

Appendix A - Publicity Plan Feb - May 2006

Please note press releases will be published on the website.

EXTERNAL PUBLICITY

Council Projects

Department/ Section	Subject	Timing	Publicity	Aims
Civic	Mayoral events	Jan - Mar	Press Release/Contacts	Promote the Borough and role of the Mayor
Civic	Charity Barn Dance	February	Press Release	Promote the Borough and the Mayoral charity
Civic	Update on last quarter of Mayor's Charity	March	Contacts	Promote the Borough and awareness of Mayor's charity
Civic	Civic Dinner	March	Press Release	Promote the Borough
Civic	Mayor Making and Magdala Singers Concert	May	Press Releases	Promote the Borough and role of the Mayor
Cabinet Office	Town Centres Action Plans	March	Press Releases	Raise awareness of planned actions to improve shopping areas
Cabinet Office	Sustainability/Eco footprint	March	Contacts	Increase awareness and participation in sustainability issues
Cabinet Office	Community Profiles	Feb March	Press Release Contacts magazine	To make residents aware of Community Profiles and their value

Department/ Section	Subject	Timing	Publicity	Aims
Cabinet Office	Area Based Initiatives	March	Contacts magazine	Update on ABI progress
Crime and Disorder	CCTV – Arnold update	March/April	Press release	Raise awareness of new improved system, contributing to reduced crime and fear of crime
Corporate	Residents' Satisfaction Survey	February March	Press Releases Contacts	To inform residents of results of survey
Direct Services	Garden Waste members' newsletter	January	Members' Newsletter	Promote recycling and membership of the scheme
Direct Services	Garden Waste service information leaflet and reply slip inviting payment	March	Press Release and Contacts article	Advertise service for the coming year and enable transaction
Direct Services	SMART update - March Contacts Twin Bin Rollout almost complete Please don't contaminate green bins	March	Contacts	To promote recycling - clean
Direct Services	Flying Skips; Graffiti Cleaning and Abandoned cars; Householders' duty of care; single number for reporting incidents	Feb - May	Contacts and press releases	Promoting the clean theme and building awareness of how residents can contribute to keeping the Borough clean and of the work we do
Environmental Protection	Neighbourhood Wardens visit Calverton School	February	Press release/website/Contacts	Promote Neighbourhood Wardens in clean campaign dog mess issue

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Environmental Protection	Cigarette Litter 'Butts Out' campaign	February	Press Releases and Contacts	Promote clean campaign; reduce litter and help smokers give up
Finance	Summary of Accounts	January March	Web Contacts	To meet legal requirement and inform residents
Finance	School outward bound holiday	March	Contacts	Promote paying Council Tax by Direct Debit
Finance	Bus Pass progress	March	Contacts	Inform residents of new bus pass proposals
Finance/Cabinet Office	Council Tax/Performance Plan Summary leaflet	March	Leaflet	Inform residents of council and partner spending plans for 2006/07 and how to pay
Finance	Council Tax and budget statement	March	Press Release	Inform residents of council spending plans for 2006/07
Housing	Accreditation for sheltered scheme	February	Press Release	Promote success of scheme
Housing	Future Management of Housing and issues for tenants	March	Contacts article	Feedback on consultation – article depends on decision from Cabinet
Housing	HIF project	January	Press release/website/Landlords Forum/Homelessness Forum	Raise awareness of the project to promote its success.
Housing	Implementation of the Housing Act 2004	March/April 2006	Press release/website/Landlords Forum	Raise awareness of the Housing Act 2004.

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Housing	Housing Officer Patrols	March	Contacts	Demonstrate Housing Officers helping to clean up areas
Housing	Review of housing maintenance/refurbishment specs with Tenant Representatives Panel; Partnership for planned and responsive maintenance contracts	April	Open Door? tbc	Increase Tenants' awareness of improvements
Licensing	Safer Food Better Business	Jan/March	Press releases/Contacts	Promoting standards of new legislation links to clean campaign
Legal and Democratic	Electoral Administration Act implications	May	To be agreed	To be considered
Legal and Democratic	Arnold Masterplan	February March	Press Release Contacts	Inform residents of progress
Leisure	Gedling Proms (18 Feb)	Jan/Feb 06	Press releases to local media (Nottm Evening Post, Arnold Eagle, Calverton Echo) & ALAF. Intranet/GEN/Contacts/Radio Members	Promote event and encourage attendance
Leisure	Arnold Carnival Playday Gedling Borough Show Funfairs	Feb-May	Press releases to local media (Nottm Evening Post, Arnold Eagle, Calverton Echo) & ALAF. Intranet/GEN/Contacts/Radio Members	Advance notification and promotion of summer events

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Leisure	What's On/Key Events/Village Ventures/Music in Quiet Places	Ongoing	Contacts Press Releases Website GEN Notice Boards	Promote events and encourage attendance
Leisure	Twinning - France	Feb/March	Press Releases Website Contacts	Encourage exchanges between local groups.
Leisure	Memorial Inspections	Feb	Notices in Cemeteries Contacts article re: more testing on headstones to be undertaken (tbc)	Make residents aware of responsibilities towards unsafe headstones. Continue to raise awareness.
Leisure	Honeywood Gardens	April 06	Press releases Website	Raise awareness of project.
Leisure	Richard Herrod Leisure Centre Pavilion	March 06	Press releases Website Radio	Promote project and hopefully celebrate attaining Football Foundation monies. Celebrate opening of new facility (August)
Leisure	Friends of Arnot Hill Park	January and Feb 06	Press releases BBC Radio Nottingham interview Councils/groups websites Newsletter(s) Open event Inaugural meeting	To report on outcomes from open event, minutes of meetings, emerging action plan, progress on Heritage Lottery application and developments on Arnot Hill Park.
Leisure	Standhill/Newstead Skateparks/Wheldon School play area	Feb/March/ April 06	Press releases Website Contacts	Publicise new facilities

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Leisure	Gedling Colliery	March 06	Contacts	To inform local community on progress with proposals for developing a Country Park
Leisure	Episode Dance Showcase	March	Contacts	Evidence of young people's involvement in Arts Partnership working
Leisure	Carlton LIFT poetry project	March	Contacts Press release Website Arts	Celebrate partnership working, community involvement, funding possibilities and arts and health initiatives.
Leisure	Killisick Community Centre Workshops	March	Contacts	Youth involvement in Arts projects
Leisure	Urban Arts Day and Rock Schools	February and March	Press release Contacts	Promote users of events, partnerships and youth involvement in arts.
Planning/various	E-government	January February March	Trade press release General Press Release on e-government Contacts article	Promote advances in e-government to residents
Scrutiny	Regular column about Scrutiny activities including latest reviews	March	Contacts	Highlight the work of Scrutiny

Partnership Projects/ Publicity Assistance for Partners

Agency	Subject	Timing	Publicity	Aim
LSP	Community Strategy	March	Press Release Contacts Magazine	Increase awareness of Strategy
LSP	Healthy Living – Obesity, New Leaf smoking	Feb/March	Through linking up with the cigarette litter campaign with EP	Promote healthy living and services to help residents - clean
LSP	Youth issues	Feb-May	Contacts magazine	To encourage positive view of young people and their contribution
Community Safety Partnership	Neighbourhood Watch; underage drinking; antisocial behaviour; Junior Crimestoppers	March	Contacts	Promote partnership working and safer Gedling
PCT	Carlton Lift	March	Contacts	Promote new facility

INTERNAL PUBLICITY

Key Projects	Timing	Publicity	Aims
Cabinet Office – Religious Calendar	January onwards	Gen; Intranet	Encourage inclusive culture within council
Senior Management Priorities	Bi-monthly updates from February	Gen column for Peter Murdock	Inform employees of council change agenda
Senior Management Briefing sessions	April	Intranet, GEN in February	Inform employees of council change agenda
IBS Revenues system	January	Gen/briefings	Make employees aware of benefits of new system
Management competencies	February	Gen	Make employees aware of what to expect from managers (liP)

Key Projects	Timing	Publicity	Aims
No Smoking in Arnot Hill House wef May	February - April	Gen/intranet	Ensure all employees are aware of the change and offer support to stop smoking
liP Countdown	March – May	Gen/Intranet/posters	Ensure employees are aware of the assessment and liP indicators
Finance	January	Intranet	Finance LGA Award
Planning - Pendleton	January	Intranet/GEN	Publicise Pendleton success

Future projects - Green campaign