various	WEB or to be identified
	(b) Adopt and monitor the national sustainability indicator for recorded crime per 1000 population	CSO	Ongoing	WEB
	(c) Adopt and monitor the national sustainability indicator for fear of crime	CSO	Ongoing	WEB
4. Reduce the number and severity of road traffic accidents	a) Implement agreed measures within the community safety framework	Various	Various	WEB
5. Protect and enhance access to local facilities	a) Adopt and monitor an indicator for the number of villages without a shop, pub, post office or school	HOPPS	To be determined	WEB
	b) Use the development plan process to encourage the protection and/or enhancement of access to local facilities	HOPPS	Ongoing	WEB

6. Ensure access to good quality appropriate housing, food and water	a) Adopt and monitor the national sustainability indicator for housing unfitness	HSTL	Ongoing	WEB
		HSTL	Ongoing	WEB
	b) Adopt and monitor the national sustainability indicator for homelessness	Various	Ongoing	WEB
	c) Ensure that the housing strategy is followed to deliver these	CSTL	From 1/03/02	WEB
	d) Implement a monthly questionnaire with Essex County Council to measure customer satisfaction with the meals on wheels service			
7. Promote and encourage the use of sustainable transport	a) Adopt policies in the local plan and use the locally determined highway programme and the development control process to encourage the provision of footpaths, cycleways and existing route improvement	HOPS/PPT	Ongoing	WEB
		HOPPS	Ongoing	WEB
	b) Continue partnerships working with local bus and rail companies	CSTL	From 1/04/01	WEB
	c) Measure the number of environmentally fuelled taxis licensed by the Council	CSTL	Ongoing	WEB
	d) Maintain free parking for electrically powered vehicles.			

Key: CSO (Community Safety Officer)
HSTL (Housing Services Team Leader)
HOPS (Head of Planning Services)
PPTL (Planning Policy Team Leader)
CSTL (Community Services Team Leader)
PCDO (Principal Community Development Officer)
EPTL (Environmental Protection Team Leader)
HOPPS(Head of Planning Policy Services)

POLICY AIMS

Policy Aim 3 – EFFECTIVE PROTECTION OF THE ENVIRONMENT

		Human	Time	Financial (WEB – within existing budget)
1. To maintain the good air quality within the district	a) Establish NOx monitoring at A414 roadside	EPTL	1/06/01	WEB
	b) Carry out 2 nd air quality review by the end of 2005	EPTL	1/12/05	To be identified
2. To reduce noise and other local forms of pollution	a) Maintain and if possible enhance existing levels of education, investigation and enforcement for pollution control	EPTL	Ongoing	WEB
	b) Continue partnership working with the Maldon District Mediation Service	EHO	Ongoing	WEB
	c) Measure the area of former contaminated land remediated to a suitable for use standard	EPTL	From 1/07/01	WEB
	d) Measure the number of general nuisance complaints received per annum	EPTL	Ongoing	WEB
	e) Carry out one pro-active sustainability initiative per annum	EPTL	Ongoing	WEB
	f) Measure the number of requests received to treat rats and mice per annum	CTL	Ongoing	WEB
	g) Maintain dog fouling patrols and street cleansing provisions to reduce the level of fouling	SWM/EPTL	Ongoing	WEB
3. To reverse the decline in wildlife and habitats	a) Monitor the occurrence of mature elm trees within the District	TO	Ongoing	WEB
	b) Measure the number of biodiversity action plan (BAP) objectives and targets achieved per annum	BPO	Ongoing	WEB
	c) Measure the number of events involving local communities which enhance or promote nature conservation per annum	BPO	Ongoing	WEB
	d) Continue partnership working with nature conservation bodies	BPO	Ongoing	WEB

Key: EPTL (Environmental Protection Team Leader)
 CTL (Commercial Team Leader)
 EHO (District Environmental Health Officer)
 TO (Tree Officer)
 BPO (Blackwater Project Officer)
 SWM (Senior Waste Management Officer)

POLICY AIMS

Policy Aim 4 – PRUDENT USE OF NATURAL RESOURCES

		Human	Time	Financial (WEB – within existing budget)
1. To conserve current supplies of water	a) Support Essex and Suffolk waters efforts to provide supply and demand management	Various	Ongoing	WEB
2. To reduce noise waste and to increase recycling	a) To recycle 22% of household waste by 2003/04	SWM	2003/04	To be identified
	b) To measure the weight of household waste collected per head	SWM	1/05/01 and then per annum	WEB
3. To assist good environmental management of businesses	a) Number of businesses contacted about the environmental business awareness scheme per annum to be measured	EDTL	1/05/01 and then per annum	WEB
	b) The number of attendees at these workshops or conferences to be measured per annum	EDTL	1/05/01	WEB
4. To increase the energy efficiency of the housing stock	c) Continue updating the database of energy efficiency	HSTL	Ongoing	WEB
	d) Number of grants relating to energy efficiency works to be measured per annum	HSTL	1/05/01 and then per annum	WEB

Key: SWM (Senior Waste Management Officer)
 EDTL (Economic Development Team Leader)
 HSTL (Housing Services Team Leader)

POLICY AIMS

Policy Aim 5 – MAINTAINING HIGH STABLE LEVELS OF ECONOMIC GROWTH

		Human	Time	Financial (WEB – within existing budget)
1. To create local wealth and jobs	a) Continue to support the local recycling industry and develop demand for its products	SWM	Ongoing	To be identified
	b) Continue to support the operation of the Maldon farmers market	TDO	Ongoing	WEB
	c) Identify and provide employment opportunities to Bradwell Power Station employees	EDTL	Ongoing	WEB

KEY: SWM (Senior Waste Management Officer)
 EDTL (Economic Development Team Leader)
 TDO (Tourism Development Officer)

APPENDIX 3

CONSULTEES

Essex County Council
All Essex District and Unitary Councils
Government Office for the East (GoEast)
Improvement and Development Agency (I&DeA)
All Parish and Town Councils within Maldon District
Essex Police
Onyx (UK) Limited
B.G. Appleton (Contracts) Limited
W.D.S. Animal Wardens
Maldon and South Chelmsford Primary Care Trust
Essex Wildlife Trust
Essex and Suffolk Water
Environment Agency
R.S.P.B.
CPREssex
Maldon Chamber of Trade
Burnham Chamber of Trade
Maldon Town Centre Strategy Group
Maldon Business Club Steering Group
Burnham Strategy Group
North Essex Health Authority
British Nuclear Fuels Limited (B.N.F.L.)