



Report to Cabinet

Subject Forward Publicity Plan – Winter/Spring 2005

Date 13 January 2005

Author Head of Cabinet Office

1. Purpose of the Report

§ To inform members of proposed publicity initiatives planned for coming months.

2. Background

The Council regularly produces a Forward Publicity Programme, to flag up issues that will require publicity in the immediate months ahead. The Programme is produced three times a year, to feed into the next edition of “Contacts” magazine.

This has been recognised as good practice externally.

The Programme is drawn together by the Communications Manager, based on ideas contributed by departments across the Council.

As well as including plans for publicity about the Council’s own outward-facing activity, the Programme also includes details of proposed internal communications and publicity activity carried out in partnership with other agencies to help secure the Council’s cross-cutting priorities.

3. Proposal

The Forward Publicity Programme for Winter/Spring 2005 is attached for members’ information at **Appendix A**. It is based on information provided by departments @ 10 December 2004.

A range of techniques will be used to deliver the programme. These include the Council’s website and intranet and the next edition of “Contacts” magazine.

All press releases are included on the website for information – where website is included as a specific medium, this relates to those issues which we feel are most appropriate for more intense website coverage.

Communications staff will work closely with lead members and departmental representatives to ensure the programme is delivered. They will also continue to handle and respond to reactive media enquiries, again working closely with departments and lead members.

As always, all publicity included in the Plan will need to comply with the Code of Practice for Local Government publicity. Particular restrictions apply in the immediate run-up to elections and this may be an issue during the period covered by this Plan.

4. Contacts Magazine

The next edition of “Contacts” magazine has been scheduled for distribution from 3 March 2005. The copy deadline is therefore 24 January 2005.

As outlined above, stories for “Contacts” will be sourced substantially from material included in the Forward Publicity Plan. However, if there are any other issues which members feel need to be covered, they should contact the Head of Cabinet Office as soon as possible.

As part of the Council’s attempts to work more closely in partnership with other public service agencies, discussions are ongoing with Gedling Primary Care Trust with a view to including dedicated pages for the PCT in this and future editions of the magazine, paid for by the PCT.

If the outcome of these discussions is successful, it will build on already established practice to include partnership-focused activity in the magazine, including featuring the work of the Gedling Partnership (LSP) and the Gedling Community Safety Partnership.

Consideration may be given in future to rebranding the magazine to reflect this increasing Borough (as opposed to Borough Council) focus.

5. Resource Implications

Resources have been made available to deliver the programme. External funding is sought wherever possible to support partnership activity.

6. Recommendation

Members are **recommended** to note the report.

Appendix A

Publicity Plan Jan – April 2005

EXTERNAL PUBLICITY

Council Projects

Department/ Section	Subject	Timing	Publicity	Aims
Civic	Update on last quarter of Mayor's Charity	March	Contacts	Promote the Borough
Cabinet Office	Town Centres Strategy	April	Press releases and website	Promote Borough's retail areas
Corporate	liP Success	January - April	Display in Civic Centre – display will be ongoing and change according to relevant news stories	Promote positive image of the Council
Crime and Disorder	Broad and Shallow Audit on Crime	January	Posted on internet – press release to promote its availability	Awareness raising of crime issues
Crime and Disorder	Publication of Crime, Disorder and Drugs Strategy 2005-2008	March	Posted on the internet – press release and Contacts magazine	
Crime and Disorder	Radios for Shopwatch/Pubwatch scheme	January	Press release Website	Promotion of scheme Reduce fear of crime Contribute to reduction in retail and alcohol related crime
Direct Services	Results of Garden Waste Survey	January	Press Releases and website	Inform residents of garden waste scheme and results of consultation

Department/ Section	Subject	Timing	Publicity	Aims
Direct Services	Twin Bins – further issues of 2,500 green bins and kerbside boxes	February (March for contacts)	Press release and website – update in Contacts Magazine	General awareness raising of recycling and waste issues in addition to phased publicity concerning specific areas as the scheme is rolled out.
Direct Services	Garden Waste service information leaflet and reply slip inviting payment	February*	A5 leaflet (*assuming it's decided to introduce a chargeable system)	Advertise service and enable transaction
Direct Services	SMART update - March Contacts	March	Contacts	Communicating Garden waste progress and garden waste banned from domestic bins/wheeled bins + closed lids in April message)
Direct Services	<i>Possible</i> reduction of Recycling Centres - press releases January to March 2005	Jan-March	Press releases and website	Inform users of new arrangements
Engineering and Property	Estates and Valuation	March	Contacts	Raise awareness of service provided so people know who to contact
Engineering and Property	Changes to car parking management	March	Contacts/ press release/ website	Inform on progress
Environmental Protection	Accreditation of Neighbourhood Wardens	January	Press release/website	Promote Neighbourhood Wardens

Department/ Section	Subject	Timing	Publicity	Aims
Finance	Benefit Fraud Campaign	Feature in March	Contacts	Highlight issues surrounding benefit fraud
Finance	Housing Benefit and Revenues IBS System	January	Press release – possibly joint with other 3 Councils involved	Demonstrate Council using technology to improve efficiency
Finance/Cabinet Office	Council Tax/Performance Plan Summary leaflet	March	Leaflet	Inform residents
Highways Agency	Contacts plus other relevant external publicity	March	Contacts	Inform residents about changes to service
Housing	Future Management of Housing and issues for tenants	March	Contacts article	Feedback on consultation – article depends on decision from Cabinet
Leisure	Memorial inspections	January March	Notices in cemeteries; Contacts article re more testing on headstones to be undertaken	Make residents aware of responsibilities towards unsafe headstones/continue to raise awareness
Leisure	Fitlink at Carlton Forum	January	Press release/website	To promote the gym management system
Leisure	Moving More Often Walking off Weight	January	Press release/website/Contacts	Promote healthy living
Leisure	Carlton Forum Free Football Project	January	Press release/website	Promote event and encourage attendance – promote youth as a priority
Leisure	Carlton le Willows athletics club	January	Press release/website	Promote event and encourage attendance – promote youth as a priority

Department/ Section	Subject	Timing	Publicity	Aims
Leisure	Gedling Borough Schools Basketball Tournaments	January March	Press release/website	Promote event and encourage attendance – promote youth as a priority
Leisure	Gedling Proms (12 Feb)	Feb	Press release/website	Promote event and encourage attendance
Leisure	What's On/Key Events/Village Ventures	Ongoing and March	Contacts/press releases/Website	Promote events and encourage attendance
Leisure	Internet Bookings for Leisure Centres	February	Press release/website	Council using latest technology for benefit of customers/healthy living
Leisure	Redhill Fitness and Aerobics Studio refurbishment	February	Press release/website	Encourage attendance
Leisure	New Children's Facility at Carlton Forum	February	Press release/website	Encourage attendance
Leisure	Nottinghamshire Youth Games	April	Press release/website	Promote event and encourage attendance – promote youth as a priority
Leisure	Council Leisure Strategies (various)	March		
Leisure	Killisick Play areas	March	Contacts and Press releases	Awareness of youth facilities
Leisure	Cavendish Play areas	April	Contacts and Press releases	Awareness of youth facilities

Department/ Section	Subject	Timing	Publicity	Aims
Licensing	Implementation of February liquor licensing scheme Publicising Gaming Act Provision of more Taxi ranks (possible)	January	Press Release – possible joint with other councils; consultation with businesses and parish councils	Raise public awareness
Local Plans	Statutory consultation on next stage of Local Plan (subject to Council decision on 12 Jan)	Early 2005	Must run for 6 weeks	To make sure audience is well informed about local plan
Scrutiny	Conclusions of the Youth Review; new review on Access to Services for the Disabled; regular column about Scrutiny activities	March	Contacts	Inform

Partnership Projects/ Publicity Assistance for Partners

Agency	Subject	Timing	Publicity	Aim
LSP	Healthy Living – Obesity, New Leaf smoking	March	Contacts	Promote healthy living and services to help residents
Sure Start	Opening of Killisick SureStart base	March	Contacts and Press releases	Launch new service and support event
Netherfield Partnership	Netherfield Access Centre - opening	March	Contacts/Press release	Launch new service

INTERNAL PUBLICITY

Key Projects	Timing	Publicity	Aims
Personnel – religious festivals	January onwards	Gen; Intranet	Encourage inclusive culture within council
Freedom of Information	January onwards	Gen/intranet	Inform employees of responsibilities under FOI
Senior Management Priorities	Bi-monthly updates from February	Gen column for Peter Murdock	Inform employees of current issues
Highways Agency	Ongoing to March 05 to include monthly updates from January onwards	Gen/ briefings/intranet	Keep affected employees and wider council employees informed of developments
IBS Revenues system	January	Gen/briefings	Make employees aware of benefits of new system