

Publicity Plan June - September 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	Civic Service at St James' Church, Mapperley - 22 July	July	Press Release and website article	Promote the Borough
Civic	Golf Day in aid of Mayor's charity – 20 July	July	Press release and website	Promote event and encourage attendance
Civic	New Mayor's charity and fundraising total for outgoing Mayor	July/August	Contacts Press release for 14/8 presentation	Promote the Borough
Corporate	Publish year-end performance results inc BVPP requirements	July	Contacts article	Publicise Council's achievements
Corporate	IIP	July	Contacts article	Publicise Council's achievements
Corporate	Value for Money	July	Contacts article	Publicise Council's achievements
Democratic & Community Services	Anti social behaviour successes	July	Contacts	To encourage residents to feel Council and partners tackle asb robustly

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Direct Services	Weekly refuse collections/garden waste/compost/recycling/replacing bins within property boundary	July (leaflet and press releases from June onwards)	Contacts, household leaflet and press releases	Increase awareness of services
Finance	Fraud prosecutions	June-Sept	Press Releases	Increase residents' awareness of successful prosecutions
Housing	Housing Stock Option latest news	July 30 June June- September	Contacts; Press Release Tenants' newsletters (from Council and from Independent Tenants' Advisor)	Keep residents up to date with news
Housing	Affordable Housing	July	Contacts	To encourage take up of scheme
Leisure	Calverton Changing Room refurb (23/7)	July	Press Release	Promote new facilities
Leisure	Arnold Carnival (16/17 June)	June/July	Press release/website/Contacts retrospectively	Publicise the community event and encourage attendance
Leisure	Gedling Sports Awards organised by Sports Forum (28/6)	June	Press Release	To promote achievement
Leisure	Redhill Open Day (1/7)	June and July	Press release and Contacts article	To encourage attendance and promote fitness through fun
Leisure	Killisick Fair 19 July - 23 July Carlton Fun Fair - 26 - 30 July	July	Press release	Promote events and encourage attendance

Draft

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Leisure/Civic	Mapperley Golf Club Civic Visit	June	Press Release	To promote Club whose centenary year is 2007
Leisure	Cemeteries inc Open Day 30/6	June/July	Press Release and Contacts	To assist public and raise awareness of key issues
Leisure	Free Swim 21/22 July and free sessions in summer	June/July	Press Release and Contacts	Promote events and encourage attendance
Leisure	Green Flag – outcome of judging	July	Press Release	Improve appreciation of and support for heritage of Arnot Hill Park
Leisure	Park Rangers	July	Contacts	Improve appreciation of and support for heritage of Arnot Hill Park
Leisure	Summer Holiday Activities	July	Press Release and Contacts	Promote events and encourage attendance
Leisure	What's on/key events	Ongoing July for Contacts	Contacts/press releases/ website/Notice boards	Promote events and encourage attendance
Leisure	Gedling Play Day (8/8)	July	Contacts and press releases	Encourage attendance to event
Leisure	Shokk Youth Gym	July	Contacts	Promote facility
Leisure	Arts focus and promotion	July	Contacts	Encourage participation in arts and positive promotion of youth
Leisure	Positive Moves Youth referral (including MEND)	July	Contacts	Promote events and encourage attendance
Leisure	Brickyard Community Centre	tbc	Press Release	Celebrate completion of project; raise awareness of arts benefits and assist with bookings

Draft

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Leisure	Gedling Show (1 and 2 Sept)	July/August	Press Releases; Contacts What's On	Maximise attendance at event
Neighbourhoods	Area Based Initiatives	June/Sept	Press releases	Update on progress
Planning	Core Strategy	July	Contacts	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	Focus on Older People	July	Facilities and information for older people	Raise awareness of services and facilities for older people
PCT	Positive Moves for youth and MEND	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

INTERNAL PUBLICITY

Key Projects	Timing	Publicity	Aims
Employee Survey	Summer	Gen; Intranet	To encourage employee participation
Planning – results of Peer Review	June/July	Gen; Intranet	To let employees know of results of Peer Review
Personnel – Employee Conference	June/July	Gen; Intranet	To encourage attendance and recap on main themes after the event
Greener Gedling	June – including 15 June Car Free Day	GEN	To let employees know about how they can help with sustainability – <i>also includes bike shelter provision and refurbishments</i>
Senior Management Priorities	Bi-monthly updates from July	Gen column for Peter Murdock	Inform employees of council change agenda
Transformation Programme	June-September	Monthly newsletters; briefings	To involve and inform employees in transformation programme
What's On	Monthly	Gen	Raise awareness of Council's and partners' events