



## **Report to Cabinet**

**Subject** Forward Publicity Plan – Autumn/Winter 2006/07

**Date** 5 October 2006

**Author** Head of Cabinet Office

### **1. Purpose of the Report**

§ To inform members of proposed publicity initiatives planned for coming months.

### **2. Background**

The Council regularly produces a Forward Publicity Programme, to flag up issues that it wishes to publicise 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/Winter 2006/07 is attached for members’ information at **Appendix A**. It is based on information provided by departments @ 22 September 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. Contacts Magazine**

The next edition of "Contacts" magazine has been scheduled for distribution from 6 November 2006.

As outlined above, stories for "Contacts" will be sourced substantially from material included in the Forward Publicity Plan.

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.

#### **6. Recommendation**

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