#### **DRAFT SERVICE PLANS 2018/2019**

Please note: red text refers to performance indicators which will be used to monitor progress against the key actions. In some cases this will be done through the use of specific targets in other cases it will be done through monitoring trends and trajectories. Normal text refers to specific milestones or outputs that need to be achieved in order for the action to be achieved. When the service plans are adopted all indicators and milestones will be uploaded to the council's performance management portal which Members have access to.

In addition to the above there are a number of key actions to be delivered over the 2018/19 year which do not fit neatly within the Corporate Strategic Plan objectives. These tend to be 'back office' related actions which are not directly of interest to stakeholders but are critical to ensuring the council is able to deliver its objectives. Those actions are listed in the final table and will form part of the information which Members can access on the performance management portal.

#### **Corporate Priority: People**

**Outcome: Communities engaged in local issues** 

Action:	Performance measures or project milestones:	Deadline:	Lead Officer:
Deliver the Digital East Herts Programme	% accessible services via digital channels	31 March 2019	Director
	Proportion of demand by channel		
	<ul> <li>Savings delivered (as a proportion of overall target)</li> </ul>		
Increase stakeholder engagement through digital channels	No. of Twitter followers & impressions	31 March 2019	Communications and Digital
	<ul> <li>No. of Facebook likes &amp; people reached</li> </ul>		Media Manager
	<ul> <li>No. of Instagram followers and likes</li> </ul>		
	No. of Gov delivery subscribers		
Ensure successful transfer of Scott's Grotto to independent trust ownership	Transfer complete	30 September	Head of Communications,
		2019	Strategy and Policy
Increase customer engagement through feedback for Development	Qualitative Assessment of customer feedback	30 June 2018	Service Manager (DM) Quality
Management Service	<ul> <li>Quantitative assessment of customer feedback</li> </ul>		and performance

#### **Corporate Priority: People**

**Outcome: Support for our vulnerable families and individuals** 

Action:	Performance measures or project milestones:	Deadline:	Lead Officer:
Deliver the Community Safety Strategic Assessment and Action Plan	Delivery key actions within the plan	31 March 2019	Community Safety Officer
	Bid to the Police and Crime Commissioner's community safety	31 December	
	fund in line with Community Safety Partnership priorities	2018	
Ensure the council fulfils its Safeguarding responsibilities	Deliver the actions arising from the Safeguarding Adults Self-	31 March 2019	Service Manager – Community
	Assessment		Wellbeing and Partnerships
	Deliver the annual programme of safeguarding training	31 December	
		2018	
Minimise time elapsed to process new claims and changes in circumstances.	Time taken to process Housing Benefit new claims and change	31 March 2019	Head of Revenues and Benefits
	events achieved (target 10 days)		
Work with partners to provide support to customers in difficulty.	Utilise discretionary Housing Payments to alleviate transitional	31 March 2019	Head of Revenues and Benefits
	difficulties		
	Proactively work to avoid fraud and to ensure suspected cases are	e	
	investigated		

Work with partners to assist customers through the transition into universal	Customers assisted and signposted appropriately when	31 March 2019	Head of Revenues and Benefits
credit	transitioned into universal credit.		

### **Corporate Priority: People**

Outcome: residents living active and healthy lives

Action:	Performance measures or project milestones:	Deadline:	Lead Officer:
Implement new homelessness prevention duties in line with the Homelessness Reduction Act 2017	<ul> <li>Introduce 'Personal Housing Plans' for those threatened with homelessness training all members of the team</li> <li>Review and restructure the approach to homelessness prevention work</li> </ul>	31 March 2019	Service Manager – Housing Services
Review the Homelessness Strategy	<ul> <li>Number of prevented homeless applications</li> <li>Number of homeless households living in temporary accommodation</li> <li>Number of applicants on the housing register</li> </ul>	31 January 2019	Service Manager – Housing Services
Deliver air Quality Action Plan	<ul> <li>Review the East Herts Air Quality Action Plan, deliver key actions</li> <li>Deliver Clean Air Day 2018</li> </ul>	31 March 2019 17 June 2018	Senior Environmental Officer (Environment)
Promote use of E-taxis within the district	Measure to be developed	31 March 2019	Service Manager – Licensing and Enforcement
Deliver a successful social prescribing pilot	Review success and identify options for sustaining project beyond initial 18 month funding period	31 March 2019 31 December 2018	Healthy Lifestyles Programme Officer
Maximise health and wellbeing outcomes	<ul> <li>Deliver staff wellbeing, volunteering and new activities programme (in combination with the council's support for Hertfordshire County Council's Year of Physical Activity)</li> <li>East Herts residents &amp; East Herts Council employees registered with Team Herts Volunteering scheme</li> </ul>	31 December 2018	Head of Housing and Health
	<ul> <li>Ensure the sustainability of the Forever Active programme beyond the Sports England funding period</li> <li>Review the outcomes of the Active In programme</li> </ul>	31 March 2019 31 August 2018	
Procure a leisure operating and DBOM contract	<ul> <li>Number of over 50s participating in 'Forever Active' programme</li> <li>OJEU notice issued</li> </ul>	30 May 2018	Leisure and Environment  Manager
Invest in our parks and open spaces to encourage health and fitness including improvements to Hartham Common, Southern Country Park and Hillside Crescent	Consider delivery of initial actions identified in management plan for Hertford Castle Grounds in partnership with the Town Council.  Continue process to deliver connected links between open spaces	31 March 2019	Leisure and Parks Development Manager
	focussing on Hertford and Beyond walking routes following grant application in 2017. Improve Hartham Common by:	31 March 2019	
	<ul> <li>a) Develop outline concept and estimated viable costs of a project to improve Hartham Common entrance area and identify potential and sufficient funding. Link improvements directly with plans to develop new leisure centre.</li> <li>b) Delivering a new destination play area at Hartham Common.</li> </ul>	31 March 2019 31 March 2019	

Deliver play area improvements at Southern Country Park and	TBC
Hillside Crescent.	
<ul> <li>Seek grant funding from Heritage Lottery fund (HLF) to</li> </ul>	31 March 2019
commission an archaeological and access project at Pishiobury	
Park, Sawbridgeworth.	31March 2019
Review overarching Parks and Open Spaces Strategy	

### **Corporate Priority: Places**

**Outcome: Attractive Places** 

Action:	Performance measures or project milestones:	Deadline:	Lead Officer:
Implementation of Master Planning process for all significant development sites	<ul> <li>Number of Master Plans successfully completed and endorsed by the Council</li> <li>Achievement of policy objectives identified in District Plan</li> </ul>	31 March 2019	Service Manager (DM) Quality Places
Harlow and Gilston Garden Town Development	<ul> <li>Successful engagement with Garden Town</li> <li>Successful outcome of Gilston Concept Framework and Master Planning processes</li> <li>Continuing community engagement</li> <li>Commencement and implementation of development</li> </ul>	31 March 2019	Service Manager (DM) Quality Places
Effective planning enforcement	<ul> <li>% visits undertaken in relation to urgent cases within 2 workings days of 'start date'</li> <li>Quantitative and qualitative customer feedback</li> </ul>	31 March 2019	Planning Enforcement Manager
Proactive Conservation and Urban Design service	Completion of remaining Conservation Area Assessment work	30 Sept 2018	Head of Planning and Building Control
Effective Building Control service	Measures to be developed through the commissioning panel which represents all 7 client authorities on the building control company	30 June 2018	Head of Planning and Building Control
Produce community transport strategy for East Herts	Strategy produced	31 July 2018	Service Manager – Community Wellbeing and Partnerships
Reduce the amount and cost of fly tipping to the Council (raise awareness of Duty of Care and householders responsibilities. Publicise successful enforcement actions so public aware of the consequences. Increase ongoing enforcement actions undertaken where evidence)	<ul> <li>Fly tips – time taken for removal</li> <li>Participate in County wide Media Campaign on fly tipping</li> </ul>	31 March 2019	Enforcement & Inspection Team Manager
Co-ordination and promotion of the arts and cultural offer in East Herts.	<ul> <li>Completed audit of cultural activities which promote health, social and the economic well-being of East Herts Residents.</li> <li>Identify ways to increase engagement in arts and cultural activities.</li> </ul>	31 March 2019	Theatre Director
Hertford Theatre – Develop business models for expansion	Outline Business Plan received and taken through decision making processes	31 May 2018	Theatre Director
Deliver successful Heritage Lottery Fund (HLF) Stage 2 bid for Castle Park, Bishop's Stortford (provide improve facilities for the local community of Bishop's Stortford in partnership with the Town Council. Improve the attractiveness of the town as a place to visit).	Develop proposals	31 March 2019	Leisure and Parks Development Manager
Re-tendering of Grounds Maintenance Contract	New contract in place	31 Dec 2019	Leisure and Parks Development Manager

Review provision of dog and litter bins across district (Review number,	Review complete and options identified	31 March 2019	Leisure and Parks
location, cost and effectiveness across district. Assess potential for cost			Development Manager
savings and service improvements which might be secured from alternating			
bin size, merging dog and litter waste, adapting collection frequencies and/or			
adopting a no bin policy in some parks)			
Fitness and Play Audit (Deliver 10 year re-audit of play areas across district	Audit complete and options identified	31 March 2019	Leisure and Parks
with addition of open space fitness provision to measure success of			Development Manager
improvements and to determine future projects.			
Deliver effective waste collection services	Less than 30 missed bins per 100,000	31 March 2019	Joint Waste service Manager
Maintain recycling rates above 50%	Residual household waste per household	31 March 2019	Joint Waste service Manager
	<ul> <li>% of household waste sent for reuse, recycling and composting</li> </ul>		
Introduce trade waste recycling	Trade waste recycling introduced to one town/Business area	31 March 2019	Joint Waste service Manager

**Corporate Priority: Places** 

Outcome: Future places

Action:	Performance measures or project milestones:	Deadline:	Lead Officer:
Support and develop future input into strategic planning role	<ul> <li>Strategy to consider development post 2031 across Hertfordshire through HIPP</li> <li>Continued engagement through Co-op for Sustainable Development Board (with Harlow, Uttlesford and Epping Forest).</li> </ul>	31 March 2019	Head of Planning and Building Control
Completion of District Plan	<ul><li>Plan Adoption</li><li>Housing Land Supply</li></ul>	End June 2018	Service Manager, Planning Policy
Programme of Planning Policy work	<ul><li>Formulation of work programme</li><li>Delivery of agreed work programme</li></ul>	31 March 2019	Service Manager, Planning Policy
Effective Development Management service	<ul> <li>% Processing of planning applications dealt with in timely manner- Other applications (target under 8 weeks).</li> <li>% Processing of planning applications dealt with in timely manner - Minor applications (target under 13 weeks)</li> <li>% Processing of planning applications dealt with in timely manner - Major applications (target under 13 weeks)</li> <li>Engagement through pre-application and PPA processes in accordance with Pls</li> </ul>	31 March 2019	Service Manager (DM) Quality and performance
Establish Housing Company	<ul> <li>Property Investment Company to commence trading</li> <li>Determine feasibility of housing development by a Company</li> <li>Subject to there being a feasible business case, seek member approval for development</li> </ul>	April 2018 July 2018 September 2018	Head of Housing and Health
Encourage appropriate downsizing in tenures	<ul> <li>Deliver key actions in the line with the Housing Service's report into under-occupation in East Herts</li> <li>A review of the issues, challenges and potential solutions</li> </ul>	31 March 2019	Housing Development and Strategy Manager
Provide affordable housing (review options for maximising affordable housing and community-led housing delivery, revise the Affordable Housing Supplementary Planning Document in line with the District Plan timetable)	<ul> <li>% of Affordable homes delivered on section 106 developments in Towns against a 40% cumulative Planning Policy target</li> <li>% of Affordable homes delivered on section 106 developments in</li> </ul>	30 September2018	Housing Development and Strategy Manager

	Villages	
Extra care housing	• Investigate the feasibility of delivering an extra care scheme in East Herts 31 December 2018	Head of Housing and Health

### **Corporate Priority: Businesses**

Outcome: Support for our businesses and the local economy

Action:	Performance measures or project milestones:	Deadline	Lead Officer
Deliver the Launchpad pilot and build a business case for a permanent business incubator facility in Bishop's Stortford	<ul> <li>Total number of businesses using the facility (target: 30)</li> <li>Number of businesses using the facility for more than 3 months (target: 20)</li> <li>Total income from businesses using the facility (target £20,000)</li> </ul>	30 September 2018	Business Engagement Manager
Deliver the Discretionary Business Rates' Grant Scheme to support businesses expanding their premises or opening up a new premise in the district (total available: £150,000)	<ul> <li>Number of successful applications to the Business Rate Discount Grant Scheme</li> <li>Number of additional jobs created as a result of awarding the scheme</li> <li>Qualitative feedback from businesses about how it has made a difference</li> </ul>	31 April 2019	Business Engagement Manager
Work with Visit Herts to increase the profile of local attractions and support businesses in their supply chains	<ul> <li>Total value of visitor economy to East Herts</li> <li>Total number of day trips and overnight trips to district</li> <li>Total number of jobs in district attributed to visitor economy</li> </ul>	31 December 2019	Business Engagement Manager
Deliver the Eastern Plateau Rural Development Programme (RDP) administering EU structural funds (total fund of €1.8m), to rural businesses for increasing productivity, farm diversification, tourism, cultural and heritage activity	<ul> <li>No. of East Herts businesses successful in applying to RDP</li> <li>Amount of £ invested in East Herts through the RDP</li> <li>No. of new jobs in East Herts created through the RDP</li> </ul>	31 March 2019	Head of Communications, Strategy and Policy
Sponsor the CVS "dragons apprentice" event for entrepreneurs in schools (secondary and primary)	Amount (£) raised for local charities	31 March 2019	Head of Communications, Strategy and Policy
Review the Environmental Health 'offer' to local businesses	Review opportunities and produce options paper	30 June 2018	Service Manager – Environmental Health
Introduce revised element of the Statement of Licensing Policy relating to licensed properties	<ul> <li>New policy in place</li> <li>% of food premises in the area which are broadly compliant with food hygiene law</li> </ul>	31 December 2018	Service Manager – Licensing and Enforcement
Cross-boundary working taxi enforcement	<ul> <li>Carry out cross-boundary taxi enforcement work</li> <li>Promote more consistent taxi licensing convictions policies across the region through the Herts and Beds Licensing Group</li> <li>Promote higher taxi standards from companies operating out of Stansted airport through joint work with Uttlesford District Council the Stansted Airport Consultative Group</li> </ul>	March 2019 September 2018 September 2018	Service Manager – Licensing and Enforcement
Optimisation of on-street parking within existing Resident Permit Zones.	Implement 'shared use' parking in 'Chantry' area of Bishop's     Stortford (subject to Committee approval).	30 April 2018	Parking Manager
Re-tendering of parking enforcement contract	Commencement of contract	31 January 2019	Parking Manager

# **Corporate Priority: Businesses**

Outcome: Vibrant town centres

Action:	Performance measures or project milestones:	Deadline:	Lead Officer:
Develop Old River Lane site:	Measures initially to be completion of key phases within the overall	31 March 2019	Chief Executive
No 1 The Causeway (demolition and construction of a temporary car park)	project:		
Old River Lane mixed use development scheme (masterplanning, viability	Detailed masterplan for whole site and associated viability		
assessment, consultations, design, planning, procurement, construction) and	assessments		
Multi-Storey Car Park (land negotiations, design, planning, procurement,	Agreed delivery model (joint venture/developer/council led) and		
construction)	potential development partner identified		
Work in partnership with Rhodes Trust and Town Council to develop detailed	Planning application for MSCP granted		
business case and operating model for new Art Centre			
Hertford Urban Design Study (HUDS):	New TROs in place	31 December	Chief Executive
<ul> <li>Deliver improvements to Maidenhead Street and surrounding areas, including pedestrianisation and resurfacing.</li> </ul>	Delivery of Maidenhead St project	2018	
<ul> <li>Support the delivery of the wider Hertford Urban Design Strategy.</li> </ul>			
Bishop's Stortford Business Improvement District (action TBC depending on	Successful ballot	31 July 2018	Business Engagement
ballot)			Manager
Working with town councils seek to devolve responsibility for managing	Market service costs reduced	31 March 2019	Enforcement & Inspection
markets			Team Manager

### **Corporate Priority: Businesses**

Outcome: Working with others, to have achieved the right infrastructure for our businesses and communities

Action:	Performance measures or project milestones:	Deadline:	Lead Officer:
Implement sustainable transport initiatives	<ul> <li>Modal shift of East Herts staff commuting patterns (% of journeys by car, bike, train, foot etc.)</li> <li>Resident commuting and travel patterns (actual and proxy data available through HCC)</li> <li>Number of sustainable transport interventions progressed in the district through Section 106 contributions</li> </ul>	31 June 2019	Head of Communications, Strategy and Policy
Work with key partners such as the Local Enterprise Partnership, County Council and London Stansted Cambridge Consortium on identifying infrastructure requirements and bring them to fruition	Number of transport and infrastructure schemes delivered in the district	31 March 2019	Head of Communications, Strategy and Policy
Review CCTV provision	Proposals for new provision identified	31 December 2018	Service Manager – Community Wellbeing and Partnerships

## Actions not directly related to Corporate Plan Objectives

Action	Performance measures or project milestones:	Deadline	Lead Officer
Implement Single Customer Services Team Structure	Reduction in cost	31 March 2019	Head of Communications, Strategy and Policy
Integrate first points of contact for Operations, Planning, Revenues and Benefits in the single customer services team	<ul> <li>Volume and proportion of customer contacts by:</li> <li>Email</li> <li>Face to face</li> <li>Calls</li> <li>Web based/ web forms</li> </ul>	31 March 2019	Customer Services Manager
Ensure consistent quality of response at first points of contact across all channels	<ul> <li>Satisfaction with council services (web, telephony, face to face) measured via govmetric</li> <li>% complaints responded to within 10 working days</li> <li>% complaints upheld at stage 1</li> <li>Qualitative feedback from mystery shop exercises</li> </ul>	31 March 2019	Customer Services Manager
Ensure website meets needs of customers	<ul> <li>No. of page views</li> <li>Socitm (Society of IT Managers) rating for website accessibility</li> <li>Satisfaction rating of website (target 50%)</li> </ul>	31 March 2019	Communication and Digital Media Manager
Increase employee engagement through the new intranet	No. of page views	31 March 2019	Communication and Digital Media Manager
Manage the council's reputation through social media and traditional media	<ul><li>Social media sentiment/ favourability score</li><li>Press favourability score</li></ul>	31 March 2019	Communication and Digital Media Manager
Provide policy support and analysis for the Council's Executive and Leadership Team	Qualitative feedback	31 March 2019	Policy Officer
To deliver the Organisational Development (OD) Strategy 2015-2019 and address concerns in the employee survey (2017)	<ul> <li>Number of short – term sickness absence days per FTE staff in post</li> <li>Number of long – term sickness absence days per FTE staff in post</li> <li>Total number of sickness absence days per FTE staff in post</li> </ul>	31 March 2019	Head of Human Resources and Organisational Development
Sustaining a skilled, flexible and motivated workforce –to deliver quality services which meet current and anticipated service needs	<ul> <li>Delivery of L&amp;D plan 2018/19</li> <li>Implement reward and benefit packages that give choice to our workforce and support work life balance.</li> <li>Review current terms and conditions.</li> <li>Implement national pay conditions including NLW.</li> <li>Review current pay grading model.</li> <li>Delivery of additional HR modules within new system</li> </ul>	31 March 2019	Head of Human Resources and Organisational Development
Planning for the workforce – develop and implement workforce planning; supporting recruitment and retention issues	<ul> <li>Deliver workforce planning (focusing on hard to fill, retention, career paths, skills, learning and development)</li> <li>Develop and deliver Apprenticeship programme 2018 – creating career paths; supporting workforce planning</li> <li>To work with LT on delivery of savings ideas to support targets</li> <li>Develop innovative recruitment and retention initiatives</li> </ul>	31 March 2019	Head of Human Resources and Organisational Development
Deliver the Accommodation Review	Measures to be developed	31 March 2019	Head of Strategic Finance and Property
Maximisation of in-year council tax collection.	Council tax collection, % of current year liability collected achieved.	31 March 2019	Head of Revenues and Benefits

Action	Performance measures or project milestones:	Deadline	Lead Officer
Maximisation of in-year council tax collection.	Council tax collection, % of current year liability collected achieved.	31 March 2019	Head of Revenues and Benefits
Maximisation of collection of prior year arrears.	Level of outstanding arrears reduced.	31 March 2019	Head of Revenues and Benefits
Provision of support and advice to customers experiencing difficulty in paying their liability.	Customers sustain repayment arrangements thus avoiding enforcement action.	31 March 2019	Head of Revenues and Benefits
Proactive anti-fraud and avoidance activity to minimise loss of liability.	Reliefs and discounts are reviewed and monitored using data matching etc. where appropriate.	31 March 2019	Head of Revenues and Benefits
Maximisation of new liability.	Regular monitoring of all localities to identify and verify the timely inclusion of new builds and other developments into the rating list is carried out throughout the year.	31 March 2019	Head of Revenues and Benefits
Provision of a professional and appropriate service to all customers needing to engage with the service.	Customer satisfaction levels.	31 March 2019	Head of Revenues and Benefits
Introduce mobile working app for Uniform to improve service delivery and drive efficiencies	Mobile app rolled out to appropriate Environmental Health officers	30 June 2018	Service Manager – Environmental Health
Successful contracts in place for:  Parking Contract Grounds Project Leisure Contract Theatre & Leisure development projects Joint Waste Contract with North Herts	Measures to be developed	31 March 2019	Head of Operations
Idox Optimisation Programme for DM service	<ul> <li>Speed of delivery of DM service</li> <li>Printing/ paper consumption</li> <li>Costs identification and management for DM service</li> <li>Cost reduction</li> </ul>	31 March 2019	Director
Develop the role of legal services to deliver advice and guidance in a timely and cost effective manner and reducing the council spend on external legal advice	Increase in staff and decrease in external reliance for legal support	31 March 2019	Head of Legal and Democratic Services
Publication of Register of Electors	Successful publication	31 December 2018	Head of Democratic and Legal Services
Support the Digital East Herts programme by increasing the range of online services available in ModGov	Milestones and measures to be developed	31 March 2019	Head of Democratic and Legal Services
Emergency planning	Review all emergency plan documentation	30 June 2018	Service Manager – Community Wellbeing and Partnerships
Respond to FOIs in a timely manner	% FOIs dealt with within 20 days	31 March 2019	Head of Democratic and Legal Services