



Report to Cabinet

Subject Forward Publicity Plan – Autumn/Winter 2008

Date 2 October 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 and other forms of communication activity.

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 Autumn/Winter 2008 is attached for members' information at **Appendix A**. It is based on information provided by departments @ 1 September 2008. A range of techniques will be used to deliver

the programme. These include the Council's website and intranet and the Winter 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 Summer edition of Contacts magazine was distributed in July 2008. Planning is already well underway for the Winter edition, which is due out at the end of November.

As outlined above, stories for Contacts have been sourced substantially from material included in the Forward Publicity Plan.

Contacts Year Plan for 2008/2009

Edition	Delivery to Council	Distribution
Contacts 20 (08/09 financial year)	20 November 2008	20 Nov – 7 Dec 2008
Contacts 21 (09/10 financial year)	March	TBC
Contacts 22 (09/10 financial year)	July - delivery no later than 9th.	TBC
Contacts 23 (09/10 financial year)	November - delivery 19	19 Nov – 8 Dec

5. Refuse Freighter Panels

The recently purchased refuse freighters include a large side panel on each side of the vehicle that can be used for publicity purposes. The panels are manufactured in such a way as to be easily interchangeable. This represents an excellent opportunity to promote Council services, on a one-off or ongoing basis.

We have therefore asked departments to identify opportunities to promote their services in this way, which we then aim to coordinate through this forward plan,

in partnership with Direct Services. Costs of producing the panels will need to be borne by departments.

On this basis, we propose to advertise a number of events and services using these panels, including a benefit take up campaign, neighbourhood wardens/community reassurance, local housing allowance, leisure events and the my council campaign.

6. Resource Implications

Resources have been made available to deliver the programme. External funding is sought wherever possible to support partnership activity.

As outlined above, funding for refuse freighter panel advertisements needs to be made available from relevant departmental budgets.

7. Recommendation

Members are **recommended** to note the report.