

**Communications, Engagement and Culture Service Plan 2015/16**

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:	
<p><b>Corporate Priority: People</b>  <b>Strapline: Fair and accessible services for those who use them and opportunities for everyone to contribute</b></p>								
<p><b>Increase community engagement</b></p>								
15-CEC01	Provide proactive and timely communications support for 2015 elections results.	Community Leadership	<p><b>Target:</b> Timely and effective communications.  <b>Outcome:</b> Informed public.  <b>Critical Success Factors:</b> Observing purdah.  <b>Environmental Impacts:</b> N/A</p>	07 May 2015	Communications Team Leader	Support for election process	None	
15-CEC02	Explore the options for developing a corporate responsibility initiative based around staff volunteering in community and environmental projects.	Community Leadership	<p><b>Target:</b> Identify demand and deliver initiative.  <b>Outcome:</b> Engaged volunteering with projects to be identified.  <b>Critical Success Factors:</b> Corporate buy-in.  <b>Environmental Impacts:</b> may include environmental improvements</p>	01 March 2016	Joint action: Communications Team Leader, Engagement and Partnerships Team Leader and HR	HR	None	
15-CEC03	Develop the 'Timebanking' volunteering project that was successfully trialled in Buntingford to the rest of the district.	Community Leadership	<p><b>Target:</b> Extend timebanking from Buntingford across the district.  <b>Outcome:</b> Increase in social capital.  <b>Critical Success Factors:</b> Voluntary effort and funding.  <b>Environmental Impacts:</b> N/A</p>	01 March 2016	Engagement and Partnerships Team Leader	East Herts Partnership	Community Strategy	
<p><b>Deliver customer focused services</b></p>								
15-CEC04	Delivery of Internal Communications Strategy	Service Provider / Commissioner / Manager	<p><b>Target:</b> To deliver corporately agreed internal communications strategy.  <b>Outcome:</b> improved communication.  <b>Critical Success Factors:</b> Corporate buy-in.  <b>Environmental Impacts:</b> N/A</p>	31 March 2016	Communications Team Leader	HR	None	
15-CEC05	Explore opportunities to meet excess demand for Hertford Theatre studio space in other locations.	Community Leadership	<p><b>Target:</b> To have analysed opportunities for meeting unmet demand for studio and other space.  <b>Outcome:</b> Unmet demand for space and classes met.  <b>Critical Success Factors:</b> Available alternative spaces and funding.  <b>Environmental Impacts:</b> May involve some improvements to existing buildings</p>	01 March 2016	Head of Communications, Engagement and Culture and Director of Hertford Theatre	Asset management services	None	

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15-CEC06	Implement any recommendations arising from the review of governance arrangements for Hertford Theatre that is being undertaken as part of the Shared Internal Audit Services plan for 2014/15.	Service Provider / Commissioner / Manager	<b>Target:</b> Progress agreed preference. <b>Outcome:</b> Achieve the optimum model of governance. <b>Critical Success Factors:</b> Auditors report. <b>Environmental Impacts:</b> N/A	01 March 2016	Head of Communications, Engagement and Culture and Director of Hertford Theatre	SIAS	None	
<b>Improve the health and well-being of our residents</b>								
15-CEC07	Submit an application to Sport England for Sport Activate project funds and if successful then start to deliver the programme.	Enabler	<b>Target:</b> Deliver in accordance with agreed programme <b>Outcome:</b> Improved community health and well-being. Targets for participation and longer term outcomes to be determined during application process. <b>Critical Success Factors:</b> Success of bid to Sport England. <b>Environmental Impacts:</b> N/A	01 March 2016	Engagement and Partnerships Team Leader	Leisure Services	Community Strategy	
15-CEC08	Produce a project plan to develop East Herts as a dementia friendly district, within the context of the multi-agency Ageing Well Partnership.	Enabler	<b>Target:</b> To have made significant progress with this initiative. <b>Outcome:</b> Improved community response to the condition with future targets to be determined. <b>Critical Success Factors:</b> Funding and support from local businesses. <b>Environmental Impacts:</b> There be some small scale adaptations to built environment.	01 March 2016	Engagement and Partnerships Team Leader	Equalities group	Community Strategy	