



Report to Cabinet

Subject Forward Publicity Plan – Spring 2007

Date 1 February 2007

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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 Spring 2007 is attached for members’ information at **Appendix A**. It is based on information provided by departments @ 12 January 2007.

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.

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 felt to be 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.

Members should note that initiatives towards the end of the period covered will take place after the Borough Council election has been called, at which time specific restrictions are placed on the involvement of local elected members in publicity activity, as set out in the Code of Practice. Appropriate guidance and reminders will be issued to members in due course.

4. Contacts Magazine

The next edition of "Contacts" magazine has been scheduled for distribution from 16 February 2007. This is slightly earlier than the regular distribution date for the Spring edition of the magazine, in order to ensure distribution is completed before the election is called.

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

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.