



Report to Cabinet

Subject Forward Publicity Plan – Spring/Summer 2005

Date 12 May 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 Spring/Summer 2005 is attached for members’ information at **Appendix A**. It is based on information provided by departments @ 22 April 2005.

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.

Senior Management Team has recently given consideration to profile building, both for the Council and for wider issues around the profile and reputation of Nottingham.

The former stems from a perceived need for the Council's achievements to be more widely recognised amongst local government opinion formers, while the latter stems from recent adverse national publicity about Nottingham, which has the potential to impact on the prosperity and well-being of the entire conurbation.

The attached programme has been compiled with this change of emphasis in mind.

As usual, all press releases will be 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 comply with the Code of Practice for Local Government publicity.

4. Contacts Magazine

The next edition of "Contacts" magazine has been scheduled for distribution from 4 July 2005. The copy deadline is 20 May 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.

Contacts will, as usual, include articles about the work of the partnerships the Council is part of. Specific discussions about closer co-operation with Gedling PCT, highlighted in my previous Publicity Plan report, are ongoing.

5. Resource Implications

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

The increased emphasis on profile building highlighted above may mean that the recent increased emphasis on internal communications is pulled back a little,

given that the resource available to support communication across the Council is finite. However, all ongoing commitments will be honoured.

6. Recommendation

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

Appendix A

Publicity Plan May – August 2005

EXTERNAL PUBLICITY

Council Projects

| Department/ Section | Subject | Timing | Publicity (to include relevant professional/technical publication) | Aims |
|--------------------------------|--------------------------------------------------------------------------------|-----------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Civic | The Mayor Making Civic Service at Ravenshead | 11 May and 24 July | Press Release and website article (include local communications Ravenshead newsletter) | Promote the Borough |
| Civic | Golf Day in aid of Mayor's charity | 22 July | Contacts and press release and website | Promote event and encourage attendance |
| Civic | New Mayor inaugurated | July | Contacts | Promote the Borough |
| Cabinet Office | Consultation on Arnold Town Centre Action Plan | April/May July | Press releases and website Contacts | Encourage resident and business involvement and promote the area |
| Cabinet Office | Online Surveys | July | Contacts magazine; website | Promote the online survey facility |
| Cabinet Office | Re-launched website | July | Contacts magazine; website | Promote the new look website |
| Corporate | Possible submission for Local Government Chronicle Best Council Award | Summer | Press Release and web article | Promote positive image of the Council (and departments) to its peers |

| Department/ Section | Subject | Timing | Publicity (to include relevant professional/technical publication) | Aims |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Direct Services | Twin Bins – further issue of 2,500 green bins and kerbside boxes in June (16,000 in total until next financial year) | July Contacts magazine | 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 | SMART update – July Contacts | July | Contacts – build on a reader’s suggestion of what sorts of products are made from recyclable materials; update and further push for Garden Waste scheme; reiterate closed lid message if necessary | Continuing education/awareness about why we recycle |
| Environmental Protection | Neighbourhood Wardens national award | July | Contacts article; possible article for national press | Raise awareness of work of Neighbourhood Wardens |
| Finance | Landlord Forum Open Day in June | May | Press releases and website | Promote event and encourage attendance |
| Finance | Council Tax Benefit | July | Contacts magazine | To promote Council Tax Benefit along with £200 one-off payment and second adult rebate |
| Finance | Benefit Fraud Campaign including successful prosecutions | Feature in July | Contacts | Highlight issues surrounding benefit fraud |

| Department/ Section | Subject | Timing | Publicity (to include relevant professional/technical publication) | Aims |
|--------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Finance | Housing Benefit and Revenues IBS System | Press Release October and Contacts November | Press release – possibly joint with other 3 Councils involved | Demonstrate Council using technology to improve efficiency |
| Housing | Tenant Newsletter 'Open Door' | April and July | Newsletter | Update and inform tenants on a range of news and information |
| Housing | Private Sector Housing Renewal Policy and Strategy | April | Website | Inform tenants and residents |
| Housing | Housing Strategy | May | Website | Inform tenants and residents |
| Housing | Outcome of further investigation into the option of Large Scale Voluntary Transfer | June July | Press Release; website Contacts article | Inform tenants and residents about decision due to be taken by Cabinet in June/July 05 |
| Housing | Introductory Tenancies and Anti-Social Behaviour Policy | June July | Press Release; website Contacts article | Inform tenants and residents about changes to service and implementation of policy |
| Legal & Democratic | E-Citizen Day | May | Press Release; website; Contacts in July | Further publicity about online services including Committee Admin Scheme (can also include information about re-vamped website) |
| Leisure | Success of Carlton Forum Free Football Project | April | Press Release/Contacts/ Website | Publicise success of the scheme. |

| Department/ Section | Subject | Timing | Publicity (to include relevant professional/technical publication) | Aims |
|--------------------------------|------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Leisure | Carlton le Willows athletics club | Ongoing | Press release/website/Contacts | Promote event and encourage attendance – promote youth as a priority |
| Leisure | What's on/key events | Ongoing July for Contacts | Contacts/press releases/ website | Promote events and encourage attendance |
| Leisure | Online Booking for leisure centres | End of April | Press release/Contacts/website | Introduction of the latest new technology. Publicise launch of the programme to encourage use. |
| Leisure | Redhill Leisure Centre Fitness and Aerobics Studio refurbishment | Pending - opening date TBC | Press Release/ website Leaflets, posters, possible tv coverage | Encourage attendance |
| Leisure | New Youth Gym at Carlton Forum | April and launch (pending) | Soft press to encourage use and hard press at the launch | Encourage use and promote launch |
| Leisure | Nottinghamshire Youth Games | April | Press release/website | Promote event and encourage attendance – promote youth as a Council priority |
| Leisure | Council's Leisure Strategies | Sports and Physical activity – April Cultural - June | Press Release/website/Contacts | Promote development and delivery of strategies |
| Leisure | Willow Gardens Youth Facility Consultation | May/June | Press release/website | Publicise consultation and involvement |

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|--------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Leisure | New Pavilion (changing facility) at Richard Herrod | Pending funding application, estimated June | Website/Press release | Publicise the project that is due to start in Sept. To recognise the funding and sponsors that the Netherfield Boys and Girls have secured towards the project. Promote the club. |
| Leisure | Arts focus and promotion | Ongoing | Contacts/press release/website | Promote intergenerational work. Publicise the stages and jazz programmes. |
| Leisure | Arnold Carnival | May and June | Press release/website/Contacts | Publicise the community event and encourage attendance |
| Leisure | Community Centres – Killisick to re-open in June | June | Press release in support of Surestart | Encourage use of facility |
| Leisure | Play areas update | July | Contacts article | Reiterate youth provision and highlight purpose of play areas positively |
| Licensing | Publicising Liquor Licence | June July | Existing licensees opportunity to apply for new licences on same conditions - deadline is 6 August Press Release Contacts; Press Release; website | Raise awareness among existing liquor licensees Raising awareness for next deadline - November |
| Local Plans | Cabinet consideration – 19 May Given agreement, Council consideration for adoption – 1 June. . | May/June | Press Release in June and website article | Residents well informed about adoption of local plan Publicise and make clear that there have been 23,000 responses at various stages |

| Department/ Section | Subject | Timing | Publicity (to include relevant professional/technical publication) | Aims |
|--------------------------------|----------------------------------------------|-------------------|---------------------------------------------------------------------------|---------------------------------------------|
| Planning | Online Planning service | September July | Press release and Contacts magazine; website article | Publicise online planning |
| Scrutiny | Update on Scrutiny and a profile on a Review | July | Contacts | Inform residents about the work of Scrutiny |

Partnership Projects/ Publicity Assistance for Partners

| Agency | Subject | Timing | Publicity | Aim |
|------------------------------|-------------------------------------------------------------|---------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| LSP | Focus on Youth | May | Ongoing publicity plan – to include joint publicity about a range of activities | Raise profile of youth positively and increase intergenerational understanding |
| LSP | Sustainability | Summer | Contacts; press releases; web articles; ‘Green publications’ e.g. ‘Living for Tomorrow’/‘Green Future’ | To encourage people in local communities to use cars less, by pledging to leave their car at home/use alternative transport one day a week |
| LSP | Area-Based Initiatives | Summer | Support publicity and information around the launch of these programmes – local leaflets and press releases | Raise awareness in local communities and encourage participation Possible wider publicity around this innovative neighbourhood focused work |
| Sure Start | Opening of Killisick Sure Start base | June | Contacts and Press releases – | Launch new service and support event |
| Gedling CVS | International Year of the Volunteer | July | Contacts | Raise awareness of the themed months of the year for voluntary work |
| Community Safety Partnership | Publication of Crime, Disorder and Drugs Strategy 2005-2008 | July | Posted on the internet – press release and Contacts magazine | To increase awareness of the work of the Partnership and of the Strategy |

INTERNAL PUBLICITY

| Key Projects | Timing | Publicity | Aims |
|---------------------------------|-----------------------------|------------------------------|----------------------------------------------------------------------|
| Personnel – religious festivals | April onwards | Gen; Intranet | Encourage inclusive culture within council |
| Senior Management Priorities | Bi-monthly updates from May | Gen column for Peter Murdock | Inform employees of council change agenda |
| Human Rights Act | May | Gen/intranet | Raising awareness of the Act and a proposed council Audit of this |
| Data Protection Act | May | Gen/intranet/SMT | Raise awareness of Data Protection Act 1998 |
| Freedom of Information | June | Gen/intranet/SMT briefing | Inviting additions for Review of Publication Scheme from Departments |
| Freedom of Information | June | Gen/intranet/SMT briefing | File Retention and Disposal Policy |