

## Publicity Plan Autumn 2005

Please note press releases will be published on the website.

### EXTERNAL PUBLICITY

#### Council Projects

Department/ Section	Subject	Timing	Publicity	Aims
Civic	Festival of Remembrance Concert – 19 November	November	Press Releases; Contacts	Promote the Borough and the Mayor's Charity
Civic	Civic Carol Concert – 17 December	December	Press Releases; Contacts	Promote Borough and Mayor's Charity
Cabinet Office	Christmas Lights Switch-on	November	Contacts feature/press releases	Promote the Borough
Cabinet Office	Community Strategy	November	Contacts article explaining outcomes from consultation and final Strategy adopted.	Improving quality of life for residents through partnership working
Cabinet Office	Town Centres Action Plans*	November	Contacts/press releases	Promote town centres
Cabinet Office	Latest information on Area Based Initiatives*	November	Contacts magazine – update on feedback from consultation	Inform residents on progress in these two areas (Valley and Bonington)
Corporate	Emergency Planning joint working with Notts County Council*	Oct/November	Press Release	To demonstrate joint working and contingency planning
Corporate	New Look website	October	Press release; Contacts; web article	Promote new look

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Direct Services	Twin Bins	Ongoing	Ongoing campaign. 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	Car Park Charging – consultation with businesses for charges over 2 hours	October	Letter to businesses inviting views on charging rates; Press Release	Involvement of businesses in the consultation exercise and final decision
Direct Services	Car Park Charging and on street enforcement	November	Contacts article	Inform residents of the decisions that have been made, based on consultation, and what the changes will mean to them
Direct Services	Refuse & recycling arrangements	December	Leaflet	To inform residents and provide a useful reference document
Food Health and Safety	Changes in food legislation – January 2006*	November	Contacts/ press release Website	Promote awareness of new legislation and promotion of the Safer Food Better Business Standards
Food Health and Safety	Inspections - Slips and trips*	November	Contacts/press release Website	Promote awareness to business residents
Licensing	Temporary events notices*	November	Contacts/press releases	Promote awareness particularly to schools
Finance	Council Tax Benefit	November	Contacts	Highlight awareness of Council Tax Benefit
Finance	IRRV Award (20 October) – Revenues team of the year – selected as finalists	October November	Contacts and press release	Promote achievements of Council Tax team

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Housing	Walton Court security improvements*	October/ November	Press release/Open Door	Promotes Safer Gedling theme
Housing	Latest on stock option	October November	Housing Newsletter/ Contacts/website	Increase awareness of latest information to tenants and residents generally
Housing	Lock up campaign*	October	Open Door	Promotes Safer Gedling theme
Housing	Introductory tenancies and anti-social behaviour*	November	Contacts article	Explain introductory tenancies
Leisure	What's On/ Key Events	November and ongoing	Contacts/press releases/Website	Promote events and encourage attendance
Leisure	Sports Forum	November	Article asking groups to get involved in Sports Forum in order to deliver the strategy	Promote Sports Forum and roll out of strategy
Leisure	Twining events (delegation to Vandoeuvre 19/24 October and from Rotenburg, 3-7 November)	October November	Press releases/website/Contacts magazine	Promote exchanges now and in the future
Leisure	Gedling Proms – 19 Feb 06	November	Contacts magazine	Begin promotion of event
Leisure	Provision of youth facilities including Standhill/ Newstead skateparks/ Muirfield Road play area	November	Contacts magazine	Highlight awareness of youth provision
Leisure	Willow Park developments	November	Contacts magazine	Inform on results of previous consultation
Leisure	Multi-skills net/wall coaching – 24/28 October	October November	Press releases November	To promote work carried out with Colonel Frank Seely Primary improving long-term athlete development

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Leisure	Arts events – Arnold Art events in partnership with Police; Literature by Stealth (Sept); Episode Dance (Jan); Bonington Show for Mental Health week; Carlton LIFT – poetry in waiting area; launch of Gedling Arts Forum; Surestart project at Killisick	September October November	Contacts and press releases	Promote arts activities in the Borough; partnership working; promote Arts forum launch
Leisure	Bonfire event – 1 November*	October	Press releases and website	Raise awareness of community event
Leisure	Launch of Exercise referrals for Young People	October November	Press releases and Contacts article	Raise awareness of programme
Leisure	Launch of cultural strategy	October November	Press release, Contacts, website	Raise awareness of strategy and availability of document
Leisure	Lottery funding for after school activities	November	Contacts	Highlight opportunities for young people
Legal and Democratic	Arnold Masterplan	September November	Press release on appointment of Consultants/Contacts/website	Continue to update residents on progress
Legal and Democratic	Estates – business property to let	November	Contacts article; website	Inform business community of the available properties
Local Plan	Plan adopted and published	September November	Press release; Contacts article, website	Inform residents of adoption of plan and availability of document
Planning	New planning online system	October November	Press releases/Contacts/ Website	Promote system and awareness of system as well as benefits of new look website

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Scrutiny/LSP	Twitchels and Alleyways - development of a protocol for reporting incidents*	November	Contacts	Informing residents on progress of Scrutiny's work Promotes Safer Gedling theme

### **Partnership Projects/ Publicity Assistance for Partners**

<b>Agency</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aim</b>
Sure Start	Opening of Killisick SureStart base 31 October	October November	Contacts/Press release	Launch new service
City Hospital	Merger with QMC	November	Brief article in Contacts	Promote public consultation
Community Safety Partnership	Safer Gedling information*	November	Contacts – 8 page pullout	Reduce fear of crime Promoting Safer Gedling
Community Safety Partnership	Vehicle Crime initiatives*	October/ November	Press release/ Contacts/ Poster campaign	Reduce crime Promote Safer Gedling

### **INTERNAL PUBLICITY**

<b>Key Projects</b>	<b>Publicity</b>	<b>Aims</b>	<b>Timing</b>
Employee Survey	Gen/Posters and Leaflets/ intranet	Encourage response to survey	September

## FUTURE PROJECTS

<b>Key Projects</b>	<b>Publicity</b>	<b>Aims</b>	<b>Timing</b>
Clean Gedling theme	Various	Promote Gedling as a clean and tidy Borough	Spring 2006
Green Gedling theme	Various	Promote Gedling as a green, environmentally friendly Borough	Summer 2006