

## Publicity Plan October 2006 – January 2007

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	Charity update	November	Contacts article	Increase awareness of role of the Mayor and forthcoming events
Civic	Charity curry Evening at Goosedale (20/10)	October	Press Release	Increase attendance at event
Civic	Festival of Remembrance Concert (18/11)	November	Press Release and Contacts	Increase attendance at event
Civic	Charity Greek restaurant night	November	Press Release and Contacts	Increase attendance at event
Civic	Civic Carol Concert (16/12)	December	Press Release and Contacts	Increase attendance at event
Cabinet Office	Area Based Initiatives	October-January	Press Releases and Contacts	Publicise key points in projects eg consultation, public meetings
Cabinet Office	Christmas Lights ceremonies	November December	Contacts and Press Releases	Increase attendance at events
Direct Services	Twin Bin/What happens to Recycling/Garden Waste/Householders' Duty of Care	November	Contacts	Increase awareness of services and compliance

<b>Department/ Section</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity (to include relevant professional/technical publication)</b>	<b>Aims</b>
Direct Services	Trade Waste Recycling	tbc	Press releases	Launch new service
Direct Services	Christmas refuse and recycling information	November	Booklet; press releases	To inform residents and provide a useful reference document
Direct Services	Environmental Crime	October/November	Freighter designs	Increase awareness of environmental crime and hotline
Economic Development	Arnold North End Masterplan	North End	Contacts	Continue communicating progress on project
Finance	Fraud prosecutions	Sept - November	Press Releases	Increase residents' awareness of successful prosecutions
Finance	Financial Summary	November	Contacts	Satisfy audit requirements; keep readers up to date with financial affairs
Finance	Benefit Fraud	November	Contacts	Increase reporting
Finance	Accounts on line	November	Contacts article supporting leaflet; and press releases	Offer facility to residents and promote advantages
Housing	Warm Front	November	Contacts	Increase awareness of benefits
Housing	Housing Stock Transfer latest news	November	Open Door and Contacts	Keep tenants up to date with latest news and shorter version for residents
Housing	Partnership for Housing maintenance contracts	Autumn tbc	Press Release	Make tenants aware of benefits of the new system
Housing	South Notts Home Improvement Agency	November	Contacts (space permitting)	Increase awareness of services
Housing	Affordable housing	Autumn tbc	Press Release	Increase awareness across the Borough
Housing	Introductory Tenancies	Sept - Dec	Open Door; Press Release	Raise awareness of the initiative

<b>Department/ Section</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity (to include relevant professional/technical publication)</b>	<b>Aims</b>
Leisure	Sports Hall Athletics	November	Press Release; website	Promote event and encourage young people to attend
Leisure	Free Football at Carlton Forum	November	Contacts; website	Promote event and encourage attendance
Leisure	Disability Sports Club	October	Press Release; website	Promote attendance and widen awareness of GBC as trendsetter in sport for people with a disability
Leisure	Long Term Athlete Development	November	Press Releases; website	Widen awareness of GBC as a trendsetter in LTAD
Leisure	Schools Basketball Tournament	TBC	Press Release; website	Promote event and encourage attendance
Leisure	Mapperley Golf Club	December	Press release; website	To promote Club whose centenary year is 2007
Leisure	Primary Schools Cross Country	TBC	Press Releases	Promote event; encourage attendance
Leisure	New Gymnastics Coach	October	Press Releases; website	Promote awareness of gymnastics and LTAD in Gedling
Leisure	Enlargement of SSSCo Partnership	October	Press Release; website	Links and supports Changing Lifestyles
Leisure	What's on/key events/Village Ventures/Music in quiet Places	Ongoing November for Contacts	Contacts/press releases/ website/Noticeboards	Promote events and encourage attendance
Leisure	Honeywood Community Centre	tbc	Contacts; press releases	Promote community work and venue
Leisure	Arts focus and promotion including Episodes Dance event in December	Ongoing	Contacts/press release/website	Promote arts development and encourage participation

<b>Department/ Section</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity (to include relevant professional/technical publication)</b>	<b>Aims</b>
Leisure	Twinning	Ongoing	Press Releases/Web	Continue to encourage exchanges between local groups
Leisure	Positive Moves – Children can be referred	October	Press release/website	To publicise the initiative and the priority we place on reducing childhood obesity
Personnel	Firework Safety	October	Press Release	Encourage safe use of fireworks
Planning Policy	Core Strategy Second stage of public consultation stage for the Core Strategy	November	Contacts	To highlight consultation and encourage community involvement on key issues
Planning	Adoption of Gedling Borough Statement of Community Involvement.	November	Contacts	To highlight consultation and encourage community involvement on key issues
Planning	How to Comment on Planning Applications	November	Contacts article	To promote purpose of new leaflet
Scrutiny	Update on Scrutiny	November	Contacts	Inform residents about the work of Scrutiny

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

<b>Agency</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aim</b>
Changing Lifestyles Partnership	Healthy Lifestyle	November	Contacts – 4 page pullout	To encourage participation across the Borough

<b>Agency</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aim</b>
LSP	Focus on Youth	October - Jan	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, Gedling – prize winner	November	Contacts; press releases; web articles	To encourage people in local communities to use cars less, by pledging to leave their car at home/use alternative transport one day a week
PCT	Smoking cessation	November	Contacts	To celebrate successful trend and spread awareness of New Leaf
Community Safety Partnership	Mini Motos	November	Contacts	Increase awareness of legalities
Community Safety Partnership	Seasonal crime tips	November	Contacts	Help to reduce burglaries; autocrime
Community Safety Partnership	Neighbourhood Policing surgeries trial	November	Contacts	Increase awareness of trial and dates of sessions
Greenwood Partnership Team	Latest on colliery site	October November	Web Contacts	Update on progress on Gedling Colliery site and outcome of consultation

## **INTERNAL PUBLICITY**

<b>Key Projects</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aims</b>
Personnel - smoking	November	Gen; Intranet	To inform employees of new procedure and about New Leaf services
Personnel – firework safety	October	Gen: Intranet	Encourage safe use of fireworks

<b>Key Projects</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aims</b>
Personnel – parking in Arnot Hill Park	December	Gen; Intranet	To let employees know details of car parking arrangements and details of how permits will be issued
Senior Management Priorities	Bi-monthly updates	Gen column for Peter Murdock	Inform employees of council change agenda
Senior Management Priorities – CE Briefings	October	Posters, GEN, Intranet	Encourage attendance at the events spread awareness of Vision
What's On	Monthly	Gen	Raise awareness of Council's and partners' events
Gedling Partnership – improvements to website	October/November	GEN and members' newsletter	Raise awareness and usage of Partnership pages