ACTIONS MUST BE 'SMART'

Specific, Measurable, Achievable, Realistic and Time bound

Risk ID	Risk Title	Action Owner	Accept, Contingency, Transfer, Reduce or Avoid	Details of Action
	Increased leafleting	GE	A	Plan for initial uptake of applications
	Increased leafleting	GE	A	Plan for initial enforcement
	Excessive objections	GE	A	Ensure messages & publicity are clear on why powers are being introduced, what will be controlled and how.
	Incorrect zoning	GE	A	Check that no other problem areas are outstanding
	Enforcement Perception	GE	R	Plan for ongoing enforcement
	Enforcement Perception	GE	R	Increase the visability of enfrocement activities in key areas of distribution
	Insert new row above			

Key

CLOSED ACTION/Risk

Key Milestones	Milestone Delivery Date	%Action Complete	Date Reviewed
Streamline application process	1-May-11	100%	27-Jun-12
Increase enforcment for start of scheme	1-May-11	100%	27-Jun-12
Discuss publicity with Media & develop comms plan	1-May-11	100%	27-Jun-12
Check for leafleting problems with other services	10-Nov-10	100%	27-Jun-12
Produce plan for enforcement activity for year ahead	31-Aug-12	0%	
Raise awareness of enfrocement activity through the media and licensing authority groups	31-Aug-12	0%	