

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: Prosperity						
Strapline: Improving the economic and social opportunities available to our communities						
Deliver value for money						
13-ED01	Explore European Union funding opportunities for tourism projects and market regeneration themes	Community Leadership Enabler Service Provider / Commissioner / Manager	Target: Prioritise Hertford Market Outcome: Savings on market expenditure Critical Success Factors: Availability of appropriate funding Environmental Impacts: Neutral	31 December 2013	Economic Development Manager	none
13-ED02	Production of a Strategy for East Herts Markets to enable their modernisation.	Service Provider / Commissioner / Manager Community Leadership Partner	Target: Strategy to be produced by November 2013 Outcome: Programme of modernisation for the markets. Critical Success Factors: Cooperation of traders Environmental Impacts: Neutral	30 June 2013	Economic Development Manager	none
13-ED03	Identify external funding opportunities for Scotts Grotto	Community Leadership Enabler Service Provider / Commissioner / Manager	Target: 1 lottery bid Outcome: Improve promotion Critical Success Factors: Quality of the bid Environmental Impacts: Neutral	31 July 2013	Economic Development Manager	none
Deliver sustainable rural business growth						
13-ED04	Continue to ensure that East Herts Council meets its Accountable Body requirements and that the RDPE programme team deliver spend, output and outcome requirements. Also, prepare an outline bidding strategy to enable the Council to bid into a new programme.	Partner Enabler	Target: Successful conclusion to RDPE programme with no liability to EHC Outcome: Significant investment in local business Critical Success Factors: Expertise in programme delivery Environmental Impacts: Neutral	01 December 2013	Economic Development Manager	
Enhance the economic well being of East Herts						
13-ED05	Monitor progress with the My Incubator project and provide regular update reports to ensure the Council's investment of New Homes Bonus and capital support is protected.	Partner Enabler Community Leadership	Target: Businesses supported Outcome: Business growth through start up Critical Success Factors: Business survival rate improved Environmental Impacts: Neutral	31 March 2014	Economic Development Manager	
13-ED06	Ensure that the Hertford Futures, Bishops Stortford 2020 and Industrial Estates programmes are delivered by the regeneration team and that the work continues after the staff contracts have ceased.	Partner Enabler Community Leadership	Target: Business Plan in Hertford, Shared Space Strategy in BS and update of Land review Outcome: Identification of projects and future strategy Critical Success Factors: Project deliverability Environmental Impacts: Neutral	31 March 2014	Economic Development Manager	

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13-ED07	Coordinate the partnership work led by Jobcentre plus and Hertford Regional College and ensure regular update reports are provided for the LSP Board and Strategy Group	Partner Enabler Community Leadership	Target: Increased provision of work clubs, work experience opportunities and other measures Outcome: Residents into work Critical Success Factors: Partnership delivery Environmental Impacts: Neutral	01 June 2013	Economic Development Manager	
13-ED08	Work in partnership to help secure the long term economic future of the district e.g. by contributing to the work of the Local Enterprise Partnership Enterprise and Innovation Programme Board and by linking with the London Anglia Growth Partnership.	Partner Enabler Community Leadership	Target: Strategic partnership to strengthen advocacy capacity Outcome: Higher profile for economic development issues locally Critical Success Factors: Alignment of partner objectives Environmental Impacts: Neutral	31 March 2014	Economic Development Manager	