

FLEETVILLE DIARIES

ACTION PLAN 2015 - 2016

(FD = Fleetville Diaries, → = 'up to'.)

Target	Actions	Who?	Time scale	Success Criteria	Costs	Benefits
Public Awareness of FD in St Albans	<ul style="list-style-type: none"> Seek out an FD member to run this. Establish e-links with local council and county-wide websites such as Herts Memories. Create social media to publicise events. Ensure links with the new Fleetville Community website and social media Have better feedback from guests and interested parties. 	LH PE MN LB	→ Jan 2015	<ul style="list-style-type: none"> More people at FD events More contacts by email from potential contributors Facebook and Twitter in regular use. 	Printing £150	Fees from walks and talks
Further change in Membership Structure	<ul style="list-style-type: none"> January membership to be £10 for 12 months Single event fees to be £3 but still £1 for members Receipts issued to members 	LB DW	From Jan 2016	<ul style="list-style-type: none"> More than 20 FD memberships taken out More accurate fee collection 		£200 income from members £240 from walks
Project 1 Local Engagement	<ul style="list-style-type: none"> Solicit interest in the development of Right Up My Street (Camp View Road) project by leafleting Encourage leadership in this from non-committee members Present an exhibition and talk about Cambridge Road in 2016 	LB MN	→ Nov 2016	<ul style="list-style-type: none"> More local people engaged Better understanding of our local history 	Printing £25 Stationery £150	
Project 2 Website	<ul style="list-style-type: none"> Review, renew and simplify website pages. Improve search terms and monitor 'hits' with Google Analytics. Place unpublished material on the website. Archive all material safely on a separate hard drive. Place at least 2 guided walks on the website in PP form. 	LB	→ June 2016	<ul style="list-style-type: none"> A better looking website. Increasing number of 'visits'. 	£37 per annum	
Project 3 New Talks	<ul style="list-style-type: none"> Advertise our 11 Fleetville History talks. Place details on the FD website Create a list of available talks to place on local websites and notice boards. Any donations to be given to the new Museum fund. 	MN LB	→ June 2016	<ul style="list-style-type: none"> Brings enjoyment to those who are not mobile enough to attend walks in the summer Re-booking Opportunity to provide reminiscence sessions 	Printing £25	£200 from talks
Project 4 Members' Research	<ul style="list-style-type: none"> Encourage members to record their own Fleetville story, in whatever format they wish. Invite experienced history researchers to talk to FD. Encourage one or more individuals/groups to develop their own projects. Invite members to get involved in research on AJ Nicholson and Son Present an exhibition and talk about Nicholson's in 2016 	FD Members LB	→ Nov 2016	<ul style="list-style-type: none"> At least 3 new personal accounts presented either to FD or placed on the website. More members actively engaged in research. 	Printing £40	