

## Publicity Plan January – April 2008

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
Strategy and Performance	Council's new priorities and Mission	January - March	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> <li>• Website</li> </ul>	To raise awareness of the Council and promote its positive work in the borough and with partners
Strategy and Performance	State of the Borough Consultation	March - April	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> <li>• GEN</li> </ul>	To inform the public and maximise participation in the consultation
Strategy and Performance (Housing)	Draft Homeless Strategy consultation	February - March	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	To inform the public and maximise participation in the consultation
Strategy and Performance	Race Awareness Forum	January - March	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> <li>• GEN</li> </ul>	Update progress on developing Forum and potential future work
Strategy and Performance	Children and Young People 'visioning day' – linked to community strategy	January - March	<ul style="list-style-type: none"> <li>• Contacts – linked to state of the borough consultation</li> <li>• Press release</li> <li>• GEN</li> </ul>	To help set priorities for children and young people in the borough. To update progress
Corporate	New telephony system	mid January	<ul style="list-style-type: none"> <li>• Contacts article</li> <li>• Press release</li> </ul>	Raise awareness of new system to public and improved service

## Draft

<b>Department/ Section</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity (to include relevant professional/technical publication)</b>	<b>Aims</b>
Corporate	Possible appointment of new Deputy Chief Executive	end January date TBC	<ul style="list-style-type: none"> <li>• Contacts article</li> <li>• Press release</li> <li>• GEN</li> </ul>	Raise awareness among public and employees of the new Deputy Chief Executive
Corporate	Transfer of Planning and Environment first line contacts to the contact centre	March – April date TBC	<ul style="list-style-type: none"> <li>• Contacts articles and change numbers</li> <li>• News release</li> <li>• Start to change contact numbers in BT advert etc</li> </ul>	Raise awareness of new system to public and improved service
Democratic & Community Services	Anti social behaviour successes	Ongoing	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press releases</li> </ul>	To promote the work of the Council and partners around tackling anti social behaviour and raise awareness of the processes for dealing with it
Democratic & Community Services	Crime reduction in Gedling Borough	January	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	To highlight the year to date crime reduction in Gedling and South Notts
Direct Services	Garden waste/trade waste and recycling collection arrangements for Easter	March	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press releases</li> </ul>	Increase awareness of service and any changes due to Bank Holidays
Finance	Fraud prosecutions	Ongoing	<ul style="list-style-type: none"> <li>• Press Releases</li> </ul>	Increase residents' awareness of successful prosecutions
Finance	Budget setting at special Council	March 5	<ul style="list-style-type: none"> <li>• Contacts feature</li> </ul>	To inform residents of the new Council budget

## Draft

<b>Department/ Section</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity (to include relevant professional/technical publication)</b>	<b>Aims</b>
Revenues	Local Housing Allowance	7 April onwards	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Joint radio advertising with other authorities being investigated</li> <li>• Freight advertising on council fleet</li> </ul>	To raise awareness to local residents
Revenues	Benefit Take-up campaign	Feb/March	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Leaflet sent out in new bills</li> </ul>	To raise awareness and encourage more people who qualify to apply for benefit
Revenues	New Council Tax charges	Early March	<ul style="list-style-type: none"> <li>• Publish in 2 local newspapers (NEP and CHAD) managed by Revenues Team</li> </ul>	Inform residents of the new charges
Housing	Housing Stock Option latest news around the tenants ballot	February – March date TBC	<ul style="list-style-type: none"> <li>• Contacts;</li> <li>• Press Release</li> <li>• Website</li> <li>• Tenants' newsletters (from Council and Independent Tenants' Advisor)</li> </ul>	Keep residents up to date with news and maximise participation of the ballot
Leisure	Consultation with Young People about the planned refurbishment of the Jackie Bells play area, Netherfield	March - April	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Contacts</li> </ul>	<p>Promote consultation to ensure participation</p> <p>Encourage participation in arts and positive promotion of youth</p>

## Draft

<b>Department/ Section</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity (to include relevant professional/technical publication)</b>	<b>Aims</b>
Leisure	Play Strategy Consultation	March and April	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> </ul>	To raise awareness and maximise participation in the consultation
	Community consultation Oakdale Recreation Ground	Saturday 19th January at 10.30 am at Oakdale Recreation Pavilion	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Raise awareness of the consultation and ensure participation and attendance at event
Leisure (Park rangers)	Nest box week – putting up nest boxes around Arnot Hill Park	14 February	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	To raise awareness of wildlife issues and Council's open spaces
Leisure	New priorities for Arts Strategy - consultation	March to April	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	Publicise consultation and increase awareness of the Strategy
Leisure	Cemetery Testing at Redhill Cemetery open day.	early February	<ul style="list-style-type: none"> <li>• Press Release</li> </ul>	To raise awareness and inform public of Council's duties
Leisure	3 New play grounds Coppice Farm, Stanhope School and Ball Court at Gedling Comprehensive	January	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	To encourage attendance and promote fitness through fun
Leisure (Park rangers)	Launch of Junior Rangers	April, but pre-publicity required in	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Contacts</li> </ul>	Promote work of rangers and publicise the new young team

Draft

Department/ Section	Subject	Timing	Publicity (to include relevant professional/technical publication)	Aims
		March		
Leisure (Park rangers)	Easter egg hunt in Arnot Hill Park	March	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Contacts</li> </ul>	Promote events and encourage attendance
Leisure	Gedling Proms Carlton Forum Leisure Centre	16 February 2008	<ul style="list-style-type: none"> <li>• Press Release</li> </ul>	Promote event and encourage attendance
Leisure	Carlton Forum - 10 week Cheerleading course in Partnership with Gedling School Sports Partnership	starts Monday 7 January	<ul style="list-style-type: none"> <li>• Press Release</li> </ul>	Promote event and encourage attendance
Leisure	Carlton Forum 6 week Junior Yoga course	starts 31 January	<ul style="list-style-type: none"> <li>• Press Release</li> </ul>	Promote event and encourage attendance
Leisure	What's on/key events		<ul style="list-style-type: none"> <li>• Contacts</li> <li>• press releases</li> <li>• Posters on notice boards</li> </ul>	Promote events and encourage attendance
Leisure	DNA promotion - the Leisure Centres will be running 1 DNA promotion per month.		<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press releases</li> <li>• Posters in centres</li> </ul>	Raise awareness and increase participation of DNA
Leisure	Quest accreditation for Calverton leisure centre. We will be told the score about 2 weeks after the assessment	February	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• GEN</li> <li>• Press release</li> </ul>	Promote facility and raise awareness of our leisure facility's high standards to both public and employees

Draft

<b>Department/ Section</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity (to include relevant professional/technical publication)</b>	<b>Aims</b>
Civic	Duke of Edinburgh Awards presentations	8 April	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	Promote young people and their successes
Civic	Charity updates inc. Burns Night and Barn Dance	January to April	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press releases</li> </ul>	Increase awareness of role of the Mayor and forthcoming events

**Partnership Projects/ Publicity Assistance for Partners**

<b>Agency</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aim</b>
Gedling Partnership	Focus on Youth	ongoing	<p>Ongoing publicity plan – to include joint publicity about a range of activities.</p> <p>To include:</p> <ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press releases</li> </ul>	Raise profile of youth positively and increase intergenerational understanding
Community Safety Partnership	Annual Crime Report	April	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> </ul>	To increase awareness of the work of the Partnership and of the Strategy
Democratic & Community Services and Leisure (Area Based Initiative)	Launch of The Brickyard Community Centre to mark the official handover of The Brickyard to Heat Residents Association	January to March	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> <li>• Local newsletter – produced by Honeywood Estate Action Team (HEAT)</li> </ul>	Council achievements, increase awareness, encourage attendance at community centre, community cohesion

## Draft

<b>Agency</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aim</b>
GBC Leisure in partnership with H.E.A.T, Wheldon School, and other local schools and residents of Honeywood Gardens Estate	Installation of Sculpture at Honeywood Gardens Estate	Spring – date TBC	<ul style="list-style-type: none"> <li>• Gen</li> <li>• Contacts</li> <li>• press release</li> </ul>	Council achievements, increase awareness, community cohesion
Honeywood Gardens – HEAT, Gedling BC Neighbourhoods Team and Leisure.	£2.5K funding agreed for series of organised youth sports activities	Date TBC (following official opening of centre)	<ul style="list-style-type: none"> <li>• GEN</li> <li>• Contacts</li> <li>• Press releases</li> </ul>	Encourage attendance at community centre, community cohesion and promote partnership working
Warren Hill ABI -	£5K ABI fund to support improvements in the physical environment including tree cutting / pruning, additional sweeps, flying skips etc, etc.	End of March	<ul style="list-style-type: none"> <li>• GEN</li> <li>• Contacts</li> <li>• Press releases</li> </ul>	To promote work of the Council and partners around Area Based Initiatives, and community cohesion and will focus on issues raised in the recent visual audit that was distributed to all residents in the area.
Democratic & Community Services (Gedling Partnership)	Updates on Area Based Initiatives and their successes	Ongoing	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press releases</li> <li>• Newsletters (produced by residents)</li> </ul>	To promote the work of the Council and partners around Area Based Initiatives, and community cohesion

**INTERNAL PUBLICITY**

<b>Key Projects</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aims</b>
Senior Management Priorities	Bi-monthly updates	<ul style="list-style-type: none"><li>• Column in GEN for Peter Murdock</li></ul>	Inform employees of council change agenda
Transformation Programme	Monthly updates	<ul style="list-style-type: none"><li>• Fit for the Future - monthly newsletters</li></ul>	To involve and inform employees in transformation programme
What's On	Monthly	<ul style="list-style-type: none"><li>• GEN</li></ul>	Raise awareness of Council's and partners' events