

Action Plan						Connections
Action Code	ACTION	What role will the service play?	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:
Corporate Priority: People						
Strapline: Fair and accessible services for those that use them and opportunities for everyone to contribute						
Increase community engagement						
13-CEC01	Develop the Ageing Well agenda	Service Provider / Commissioner / Manager	Target: Mainstream Ageing Well into the corporate equality assessment process Outcome: Better services, environment and opportunity for older people Critical Success Factors: Corporate buy-in Environmental Impacts: To be determined - if any	31 March 2014	Engagement and Partnerships Team Leader	Corporate Equalities Group
13-CEC02	Develop community and other projects with received S 106 funds	Enabler	Target: Spend received contributions for community, children and young people projects Outcome: Improved community infrastructure and capacity Critical Success Factors: Targeting best benefit through consultation Environmental Impacts: To be determined - if any	31 March 2014	Head of Communications, Engagement and Cultural Services	None
13-CEC03	Develop profile and revenues for Hertford Theatre's River Room	Service Provider / Commissioner / Manager	Target: 10% increase in revenues from hires Outcome: More usage/improved performance Critical Success Factors: Marketing strategy Environmental Impacts: None	31 March 2014	Hertford Theatre Director	None
13-CEC04	Increase on line communications through for example: increase use of social media, targeting and co-ordination (govdelivery)	Influencer	Target: 10% increase in on line communication Outcome: Greater connectivity Critical Success Factors: Accurate targeting and co-ordination Environmental Impacts: None	31 March 2014	Communications Team Leader	Web team
13-CEC05	Internal communications review	Influencer	Target: Improve communications in accordance with survey results Outcome: More staff engagement - higher satisfaction rates Critical Success Factors: Design and marketing of survey Environmental Impacts: None	01 July 2013	Communications Team Leader	Corporate input required
13-CEC06	Biennial residents survey	Service Provider / Commissioner / Manager	Target: Trackable, topical and statistically sound survey Outcome: Services and leadership interventions more finely tuned to residents needs Critical Success Factors: Timing, liaison and specification design with contractor Environmental Impacts: None	01 January 2014	Engagement and Partnerships Team Leader	Corporate input required