



Report to Cabinet

Subject Forward Publicity Plan – Spring 2008

Date 10 January 2008

Author Communications Manager on behalf of Head of Strategy and Performance

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 2008 is attached for members' information at **Appendix A**. It is based on information provided by departments

@ 4 December 2008. 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, 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.

The Communications Team 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, working closely with departments and lead members.

As always, all publicity included in the Programme will comply with the Code of Practice for Local Government publicity.

4. Contacts Magazine

The Winter edition of Contacts magazine was distributed at the end of November 2007. Planning is already well underway for the Spring edition, which is due out in early April following the setting of the Council budget – to allow us to feature the budget in the next issue.

As outlined above, stories for Contacts have been 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.