

## Community and Cultural Service Plan 2010/11

Action Plan					Connections			
Action Code	ACTION	Description (Target, Outcome and Critical Success Factors)	Due Date	Lead Officer	If the action impacts on another service in terms of support/input, please specify below:	Resources	Relevant Sustainable Community Strategy Theme	Linked to an LAA Target

**Strapline: Promoting prosperity and well being; providing access and opportunities**

**Corporate Priority: Enhance the quality of life, health and wellbeing of individuals, families and communities, particularly those who are vulnerable**

**By 2014 - Develop Castle Hall as a more vibrant arts and community facility users value, whilst reducing the revenue burden.**

**By 2012 - Develop and improve the Council owned leisure facilities to deliver greater access, choice, use and satisfaction for residents, whilst reducing the revenue burden.**

10-CC01	Deliver regeneration of Castle Hall through physical refurbishment and re-modelling, new arts and entertainment programme (incl film) and new business plan. (ref alternative energy project at 8 below).	<p><b>Target:</b> Re-opening of refurbished and re-modelled Castle Hall with new programmes and business plan.</p> <p><b>Outcome:</b> Improved customer experience and start of reduction in revenue subsidy business plan based on an invest-to-save plan</p> <p><b>Critical Success Factors:</b> Building works tendered prices/planning consent</p> <p><b>Environmental Impacts:</b> Ref action 8 below.</p>	Building works 01/11/2010 : Film Feb 2011	Head of Community and Cultural Services	Property services and human resources	Capital estimate: building works £720,000 - film £100,000	East Herts - Health, Wellbeing and Play	NI 6 - Participation in regular volunteering
10-CC02	Presdales: 1. Provide new changing room facilities. 2. Incorporate Ware Cricket Club within existing facilities	<p><b>Target:</b> Provide modular changing facilities for existing and new facility users</p> <p><b>Outcome:</b> Improved customer experience</p> <p><b>Critical Success Factors:</b> Building works tendered prices/planning consent</p> <p><b>Environmental Impacts:</b> N/A</p>	31 August 2010	Leisure Services Manager	Property services	Existing capital allocation	East Herts - Health, Wellbeing and Play	NI 8 - Adult participation in sport and active recreation
10-CC03	Deliver Sports Facilities audit and Playing Fields Strategy	<p><b>Target:</b> New strategies integrated with LDF (Local Development Framework)</p> <p><b>Outcome:</b> Improved customer access to sports facilities</p> <p><b>Critical Success Factors:</b> Integration with LDF</p> <p><b>Environmental Impacts:</b> N/A</p>	01 July 2010	Leisure Services Manager	Planning Policy	N/A	East Herts - Health, Wellbeing and Play	NI 8 - Adult participation in sport and active recreation

**Strapline: Fit for purpose, services fit for you**

**Corporate Priority: Deliver customer focused services by maintaining and developing a well managed and publicly accountable organisation**

**By 2012 - Increase customer satisfaction with the Council, as a result of improved customer services and website access.**

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10-CC04	Develop new (stand alone but linked) web site for Castle Hall	<p><b>Target:</b> Create new accessible re-branded web site for Castle Hall</p> <p><b>Outcome:</b> Easier access for customers, better marketing, more sales, reduced subsidy</p> <p><b>Critical Success Factors:</b> Officer time availability</p> <p><b>Environmental Impacts:</b> N/A</p>	01 August 2010	Web Manager	Customer services	Existing resources	East Herts - Health, Wellbeing and Play	
10-CC05	Equalities assessments: progress towards 'achieving' from 'developing'	<p><b>Target:</b> Progress from 'achieving' to 'developing'</p> <p><b>Outcome:</b> Equitable service delivery</p> <p><b>Critical Success Factors:</b> Corporate buy-in</p> <p><b>Environmental Impacts:</b> N/A</p>	31 March 2011	Community Projects Team Leader	Corporate	Existing resources	East Herts - People and Community Safety	NI 1 - % of people who believe people from different backgrounds get on well together in their local area

**By 2012 - Complete our review of working arrangements and oversee the development of a single site for back office functions and service administration, with customer service centres, civic meeting rooms in Bishop's Stortford and Hertford.**

10-CC06	Deliver the benefits as identified in the C3W Benefit Service Profile for Community and Cultural Services.	<p><b>Target:</b> Project Plan timescales met for 2010/11. Achieve savings in MTFP (Medium Term Financial Plan) and target number of home and flexible working</p> <p><b>Outcome:</b> Corporate and service efficiencies</p> <p><b>Critical Success Factors:</b> More strategic working</p> <p><b>Environmental Impacts:</b> Lower carbon emissions.</p>	31 March 2011	Head of Community and Cultural Services	Corporate	Reduction in existing budgets in accordance with MTFP	East Herts - People and Community Safety	NI 1 - % of people who believe people from different backgrounds get on well together in their local area
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**Strapline: Pride in East Herts**

**Corporate Priority: Improve standards of the neighbourhood and environmental management in our towns and villages**

**By 2012 - Improve public satisfaction with East Herts as a place to live by reviewing environmental quality standards to ensure a high level of street cleansing is maintained and that improved street scene visual standards are delivered in partnership with others.**

10-CC07	Pedestrianise North Street, B Stortford on Thursday market days and implement recommendations of markets scrutiny committee review group (when identified/agreed)	<p><b>Target:</b> Provide well managed vibrant first time pedestrianisation of Bishop's Stortford market on stretch of North St.</p> <p><b>Outcome:</b> Improved customer experience and economic vitality</p> <p><b>Critical Success Factors:</b> Partnership Highways and good project management</p> <p><b>Environmental Impacts:</b> N/A</p>	01 September 2010	Economic Development Manager			East Herts - Economy, Skills and Prosperity	Non Applicable
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**Strapline: Caring about what's built (and) where**

**Corporate Priority: Care for and improve our natural and built environment**

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**By 2014 - Reduce carbon emissions by the Council and within the District by implementing the Climate Change Strategy and action plan.**

10-CC08	Install hydro-electric power and solar panel energy system at Castle Hall	<p><b>Target:</b> Invest-to-save alternative energy sources installed.</p> <p><b>Outcome:</b> Reduced energy bills and added value to the venue.</p> <p><b>Critical Success Factors:</b> Project management/environment agency approval/grant from carbon trust or similar</p> <p><b>Environmental Impacts:</b> Reduced carbon emissions - exemplar project</p>	15 November 2010	Environmental Co-ordinator	Environmental services	Capital estimate £135,000 (less if grant secured)	East Herts - Environment (Energy and Climate Change)	NI 186 - Per capita reduction in CO2 emissions in the LA area
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**Strapline: Shaping now, shaping the future**

**Corporate Priority: Safeguard and enhance our unique mix of rural and urban communities, ensuring sustainable, economic and social opportunities including the continuation of effective development control and other measures.**

**By 2012 - Increase the economic resilience of the market towns by working and supporting Town Centre Management Partnerships and through, our LSP, developing specific interventions addressing the needs of businesses.**

**By 2012 - Enhance rural business capacity by leading and delivering the 5 year East of England Development Agency (EEDA) sponsored rural land based business development programme.**

10-CC09	Deliver Rural Business Development Programme in accordance with agreement with EEDA (East of England Development Agency)	<p><b>Target:</b> Compliance with EEDA agreement on delivery milestones</p> <p><b>Outcome:</b> improved rural economy with reduced carbon outputs</p> <p><b>Critical Success Factors:</b> programme capability and marketing/business facilitation outreach</p> <p><b>Environmental Impacts:</b> project will major in sustainable and green business solutions: outcome will be reduced CO2 emissions.</p>	31 March 2011	Economic Development Manager	Environmental services - David Thorogood	EEDA funded	East Herts - Economy, Skills and Prosperity	NI 172 - Percentage of small businesses in an area showing employment growth
10-CC10	Deliver economic development services including support for business advice and response to recession initiatives	<p><b>Target:</b> Actions as identified by LSP strategy and recession group</p> <p><b>Outcome:</b> More resilient businesses</p> <p><b>Critical Success Factors:</b> Strength of partnership</p> <p><b>Environmental Impacts:</b> N/A</p>	31 March 2011	Economic Development Manager		Existing resources	East Herts - Economy, Skills and Prosperity	NI 172 - Percentage of small businesses in an area showing employment growth

**Strapline: Leading the way, working together**

**Corporate Priority: Deliver responsible community leadership that engages with our partners and the public**

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**By 2014 - Deliver the actions identified by East Herts LSP in the new sustainable community strategy and also contribute to the targets set out in Hertfordshire 2021 – A Brighter Future to achieve those objectives.**

**By 2012 - Increase resident participation by involving and consulting with the local community year on year on key issues.**

10-CC11	Deliver new sustainable community strategy Action Plan - annual monitor	<p><b>Target:</b> Deliver plan annually</p> <p><b>Outcome:</b> Enhanced quality of life</p> <p><b>Critical Success Factors:</b> Strength of LSP</p> <p><b>Environmental Impacts:</b> Various as identified in plan</p>	31 March 2011	Community Projects Team Leader	Corporate	Partnership funding	Non Applicable	Non Applicable
10-CC12	Deliver Community Voice programme	<p><b>Target:</b> Quarterly in five towns</p> <p><b>Outcome:</b> Increased engagement</p> <p><b>Critical Success Factors:</b> Corporate approach</p> <p><b>Environmental Impacts:</b> opportunity to raise awareness of environmental issues.</p>	31 March 2011	Community Planning and Partnership Manager	Corporate	Existing resources	Non Applicable	NI 1 - % of people who believe people from different backgrounds get on well together in their local area
10-CC13	Develop new youth consultation pathways and initiatives for engagement including annual youth conference	<p><b>Target:</b> New consultation pathways in place</p> <p><b>Outcome:</b> Young people have the opportunity to engage in civic and community issues</p> <p><b>Critical Success Factors:</b> Partnership with town councils and schools</p> <p><b>Environmental Impacts:</b> opportunity to raise awareness of environmental issues.</p>	01 September 2010	Community Projects Team Leader		Existing resources	East Herts - People and Community Safety	NI 1 - % of people who believe people from different backgrounds get on well together in their local area