

Strategic Direction - Service Plan 2012/13

Action Plan			
Action Code	ACTION	Description (Target, Outcome, Critical Success Factors and Environmental Impacts)	Due Date
Strapline: People Corporate Priority: Opportunities for everyone to contribute to and access the council's services			
12-SD01	Work with all services to identify and promote the key projects contained within service plans, using a full range of communication tools	Target: Liaison with Heads of Service and Directors to ensure forward plan of key projects. Outcome: Key projects are promoted within existing resources Critical Success Factors: Involvement of Heads of Service and Directors Environmental Impacts: None identified	
12-SD02	Investigate fully whether social media channels can be further utilised to enhance the reputation of East Herts Council	Target: Report to CMT and relevant member committee on way forward Outcome: Social media channels utilised Critical Success Factors: Resource issues Environmental Impacts: None identified	
12-SD03	Plan and deliver an internal awards event, fully sponsored, to celebrate success and personal achievements	Target: Event to be held during 2012/13 Outcome: Attendance of 50-plus members of staff Critical Success Factors: Sponsorship Environmental Impacts: None identified	
12-SD04	Performance-type objective to be inserted here		
Strapline: Place Corporate Priority: Safe and Clean			
12-		Target: XXX Outcome: XXX Critical Success Factors: XXX Environmental Impacts: XXX	
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Strapline: Prosperity
Corporate Priority: Improving the economic and social opportunities available to our communities

12-SD05	Implement any necessary changes to the Council's performance management framework, following the publication of the Localism Bill and any further review of data requirements.	Target: Comply with statutory requirements Outcome: Effective use of resources to meet budget requirements. Critical Success Factors: Utilisation of existing resources to meet statutory duties Environmental Impacts: None	timetable to be announced
12-		Target: XXX Outcome: XXX Critical Success Factors: XXX Environmental Impacts: XXX	
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