

Communications, Engagement and Cultural Service Plan 2014/15

Action Plan						Connections	
Action Code	ACTION	What role will the service play? (Please click in the cell to select the relevant role by clicking on the drop down arrow)	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:	Links to partnership wide agendas: - Community Strategy - Health and Wellbeing
Corporate Priority: People Strapline: Fair and accessible services for those who use them and opportunities for everyone to contribute							
Deliver strong and relevant services							
14-CEC01	Play a lead role in the Here to Help (HtH) campaign	Partner	Target: Effective communications strategy for HtH - maximise awareness and buy-in (to be measured by staff survey). Outcome: More efficient service delivery - maximum awareness and buy-in. Critical Success Factors: Corporate team and effective branding Environmental Impacts: n/a	31 March 2015	Communications Team Leader	HR	Community Strategy
14-CEC02	Develop use of video content for campaigns, information and public relations	Influencer	Target: Significant increase in video use as a communications channel. Outcome: Clearer messages reaching new audiences (to be measured by specific feedback) Critical Success Factors: Skills in communications team Environmental Impacts: n/a	31 March 2015	Communications Team Leader	Web Team	Community Strategy
14-CEC03	Develop Ageing Well partnership project focusing on health and community initiatives.	Enabler	Target: Establish projects for partnership delivery through the Local Strategic Partnership. Outcome: Improved partnership working to achieve improved services - projects to be evaluated individually. Critical Success Factors: LSP focus and resources Environmental Impacts: n/a	31 March 2015	Engagement and Partnerships Team Leader	Health	Health and Wellbeing
Corporate Priority: Prosperity Strapline: Improving the economic and social opportunities available to our communities							
Deliver value for money and reduce our reliance on central government funding							
14-CEC04	Improve Hertford Theatre offer for customers through major seating refurbishment project and new auditorium floor.	Service Provider / Commissioner / Manager	Target: New floor and refurbished seating completed during summer close down 2014. Outcome: Better experience for customer - to be measured by specific audience and stakeholder feedback. Critical Success Factors: Project management Environmental Impacts: n/a	01 September 2014	Head of Communications, Engagement and Cultural Services	Property Services	None

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14-CEC05	Establish options for disabled access to stage and back stage at Hertford Theatre	Service Provider / Commissioner / Manager	Target: Best option established with implementation plan. Outcome: Better access. Critical Success Factors: Resources Environmental Impacts: n/a	31 March 2015	Head of Communications, Engagement and Cultural Services	Property Services	Health and Wellbeing	
14-CEC06	Complete an independent options appraisal on future governance arrangements for Hertford Theatre	Service Provider / Commissioner / Manager	Target: Preferred option agreed Outcome: Best governance arrangement agreed with plan for implementation Critical Success Factors: Quality of commissioned external consultant Environmental Impacts: n/a	31 March 2015	Head of Communications, Engagement and Cultural Services	none at this commissioning stage	None	