

Strategic Direction - Service Plan 2012/13

Action Plan					Connections	
Action Code	ACTION	Description (Target, Outcome, Critical Success Factors and Environmental Impacts)	Due Date	Lead Officer	If the action impacts on another service in terms of support/input, please specify below:	Resources

**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	<b>Target:</b> Liaison with Heads of Service and Directors to ensure forward plan of key projects. <b>Outcome:</b> Key projects are promoted within existing resources <b>Critical Success Factors:</b> Involvement of Heads of Service and Directors <b>Environmental Impacts:</b> None identified				
12-SD02	Investigate fully whether social media channels can be further utilised to enhance the reputation of East Herts Council	<b>Target:</b> Report to CMT and relevant member committee on way forward <b>Outcome:</b> Social media channels utilised <b>Critical Success Factors:</b> Resource issues <b>Environmental Impacts:</b> None identified				
12-SD03	Plan and deliver an internal awards event, fully sponsored, to celebrate success and personal achievements	<b>Target:</b> Event to be held during 2012/13 <b>Outcome:</b> Attendance of 50-plus members of staff <b>Critical Success Factors:</b> Sponsorship <b>Environmental Impacts:</b> None identified				
12-SD04	Performance-type objective to be inserted here					

**Strapline: Place**  
**Corporate Priority: Safe and Clean**

12-		<b>Target:</b> XXX <b>Outcome:</b> XXX <b>Critical Success Factors:</b> XXX <b>Environmental Impacts:</b> XXX				
12-		<b>Target:</b> XXX <b>Outcome:</b> XXX <b>Critical Success Factors:</b> XXX <b>Environmental Impacts:</b> XXX				
12-		<b>Target:</b> XXX <b>Outcome:</b> XXX <b>Critical Success Factors:</b> XXX <b>Environmental Impacts:</b> XXX				

**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.	<b>Target:</b> Comply with statutory requirements <b>Outcome:</b> Effective use of resources to meet budget requirements. <b>Critical Success Factors:</b> Utilisation of existing resources to meet statutory duties <b>Environmental Impacts:</b> None	timetable to be announced	Head of Strategic Direction	Support from Human Resources; IT Services	Within existing resources
12-		<b>Target:</b> XXX <b>Outcome:</b> XXX <b>Critical Success Factors:</b> XXX <b>Environmental Impacts:</b> XXX				
12-		<b>Target:</b> XXX <b>Outcome:</b> XXX <b>Critical Success Factors:</b> XXX <b>Environmental Impacts:</b> XXX				