

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
If you need more lines please insert new rows, copying and pasting the formatted cells.						
People						
Please click in the blank cell below to select the relevant outcome. If you have activity that relates to more than one outcome, then click on the row detailing the activity and then click insert row here and another one will appear above. Then just copy and paste the blank outcome box into the new row.						
1	Deliver Community and Public Engagement task and finish action plan including: development of new engagement strategy and policy and strategy on new media use.	Target: all actions complete by 31 March 2013 Outcome: Improved engagement and enhanced reputation Critical Success Factors: use of media, strength of marketing and members interaction levels Environmental Impacts: n/a	31 March 2013	community engagement manager		within budget
2	Co-ordinate responses to opportunities arising from the Localism Act.	Target: ensure responses to localism are proportionate and managed in accordance with engagement and other policies and initiatives. Outcome: open, transparent and managed approach to localism Critical Success Factors: communication with community, public and members Environmental Impacts: non specific	31 March 2013	community engagement manager		within budget
3	Maximise opportunities to benefit from the Olympics, including: torch relay, sporting events, cultural events and economic opportunities.	Target: enable, facilitate maximum engagement in Olympics Outcome: increased levels of sporting, cultural and economic activity. Critical Success Factors: partnership with other key stakeholders incl community sports network, Towns and police Environmental Impacts: n/a	September 2012.	community engagement manager		within budget
Place						
Please click in the blank cell below to select the relevant outcome. If you have activity that relates to more than one outcome, then click on the row detailing the activity and then click insert row here and another one will appear above. Then just copy and paste the blank outcome box into the new row.						
4	Review sustainable community strategy and implement new LSP focus.	Target: achieve outcomes through the strategic partnership Outcome: new strategic partnership focus Critical Success Factors: strength of partnership Environmental Impacts: non specific	31 March 2013	community engagement manager		within budget
5	Community Asset Transfer of Presdales Recreation Grounds	Target: Transfer management of Presdales Recreation Ground to a community based management organisation, i.e. Industrial and Provident Society or Community Interest Company. Outcome: Asset managed for the benefit of the community at no cost to the Council.	01 September 2012	Leisure Services Manager	Environmental Services	within budget
6	Agree 3 year Profit Surplus	Target: Agree 3 year Profit Surplus for Leisure contract Outcome: Surplus (aggregate Actual Net Income exceeds the Net Income Estimate for the first three year) is positive Critical Success Factors: Staff resources. Support from Financial Services. Enviro	30 June 2012	Leisure Services Manager	Environmental Services	within budget

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Prosperity							
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7	Implement new corporate grants policy (single flexible pot).	Target: easier to access and administrate grants focused on council's priorities. Outcome: grants delivered to maximise leverage, corporate priorities and special Olympics and Jubilee criteria. Critical Success Factors: marketing Environmental Impacts: non specific	31 March 2013	community engagement manager	health and community safety for the Torch Relay		within budget
8	Maximise external funding opportunities, eg. European funding, and s.106 and ensure complementarity with grants programme and new homes bonus.	Target: maximise leverage from grants programmes and partnership working Outcome: improved social and economic well being. Critical Success Factors: ability to innovate and achieve synergies Environmental Impacts: non identified specifically at this stage	31 March 2013	community engagement manager			within budget
9	Review and manage community assets to ensure maximum efficiency, incl e.g seeking opportunities for community asset transfers.	Target: more efficient and effective use of community assets Outcome: enhanced sustainable community access Critical Success Factors: ability to innovate, marketing, partnership development Environmental Impacts: non specific	31 March 2013	community engagement manager			within budget
10	Review options for outsourcing markets	Target: reviewed and way forward agreed Outcome: most vibrant and sustainable option for markets Critical Success Factors: research into alternative models of provision Environmental Impacts: n/a	31 March 2013	economic development manager	environmental services - refuse collection		within budget
11	Successfully bid for new Business Advisor post from European RBDP	Target: bid for funds and recruit new Advisor post Outcome: more vibrant and sustainable rural business growth Critical Success Factors: quality of bid Environmental Impacts: n/a	31 March 2013	economic development manager			within budget
12	Develop a prioritised Economic action plan for East Herts in conjunction with key partners with identified outcomes for residents and businesses	Target: clear action plan for the council and its partners Outcome: improved economic opportunities and outcomes for residents Critical Success Factors: clarity and partnership cooperation Environmental Impacts: n/a	action plan march 2012 - impacts through the year	economic development manager			
13	Refresh front of house offer including bar/café offer and interior décor.	Target: re-fresh offer including introduction of limited prepacked sandwich type food offer. New soft furnishings. Outcome: improved footfall and business efficiency Critical Success Factors: customer satisfaction with offer Environmental Impacts: n/a	end of May 2012	Hertford Theatre Director			within budget
14	Review marketing strategy.	Target: design led marketing material supported by targeted audience development work Outcome: increased business efficiency Critical Success Factors: cost and quality of design and market penetration. Environmental Impacts: n/a	31 March 2013	Hertford Theatre Director			within budget
15	Develop improved business processes for the theatre that will facilitate better and easier customer access and operational efficiencies.	Target: improved business processes Outcome: easier access/ on line booking and operational efficiencies Critical Success Factors: ICT capacity and support Environmental Impacts: n/a	01 July 2012	Hertford Theatre Director			