

Work plan 1 April 2013 to 31 March 2014

Action	Milestones	Due Date	Lead Officer(s)	Progress Update
1. Undertake a safer District campaign to raise awareness of work of the Council and others to keep the District safe	<ul style="list-style-type: none"> <li>■ Work with Management Team and Community Development</li> <li>■ Engage with Portfolio Holder</li> </ul>	30 September 2013	Daniel Whitmarsh Lesley Bowles	In progress. Campaign to run for six weeks from 9 September.
2. Run a campaign to increase the community's recycling rates	<ul style="list-style-type: none"> <li>■ Work with Management Team and Direct Services</li> <li>■ Engage with Portfolio Holder</li> </ul>	31 March 2014	Daniel Whitmarsh Richard Wilson	Complete. Green waste marketing campaign in summer 2013.
3. Run a campaign to encourage more businesses to become advocates of the authority	<ul style="list-style-type: none"> <li>■ Produce an e-mail newsletter for businesses</li> <li>■ Issues news releases and produce web content</li> </ul>	31 August 2013	Daniel Whitmarsh Lesley Bowles	Complete. Campaign ran in early 2013/14.
4. Hear what residents have to say about the Council and community	<ul style="list-style-type: none"> <li>■ Procure contractor</li> <li>■ Run resident survey</li> <li>■ Share and act on results</li> </ul>	May / June 2013	Daniel Whitmarsh	In progress. Procurement completed. Survey to commence October.
5. Redevelop the Council's intranet	<ul style="list-style-type: none"> <li>■ Consult with staff on the proposals</li> <li>■ Build new intranet</li> <li>■ Train content editors across services</li> <li>■ Update intranet content</li> <li>■ Test and go live</li> </ul>	31 March 2014	Daniel Whitmarsh Kevin Robbins Intranet editors	In progress. Training taking place late September. Go live programmed for late October.

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6. Identify areas where transactional web-based services can be developed to improve availability of services to residents and to improve efficiency	<ul style="list-style-type: none"> <li>■ Identify services that have the greatest potential for web based transactional services</li> <li>■ Draw up development plans and report to Management Team</li> </ul>	31 March 2014	Daniel Whitmarsh Amy Wilton Kevin Robbins	In progress. Plans for the next stage of website development to be in place for 31 March 2014.
7. Review accessibility of In Shape and website for people with learning difficulties	<ul style="list-style-type: none"> <li>■ Work with Community Futures to establish of any changes should be made and, if so, implement them</li> </ul>	31 March 2014	Daniel Whitmarsh Sarah Lavallie	Complete. Accessibility considerations built in to new website. No further reasonable adjustments required for In Shape.
8. Review visual identity manual to ensure Council materials are consistent and professional in appearance	<ul style="list-style-type: none"> <li>■ Review effectiveness of current guide</li> <li>■ Revise and improve the guide</li> <li>■ Implement and imbed across the organisation</li> </ul>	31 March 2014	Pat Smith / Jim Carrington-West Daniel Whitmarsh Graham Upton	In progress. Initial proposals developed and to be considered by SMT.
9. Maximise opportunities for generating income from communications activities	<ul style="list-style-type: none"> <li>■ Introduce an advertising plan, which covers In Shape magazine, the Council's website, reception screen and Council vehicles.</li> </ul>	31 March 2014	Lee Banks Daniel Whitmarsh	To be completed before due date.
10. Promote Council services that generate income, in particular pest control and garden waste and increase uptake	<ul style="list-style-type: none"> <li>■ Produce marketing plans for both services</li> </ul>	31 October 2014	Daniel Whitmarsh Richard Wilson	Complete. New projects being considered for remainder of the year.