



Report to Cabinet

Subject Forward Publicity Plan – Autumn 2005

Date 6 October 2005

Author Head of Cabinet Office

1. Purpose of the Report

- § To inform members of proposed publicity initiatives planned for coming months.
- § To inform members of related proposals to support delivery of the IDeA/LGA “Reputation” agenda.

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 Autumn 2005 is attached for members' information at **Appendix A**. It is based on information provided by departments @ 17 September 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.

Members may recall that the Leader of the Council and Chief Executive have signed the Council up to the IDeA/LGA "Reputation" programme, designed to improve the reputation of local authorities overall.

The programme includes a range of publicity related actions and approaches, of which effective forward planning of media coverage is one, along with use of appropriate media to deliver key messages.

As part of the "Reputation" programme, the Leader has also asked for campaigns to be developed around the three themes of "Safe Gedling", "Green Gedling" and "Clean Gedling" over the next year. Each campaign will run for between three and four months, and will form the focus of publicity work during each period (while not excluding publicity on other timely matters).

"Safe Gedling" has been proposed as the first of these themes, to run between now and the New Year. Issues flagged up in the Forward Programme that fit with the "Safe" theme are marked with an asterisk.

Various techniques will be used to promote these initiatives as far as resources allow. The existing Crime and Disorder Officer Group, chaired by the Deputy Chief Executive, will produce a more detailed programme for this, and lead with its delivery, working closely with the Communications Manager. Further opportunities to identify relevant issues to publicise, often linked to the Council's day-to-day activity, will be sought through this group.

In addition, the "Safe" theme will be reflected in the next edition of "Contacts" (which will feature an 8 page Safe Gedling pull-out developed through the Gedling Community Safety Partnership); and in the next edition of the "Open Door" tenants newsletter.

The aim will be to develop similar campaigns to reflect the "Clean" and "Green" agendas in Spring and Summer 2006.

Continued emphasis will be given to supporting Nottingham City Council in its efforts to improve the profile and reputation of Nottingham, given further recent adverse national publicity about the city which has the potential to impact on the Borough's overall well-being.

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 7 November 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.

5. Resource Implications

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

The proposed emphasis on specific campaigns will need to be accommodated, and other activity may need to be curtailed to allow for this. However, all efforts will be made to ensure that all key issues that need to be publicised are supported.

6. Recommendation

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