

## Publicity Plan May – August 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	Ongoing	<ul style="list-style-type: none"> <li>• Include in press releases</li> </ul>	To raise awareness of the Council and promote its positive work in the borough and with partners
Strategy and Performance (policy)	State of the Borough Consultation	Into May and post publicity throughout summer	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> <li>• GEN</li> <li>• website</li> </ul>	To inform the public and maximise participation in the consultation
Strategy and Performance (planning policy)	Promote Gedling Colliery Development Brief	May 2008	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Website</li> </ul>	To raise awareness and to promote the adoption of the development brief and make final document available to the public.
Strategy and Performance and Planning and Environment (Development Control)	Anticipated receipt of Gedling Colliery Planning applications (one for the development site and one for the Gedling Access Road)	May 2008 onwards.	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press releases</li> <li>• And other forms of communications to be confirmed</li> </ul>	To raise awareness of the planning applications and ensure the public is up to date with information.

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Strategy and Performance (planning policy)	Promote public Consultation on the draft Top Wighay Farm Development Brief	June/July 2008	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Website</li> </ul>	To increase awareness and encourage comments on the draft brief.
Strategy and Performance (Housing Strategy)	Draft Homeless Strategy consultation. The Strategy is the Council's but the delivery of it will be in partnership with various agencies.	May onwards date TBC	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	To inform the public and maximise participation in the consultation.  To invite feedback on the contents of the Strategy, its aims and objectives and the priorities identified.
Corporate	Appointment of new Deputy Chief Executive	Near start date in June	<ul style="list-style-type: none"> <li>• Update Contacts</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	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
Planning and Environment	Anti social behaviour successes	Ongoing	<ul style="list-style-type: none"> <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

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Planning and Environment Food Safety	Food business 'Scores on the Doors' scheme	May onwards	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	To promote the new scheme and provide the public and encourage to improve standards
Democratic & Community Services	Crime reduction in Gedling Borough	May onwards	<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
Democratic & Community Services (Neighbourhoods)	Launching and promoting neighbourhood working	June/July	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Website</li> <li>• Gen</li> <li>• Fit for the Future (transformation magazine)</li> </ul>	Promote the neighbourhood working programme and raise awareness of the team and member involvement.
Direct Services	Garden waste/trade waste and recycling collection arrangements for May Bank Holidays	May	<ul style="list-style-type: none"> <li>• Press releases</li> </ul>	Increase awareness of service and any changes due to Bank Holidays
Direct Services	Summer waste collection service	23 June	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press releases</li> <li>• Posters</li> <li>• Leaflets</li> <li>• Freighter adverts</li> </ul>	Increase awareness of additional service among Borough residents
Finance	Fraud prosecutions	Ongoing	<ul style="list-style-type: none"> <li>• Press Releases</li> </ul>	Increase residents' awareness of successful prosecutions
Revenues	Local Housing Allowance	Spring ongoing	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Joint radio advertising with other authorities being</li> </ul>	To raise awareness to local residents

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			<ul style="list-style-type: none"> <li>investigated</li> <li>• Possible freighter advertising on council fleet</li> </ul>	
Housing	Housing Stock transfer decision	Continuous promotion needed in run up to transfer later this year	<ul style="list-style-type: none"> <li>• Contacts feature</li> <li>• Website</li> </ul>	Keep residents up to date with news and transfer details
Leisure	New priorities for Arts Strategy - consultation	May onwards	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	Publicise consultation and increase awareness of the Strategy
Leisure	3 New play grounds Coppice Farm, Stanhope School and Ball Court at Gedling Comprehensive	May onwards	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	To encourage attendance and promote fitness through fun
Leisure	Launch of Junior Rangers	May onwards	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Contacts</li> </ul>	Promote work of rangers and publicise the new young team
Leisure	Promote Redhill Leisure Centre Open Day	(July 6th, 10am - 4pm)	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Contacts</li> <li>• Gen</li> <li>• Follow-up PR of event also needed</li> </ul>	Increase attendance and raise awareness and promote benefits of healthy lifestyle
Leisure Contacts:	Summer Holiday Activities	Throughout summer holidays	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Contacts</li> <li>• Website</li> </ul>	Promote event and encourage attendance.

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	The four leisure centres will subsidising activities for children and some free swim sessions.	(21 July onwards)	<ul style="list-style-type: none"> <li>• Gen</li> <li>• Booklet – Check if DTP team needed</li> </ul>	The initiative is aimed at increasing young people's participation in exercise.
Leisure:	Free Swim Weekend  At Calverton, Arnold and Carlton Forum.	19 - 20 July	<ul style="list-style-type: none"> <li>• Press Release</li> <li>• Contacts</li> <li>• Gen</li> <li>• Website</li> <li>• Leaflet</li> </ul>	Promote event and encourage attendance A joint initiative with all councils across Nottinghamshire aimed at increasing participation in exercise
Leisure:	What's on/key events	Ongoing	<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.	Ongoing	<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.		<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> </ul>	Promote facility and raise awareness of our leisure facility's high standards to public (Already promoted internally to employees)
Leisure Services:	'Open day' for launch of new cinema based at the Bonington Theatre	Promotion prior to open day end of June	<ul style="list-style-type: none"> <li>• press releases</li> <li>• Contacts</li> </ul>	To promote a new facility and service being provided by Gedling Borough Council to broad publics

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Leisure Services: Kevin Tennant	'Rockschool' - a free programme of rock music tuition, workshops and performance for teenagers during holiday periods	Holiday workshops: 27,28,29 May Additional workshops and gigs to follow up to August	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Website</li> <li>• Other to be agreed – suggested targeted promotion to young people</li> </ul>	To promote to young people who might be interested in joining in, also to illustrate to parents and adults the range of activities for youth in the district.
Arnold Leisure Centre Leisure Services	Summer holiday activities for the children	May/June	<ul style="list-style-type: none"> <li>• Contacts,</li> <li>• intranet</li> </ul>	Encourage children to be active in the holidays and have completely fully booked sessions
Leisure Services	Arnold Leisure Centre New swimming pool programme	May	<ul style="list-style-type: none"> <li>• Press release</li> <li>• website</li> </ul>	Make public aware of different sessions / changes
Leisure Services	Theatre / Cinema events	May	<ul style="list-style-type: none"> <li>• Contacts,</li> <li>• Intranet</li> <li>• website</li> </ul>	Encourage users to the Theatre and new Cinema
Leisure Services:	Activity Friends	Ongoing	<ul style="list-style-type: none"> <li>• press release</li> <li>• Contacts</li> </ul>	Recruit mentors and mentees
Leisure Services:	Get Going in Gedling	Ongoing	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Recruit walkers
Leisure Services	Moving More Often	Ongoing	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Recruit people to deliver physical activity

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Leisure Services:	Young Persons Positive Moves	July	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Inform public of the service
Civic	Duke of Edinburgh Awards presentations	29 April	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	Promote young people and their successes
Civic	Celebration of Youth parade	Ongoing	<ul style="list-style-type: none"> <li>• Post communications in Contacts</li> <li>• Press releases</li> </ul>	Increase awareness of role of the Mayor
Civic	Elvis Tribute concert	2 May	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts (pre and post communications)</li> </ul>	Increase awareness of role of the Mayor and forthcoming events
Civic	Charity Golf Day	18 July	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	Increase awareness of role of the Mayor and forthcoming events
Civic	Civic Service	Date TBC	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</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	May - August	<ul style="list-style-type: none"> <li>• Contacts feature</li> <li>• Press release</li> </ul>	To increase awareness of the work of the Partnership and of the South Nottinghamshire Community Safety

Agency	Subject	Timing	Publicity	Aim
				Strategy.
Democratic & Community Services and Leisure Services (Area Based Initiative) in partnership with HEAT and Wheldon School	Launch of The Brickyard Community Centre and Installation of Sculpture at Honeywood Gardens Estate	19 May	<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
Honeywood Gardens – HEAT, Gedling BC Neighbourhoods Team and Leisure.	£2.5K funding agreed for series of organised youth sports activities	May	<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.	May	<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.



<b>Agency</b>	<b>Subject</b>	<b>Timing</b>	<b>Publicity</b>	<b>Aim</b>
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
Launch of "Effective Training Programme"  Democratic & Community Services (Member officer)	TBC depending on Cabinet approval	<ul style="list-style-type: none"> <li>• Gen</li> <li>• intranet</li> <li>• Member news</li> </ul>	To raise awareness among members and staff of internal training programme
What's On events	Monthly	<ul style="list-style-type: none"> <li>• GEN</li> </ul>	Raise awareness of Council's and partners' events