



Report to Cabinet

Subject Forward Publicity Plan – Summer 2006

Date 15 June 2006

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 further 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 Summer 2006 is attached for members' information at **Appendix A**. It is based on information provided by departments @ 26 May 2006.

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.

Continued emphasis will be given to supporting Nottingham City Council in its efforts to improve the profile and reputation of Nottingham.

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. "Reputation" activity

Members may recall that last summer the Leader of the Council and Chief Executive 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.

The development and delivery of a forward publicity plan contributes significantly to the "Reputation" initiative.

However, as part of the "Reputation" initiative, the Leader asked for campaigns to be developed around the three themes of "Safe Gedling", "Green Gedling" and "Clean Gedling" over the following year to supplement this work. 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).

A campaign around "Safe Gedling" was run over the last three months of 2005, and a campaign around the "Clean Gedling" has been run in early 2006. We are

now planning a campaign around the “Green Gedling” theme over the summer months.

Various techniques will be used to promote these initiatives as far as resources allow. The issue crosses the work of many departments and portfolios and publicity generated will reflect this diversity. As with the “Safe” campaign, the Crime and Disorder Officer Group, chaired by the Deputy Chief Executive, will support the programme on a corporate basis and further opportunities to identify relevant issues to publicise, often linked to the Council’s day-to-day activity, will be sought through this group.

5. Contacts Magazine

The next edition of “Contacts” magazine has been scheduled for distribution from 17 July 2006.

As outlined above, stories for “Contacts” will be sourced substantially from material included in the Forward Publicity Plan. It is likely to include an insert focusing on the “Green” campaign highlighted above.

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.

6. 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.

7. Recommendation

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