

ENVIRONMENT CAPITAL ACTION PLAN 2012-13

RED	AMBER	GREEN	Identify RAG status in 'Action' box
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Action 1 Amber	Activity	Approve and adopt short term headline targets (present to scrutiny, publish and deliver)
	Timescale	July 2012
	Resources	Officer time only
	Measures	Publish headline targets
	Impact	Greater understanding of and commitment to Environment Capital

Action 2 Red	Activity	Establish a delivery plan for each short term headline target
	Timescale	September 2012
	Resources	Officer time only
	Measures	Delivery plans completed
	Impact	Greater commitment to Environment Capital objectives

Action 3 Green	Activity	Undertake research and develop a One Planet Living framework (using an intern?) setting the medium and long term targets and vision for Environment Capital to 2050
	Timescale	Early 2013/14
	Resources	tbd
	Measures	One Planet Living framework approved
	Impact	Demonstrates a longer term commitment to sustainable living and Environment Capital

Action 4 Green	Activity	Develop a robust Environment Capital Communications and Marketing Strategy (see separate action plan for more detail)
	Timescale	Autumn 2012
	Resources	Officer time – Comms res in PCC, OP and PECT
	Measures	Completed document
	Impact	Consistent Environment Capital messages and branding across all partners

Action 5 Green	Activity	Ensure link between Environment Capital and LHLG plans/work
	Timescale	Ongoing
	Resources	Officer time
	Measures	10 year LHLG programme to include elements of Environment Capital work
	Impact	Consistent approach and wider understanding of links between Environment Capital and LHLG
Action 6 Green	Activity	Investigate the IBM Smart City Challenge – how we could maximise the impact of Environment Capital through smart/interactive signage
	Timescale	March 2013
	Resources	PECT internship??
	Measures	Support received from IBM
	Impact	National and international promotion of Peterborough's ambition to be Environment Capital Reputational impact
Action 7 Green	Activity	Research and apply for funding for Environment Capital ie WREN, ESRH
	Timescale	March 2013
	Resources	PECT funding officer
	Measures	Funding bid submitted / funding received
	Impact	National (and international??) promotion of Peterborough's ambition to be Environment Capital

ACTION PLAN TO DELIVER AN ENVIRONMENT CAPITAL COMMUNICATIONS AND MARKETING STRATEGY

RED	AMBER	GREEN	Identify RAG status in 'Action' box
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Action 1 Amber	Activity	Review and refresh the Environment Capital Comms Strategy and gain approval for a new Strategy – includes brand guidelines, Environment Capital logo, embedding guidelines with key staff and partners
	Timescale	October 2012
	Resources	Officer time
	Measures	Completed and approved document
	Impact	Consistent Environment Capital messages and branding across all partners
Action 2 Amber	Activity	Establish and agree a design and produce a bi-monthly Environment Capital Enewsletter
	Timescale	September 2012
	Resources	Set up cost plus an annual maintenance fee
	Measures	Enewsletter produced bi-monthly
	Impact	Wider awareness of Environment Capital projects
Action 3 Amber	Activity	Undertake a review of the Environment Capital social media and provide recommendations to the Steering Group
	Timescale	March 2013
	Resources	Officer time
	Measures	Live website and associated promotion of the website
	Impact	Wider awareness of Environment Capital Reputational impact
Action 4 Amber	Activity	Replace 'Welcome to Peterborough' signs x 9 with appropriate Peterborough Environment Capital signage – including the rail station
	Timescale	Potential capacity bid for 2013/14
	Resources	tbd
	Measures	Signage in place

	Impact	Wider awareness of Environment Capital Reputational impact
Action 5 Amber	Activity	Design and publish a timeline (road map) for Environment Capital
	Timescale	September 2012
	Resources	tbd + officer time
	Measures	Completed and published document
	Impact	Wider awareness of Environment Capital Reputational impact
Action 6 Green	Activity	Publish the Green Directory 2012-13
	Timescale	Autumn 2012
	Resources	tbd + officer time
	Measures	Completed and published document
	Impact	Wider awareness of Environment Capital Reputational impact
Action 7 Red	Activity	Organise an Environment Capital London event
	Timescale	Awaiting information from Westminster
	Resources	tbd
	Measures	Successful event and wider contacts
	Impact	National awareness of Peterborough's ambition to be Environment Capital Reputational impact
Action 9 Green	Activity	Agree theme and organise the 2 nd Peterborough Environment Capital Conference – 28.2.13
	Timescale	Event booked for 28.2.13
	Resources	tbd
	Measures	Successful event and wider communication of Environment Capital
	Impact	Wider awareness of Environment Capital Reputational impact