

Publicity Plan February – May 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	Mayoral events	Feb-May	Press Releases/Contacts	Promote the Borough and the role of the Mayor
Civic	Charity Barn Dance	April	Press Release	Promote the Borough and the role of the Mayor
Civic	Update on last quarter's of Mayor's Charity	Feb	Contacts	Promote the Borough and the role of the Mayor
Civic	Civic Dinner	March	Press Release	Promote the Borough and the role of the Mayor
Civic	Curry Evening	May	Press Release	Promote the Borough and the role of the Mayor
Cabinet Office	Area Based Initiatives	February-May	Press Releases and Contacts	Publicise key points in projects eg consultation, public meetings
Cabinet Office	Eco Teams	February	Contacts/Press Release	To raise awareness of eco teams and encourage involvement
Cabinet Office	Satisfaction Survey	February	Contacts/Press Release	To raise awareness of improved results
Corporate	Smoking	February/ March/April	Posters (following on from initial poster in January), Press Release, Contacts	Reminding public and employees of change to no smoking environment

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Corporate	Future Direction – Local Government White Paper	February	Contacts	Raise awareness of local government structure debate/Vision for Gedling
Direct Services	Contamination Garden Waste Public Holiday information Compost competition winner	February	Contacts	Increase awareness of services and compliance
Finance	Fraud prosecutions	February- May	Press Releases	Increase residents' awareness of successful prosecutions
Finance	Council Tax Benefit	February	Contacts article	Increase awareness of Benefit availability
Housing	South Notts Home Improvement Agency Preventative Adaptations Service Handypersons' scheme	February	Contacts article or website article	Increase awareness of services
Housing	Housing Stock Transfer latest news	February	Contacts (other channels will also be used for this message including dedicated tenants' newsletter)	Keep residents informed of latest on the issue
Housing	Housing for Over 60s	February	Contacts	To inform over-60s of supported housing options
Leisure	Bonington Theatre	February	Contacts and web articles	Promote venue and arts activities
Leisure	Park Rangers	February	Contacts	What the role will entail; preparation for green flag accreditation

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Leisure	Pavilion at Richard Herrod Leisure Centre	February/ March	Contacts; press release	New facility for young people
Leisure	Over 50s Club at Redhill Leisure Centre	February	Contacts and press release	Promoting facility
Leisure	Mapperley Golf Club	February	Press release; website	To promote Club whose centenary year is 2007
Leisure	Arnold Carnival (16/17 June)	February	What's On in Contacts and press releases	Promote event
Leisure	Honeywood Community Centre	tbc	Press releases	Promote community work and venue
Leisure	Arts focus and promotion	Ongoing	Contacts/press release/website	Promote arts development and encourage participation
Leisure	Twinning	Ongoing	Press Releases/Web	Continue to encourage exchanges between local groups
Leisure	Play Strategy	February	Contacts	Increase awareness of play strategy
Leisure	County Sports Partnership	February	Contacts	Promote our involvement with Partnership
Leisure	Gedling Proms (17 Feb)	February	Press Releases to local media	Promote event and encourage attendance
Leisure	Positive Moves – Children can be referred	February	Contacts	To publicise the initiative and the priority we place on reducing childhood obesity
Legal & Democratic Services	Election – remind to vote, changes to arrangements	February	Contacts; press release	Remind residents of election details
Planning Policy	Article on Local Development Framework	February	Contacts	Remind residents of how they can get involved in shaping future look of the Borough

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Planning	How to Make a Planning Application Leaflet available	February	Contacts	Highlight availability of leaflet
Scrutiny	Update on Scrutiny	February	Contacts	Inform residents about the work of Scrutiny

Partnership Projects/ Publicity Assistance for Partners

Agency	Subject	Timing	Publicity	Aim
Changing Lifestyles Partnership	Healthy Lifestyle	Monthly	Communications plan includes monthly press releases	To encourage participation across the Borough
LSP	Focus on Youth	Feb-May	Ongoing publicity plan – to include joint publicity about a range of activities including those in rural areas of the Borough	Raise profile of youth positively and increase intergenerational understanding
LSP	Student Nurse Placement	March	Health or Local Gov channels	To publicise ground-breaking work
LSP	First Contact older people signposting service	Feb-May	Contacts	To raise awareness of service among residents
Community Safety Partnership	Distraction burglary/bogus callers	February	Contacts article	To raise awareness of preventative action to deter crime
Community Safety Partnership	CCTV – extension of scheme	February	Contacts	Increase awareness of scheme

Agency	Subject	Timing	Publicity	Aim
Greenwood Partnership Team	Killisick Open Space	February	Contacts	Update on progress on Killisick Open Space

INTERNAL PUBLICITY

Key Projects	Timing	Publicity	Aims
Personnel - smoking	January and March	Gen; Intranet; Posters	To remind employees of new procedure and about New Leaf services
Senior Management Priorities	Bi-monthly updates	Gen column for Peter Murdock	Inform employees of council change agenda
Senior Management Priorities – CE Briefings	April	Posters, GEN, Intranet	Encourage attendance at the events spread awareness of Vision
Departmental restructuring	Feb/March onwards	Gen; Intranet	Inform employees of proposed changes and how they will be progressed (if approved by Cabinet and P&R Committee)
What's On	Monthly	Gen	Raise awareness of Council's and partners' events