ACTIONS MUST BE 'SMART'

Specific, Measurable, Achievable, Realistic and Time bound

Risk Title	Action Owner	Accept, Contingency, Transfer, Reduce or Avoid	Details of Action
	05		Diag for initial contains of confications
	GE	A	Plan for initial uptake of applications
leafleting	GE	A	Plan for initial enforcement
Excessive objections	GE	А	Ensure messages & publicity are clear on why powers are being introduced, what will be controlled and how.
Incorrect zoning	GE	А	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 a	hove		
	Increased leafleting Increased leafleting Excessive objections Incorrect zoning Enforcement Perception Enforcement	Risk Title Increased leafleting Increased leafleting GE Increased leafleting GE Excessive objections GE Incorrect zoning Enforcement Perception GE Enforcement	Risk Title Owner Reduce or Avoid Increased leafleting GE A Increased leafleting GE A Excessive objections GE A Incorrect zoning GE A Enforcement Perception GE R Enforcement Perception GE R

CLOSED ACTION/Risk

	Milestone Delivery	%Action	Date
Key Milestones	Date	Complete	Reviewed
Streamline application process	1-May-11	100%	27-Jun-12
Increase enforcment for start of	1-iviay-11	10070	27-0011-12
scheme	1-May-11	100%	27-Jun-12
oneme	1 May 11	10070	Z7 Odil 12
Discuss publicity with Media &			
develop comms plan	1-May-11	100%	27-Jun-12
Check for leafleting problems with	·	10070	27 0411 12
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%	