

Publicity Plan June - September 2006

Please note press releases will be published on the website.

EXTERNAL PUBLICITY

Council Projects

Department/ Section	Subject	Timing	Publicity (to include relevant professional/technical publication)	Aims
Civic	Civic Service at Carlton Pentecostal Church	2 July	Press Release and website article (include local communications eg Ravenshead newsletter)	Promote the Borough
Civic	Golf Day in aid of Mayor's charity	21 July	Press release and website	Promote event and encourage attendance
Civic	New Mayor inaugurated and outgoing fundraising	July	Contacts	Promote the Borough
Cabinet Office	Corporate Plan update	June (wk 3) July	Press release and Contacts article	Increase awareness of Council aims and priorities
Cabinet Office	A-Z of Council Services	August (wk 3)	Press Release	Promote booklet to residents
Cabinet Office	New CCTV system	July	Press Release and Contacts article	Publicise investment in community safety
Cabinet Office	Satisfaction Survey	Sept (wk 2)	Press Release	Highlight survey activity and encourage response
Cabinet Office	Area Based Initiatives	July	Contacts and press releases	Progress update
Corporate	Green Campaign	June - September	Contacts – middle page pullout	Campaign to highlight Council's commitment to sustainability

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Corporate	Use of Resources Assessment	July	Contacts article	Increase awareness of Council services being value for money
Corporate	Corporate Plan updated – 2005/08	July	Contacts article	Publicise update of plan
Direct Services	Twin Bin/Recycling/Garden Waste/WRAP composting/green fleet	July	Contacts	Increase awareness of services
Direct Services	Trade Waste Recycling	July/September	Contacts and press releases	Launch new service
Direct Services	Promotion of Services	September	Space in Housing Energy Leaflet	Increase awareness of services
Direct Services	Avoiding contamination of waste bins	September	Joint WRAP bid with Ashfield DC	Help continue to spread awareness of how to recycle
Economic Development	Arnold North End Masterplan	July	Contacts	Continue communicating progress on project
Finance	Fraud prosecutions	June-Sept	Press Releases	Increase residents' awareness of successful prosecutions
Housing	Housing Stock Option latest news	July	Open Door and Contacts	Keep tenants up to date with latest news and shorter version for residents
Housing	Partnership for Housing maintenance contracts	September	Press Release	Make tenants aware of benefits of the new system
Legal & Democratic	Standards Committee need for independent members	July	Contacts	To attract the right person for the job
Leisure	Carlton Forum Refurbishment	June – August	Press Releases; display; opening ceremony; Contacts magazine	To promote new facilities
Leisure	Arnold Carnival (17/18	June/July	Press release/website/Contacts	Publicise the community event

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	June)		retrospectively	and encourage attendance
Leisure	Gedling Sports Awards organised by Sports Forum	June	Press Release	To promote achievement
Leisure	Redhill Open Day (25/6)	June and July	Press release and Contacts article including invitation to businesses to get fit	To encourage attendance and promote fitness through fun
Leisure	Get Going in Gedling Health Walks	June	<ul style="list-style-type: none"> • Press release • Website 	Promote events and encourage attendance
Leisure	Mapperley Golf Club	July	Contacts article and press release when lease is signed	To promote Club whose centenary year is 2007
Leisure	Cemeteries Q&A Sheet	July	Web and handout	To assist public and raise awareness of key issues
Leisure	Sports Relief events on 14/15 July	July	Press Releases (possibly Contacts)	To encourage a healthy lifestyle
Leisure	Long Term Athletic Development (LTAD)	July	Press Releases	Widen Awareness of GBC as a trendsetter in LTAD
Leisure	What's on/key events/Village Ventures/Music in quiet Places	Ongoing July for Contacts	Contacts/press releases/ website/Noticeboards	Promote events and encourage attendance
Leisure	Friends of Arnot Hill Park	July	Contacts	Update on progress of the Friends group
Leisure	Redhill Leisure Centre Open Day (25 June)	July	Press Release/ website Contacts (retrospectively)	Encourage attendance
Leisure	Gedling Play Day (9/8)	July	Contacts and press releases	Encourage attendance to event
Leisure	Play areas update	July	Contacts article	Reiterate youth provision and highlight purpose of play areas

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				positively
Leisure	Arts focus and promotion	Ongoing	Contacts/press release/website	Promote intergenerational work. Publicise the stages and jazz programmes.
Leisure	Carlton Forum Free Football Project	Termly	Press Release/Website	Promote event and encourage attendance
Leisure	Twinning	Ongoing	<ul style="list-style-type: none"> • Press Releases/Web 	Continue to encourage exchanges between local groups
Leisure	Fun Fares – 20-24 July and 27-31 July	July	<ul style="list-style-type: none"> • Press Releases/Web • Contacts 	Advance notification of what's on
Leisure	Gedling Borough Schools Basketball Tournaments	tbc	<ul style="list-style-type: none"> • Press Release • Website 	Promote event, encourage attendance; promote youth as a priority
Leisure	Nottinghamshire Youth Games	July	<ul style="list-style-type: none"> • Press releases; website 	Promote event and young people's achievements
Leisure	Killisick Community Centre Workshops	Summer	<ul style="list-style-type: none"> • Press Releases 	Youth involvement in arts projects
Leisure	GNP Youth Arts projects	Ongoing	<ul style="list-style-type: none"> • Press Releases 	Promote users of events, partnerships and youth involvement
Leisure	Dance Group for girls	July	<ul style="list-style-type: none"> • Press Release as part of County Youth Arts performance at Bonington Theatre 	Promote youth arts and the Theatre
Leisure	Community Use of School Facilities	Ongoing	<ul style="list-style-type: none"> • Press Release; website 	Widen awareness of sports facilities ownership
Leisure	Positive Moves Group Exercise Sessions	August	<ul style="list-style-type: none"> • Press release 	Promote events and encourage attendance

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Leisure	Honeywood Gardens Community Centre	August	Press Release	Celebrate completion of project; raise awareness of arts benefits and assist Heat with bookings
Leisure	New Pavilion (changing facility) at Richard Herrod	August	Website/Press release	To recognise the funding and sponsors that the Netherfield Boys and Girls have secured towards the project. Promote the club.
Leisure	Gedling Show (2 and 3 Sept)	Aug/Sept	Press Releases; Contacts What's On	Maximise attendance at event
Leisure	Positive Moves – Children can be referred	September	Press release/website	To publicise the initiative and the priority we place on reducing childhood obesity
Licensing	Temporary Events Notices	June/July	Press Release; Contacts	Increase awareness of Temporary Events notices and work of Licensing
Planning	Core Strategy	July/August	Contacts; Press Releases	Raise awareness of consultation
Scrutiny	Update on Scrutiny	July	Contacts	Inform residents about the work of Scrutiny

Partnership Projects/ Publicity Assistance for Partners

Agency	Subject	Timing	Publicity	Aim
LSP	Focus on Youth	June-Sept	Ongoing publicity plan – to include joint publicity about a range of activities	Raise profile of youth positively and increase intergenerational understanding
LSP	Sustainability – Greener, Healthier,	Summer	Contacts; press releases; web articles	To encourage people in local communities to use cars less, by

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	Gedling			pledging to leave their car at home/use alternative transport one day a week
PCT	Carlton Youth Club/Young at Heart (and Positive Moves)	July	Contacts magazine	Raise profile of projects to encourage healthy lifestyle
Community Safety Partnership	Annual Crime Report	July	Posted on the internet – press release and Contacts magazine	To increase awareness of the work of the Partnership and of the Strategy
Greenwood Partnership Team	July	July	Contacts	Update on progress on Gedling Colliery site

INTERNAL PUBLICITY

Key Projects	Timing	Publicity	Aims
Personnel – Employee Conference	June/July	Gen; Intranet	To encourage attendance and recap on main themes after the event
Personnel – Remote Access Working	June	GEN; Intranet	To let employees know about the opportunity to work remotely
Greener Gedling	June – including 16 June Car Free Day	GEN	To let employees know about how they can help with sustainability
Senior Management Priorities	Bi-monthly updates from July	Gen column for Peter Murdock	Inform employees of council change agenda
Data Protection Act	June	Gen/intranet/SMT	Raise awareness of Data Protection Act 1998
What's On	Monthly	Gen	Raise awareness of Council's and partners' events

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