

## Publicity Plan September – December 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 positive work in the Borough and with partners
Strategy and Performance (Planning policy) and Planning and Environment (Development Control)	Receipt of Gedling Colliery Planning applications (one for the development site and one for the Gedling Access Road)	August onwards	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Website</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.
Strategy and Performance (Housing Strategy)	Domestic Violence Campaign	Oct-Jan	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• Website</li> <li>• Contacts</li> <li>• DV leaflet (timing tbc)</li> </ul>	To raise awareness of the campaign and support services available to people across the Borough.
Strategy and Performance (Planning policy)	Adoption of Top Wighay Farm Development Brief	November	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Website</li> <li>• Press release</li> </ul>	To raise awareness of the planning applications and ensure the public is up-to-date with information.
Strategy and Performance (Planning policy)	Response to Regional Spatial Strategy	October	<ul style="list-style-type: none"> <li>• Website</li> <li>• Press release</li> </ul>	To raise awareness of the strategy and ensure the public is up-to-date with information.

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Strategy and Performance (Planning policy)	Final Version of Greater Nottingham Strategic Flood Risk Assessment – Including technical briefing note	Date TBC	<ul style="list-style-type: none"> <li>• Website</li> <li>• Press release</li> </ul>	To raise awareness of the assessment and ensure the public is up-to-date with information.
Strategy and Performance (Planning policy)	Revised local development scheme	December	<ul style="list-style-type: none"> <li>• Website</li> <li>• Press release</li> </ul>	To raise awareness of the scheme and ensure the public is up-to-date with information.
Strategy and Performance	my council Campaign	ongoing	<ul style="list-style-type: none"> <li>• Gen</li> <li>• Contacts</li> <li>• Posters</li> <li>• Display material, including portable banners</li> <li>• Refuse freighters</li> </ul>	To raise awareness of the council and its services
Strategy and Performance (Partnership)	Community Strategy Consultation	October	<ul style="list-style-type: none"> <li>• Website</li> <li>• Press release</li> </ul>	<p>To inform the public and maximise participation in the consultation.</p> <p>To invite feedback on the contents of the Strategy, its aims and objectives and the priorities identified.</p>
Strategy and Performance (Housing policy)	Housing Strategy Consultation	October	<ul style="list-style-type: none"> <li>• Website</li> <li>• Press release</li> </ul>	<p>To inform the public and maximise participation in the consultation.</p> <p>To invite feedback on the</p>

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				contents of the Strategy, its aims and objectives and the priorities identified.
Corporate Services	Transfer of Planning and Environment first line contacts to the contact centre and Launch of new telephone numbers	December	<ul style="list-style-type: none"> <li>• Contacts articles and change numbers</li> <li>• Press release</li> <li>• Start to change contact numbers in BT advert and on website etc</li> <li>• Gen for internal awareness</li> <li>• Posters required internally and externally</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
Planning and Environment (Food Safety)	Food business 'Scores on the Doors' scheme	Date TBC	<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
Planning and Environment (Food Safety)	Christmas public health message focusing on festive catering.		<ul style="list-style-type: none"> <li>• Website</li> <li>• Press release</li> <li>• Contacts</li> </ul>	Raise awareness on public health issues around catering over the festive season.
Democratic &	Promoting neighbourhood	Ongoing	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Promote the neighbourhood

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Community Services (Neighbourhoods)	working		<ul style="list-style-type: none"> <li>• Website</li> <li>• Gen</li> </ul>	working programme and raise awareness of the team and member involvement.
Democratic & Community Services (Legal)	Model Publication Scheme New web page detailing all available council publications	End Dec – early Jan	<ul style="list-style-type: none"> <li>• Website</li> <li>• Contacts (next March)</li> </ul>	To raise awareness among public of the new publication scheme.
Finance	Fraud prosecutions	Ongoing	<ul style="list-style-type: none"> <li>• Press Releases</li> </ul>	Increase residents' awareness of successful prosecutions
Finance	Changes to Benefit Legislation including the introduction of ESA and disregarding child maintenance.	October	<ul style="list-style-type: none"> <li>• Contacts</li> </ul>	To advise customers of changes which could affect their entitlement to Housing Benefit / Council Tax Benefits.
Finance	Changes to the way customers can claim Housing Benefits / Council Tax Benefits via the pension service and a visiting service offering financial health checks.	October	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• website</li> <li>• Freighter advertising (6 panels to promote visiting service)</li> </ul>	To inform the public of any changes that affect them and to promote benefit take up.
Revenues	Local Housing Allowance	Ongoing	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Joint radio advertising with other authorities being investigated</li> <li>• Possible freighter advertising on council fleet</li> </ul>	To raise awareness to local residents.

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Housing Services	Housing Stock transfer	November	<ul style="list-style-type: none"> <li>• Contacts feature</li> <li>• Website</li> <li>• Press release</li> <li>• Gen</li> <li>• Launch event</li> </ul>	Keep residents up to date with news and transfer details.
Leisure (Carlton Forum)	Promote activities ranging from Tai Chi, to toddlers gymnastics and hula classes	ongoing	<ul style="list-style-type: none"> <li>• Website update</li> <li>• Contacts –what’s on</li> </ul>	Increase public awareness of activities at centre and encourage attendance.
Leisure (Richard Herrod Leisure Centre)	Christmas Boogie Night	Dates are: 5, 6, 12, 13, 19, 20 December	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Website</li> <li>• Press release</li> </ul>	To encourage attendance and public awareness.
Leisure (Richard Herrod Leisure Centre)	New Membership Package	August onwards	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Website</li> <li>• Press release</li> <li>• Refuse freighter ads</li> </ul>	Promote healthy lifestyle and increase membership.
Leisure (Richard Herrod Leisure Centre)	Christmas Eve and New Year’s Eve parties	November	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Website</li> <li>• Press release</li> </ul>	To promote and increase attendance at the event.
Leisure Services	Junior Rangers	Ongoing	<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 Services	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 Services	<b>DNA promotion</b> - the	Ongoing	<ul style="list-style-type: none"> <li>• Contacts</li> </ul>	Raise awareness and increase

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	Leisure Centres will be running 1 DNA promotion per month.		<ul style="list-style-type: none"> <li>• Press releases</li> <li>• Posters in centres</li> <li>• Refuse freighter ads</li> </ul>	participation of DNA
Leisure Services	Theatre / Cinema events	Ongoing	<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	<b>Activity Friends</b> Befriending and mentoring programme to increase 50+ age group in physical activity	Ongoing	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	Recruit mentors and mentees
Leisure Services	<b>Get Going in Gedling</b> Free health walks	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
Leisure Services: Redhill Leisure Centre	Indoor blading sessions	Nov/Dec	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> </ul>	Encourage attendance as well as highlighting the changing lifestyles strategy and our efforts to increase the activity levels of juniors
Leisure Services: Carlton Forum Leisure Centre	Carlton Form gym refurbishment open event	October TBC	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Increase attendance and raise awareness and promote benefits of healthy lifestyle
Leisure Services	Half term children's activities	October 27 - 31	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Website</li> </ul>	Encourage attendance and increase activity levels of juniors
Leisure Services	Update <b>online booking system</b> to have the ability to	TBC	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Website</li> </ul>	Promote the service and reduce the amount of 'no shows' at

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	cancel class bookings			fitness classes
Leisure Services	12 days of fitness promotion	December	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> <li>• Website</li> </ul>	Promote free use of gym, swimming and facilities to increase health and DNA members
Leisure Resources (Andy Bowers)  Helen Houghton  Peter Dooley	<p><b>Introduction of new posts</b> within the leisure resources section and info about their role and what this means for the Borough and the community</p> <ul style="list-style-type: none"> <li>• Sports Development Officer</li> <li>• Club &amp; Volunteer Development Officer*</li> <li>• Community Development Activator*</li> <li>• Healthy Communities Officer</li> <li>• Asst Parks Development Officers</li> </ul>	Autumn	<ul style="list-style-type: none"> <li>• Contacts</li> </ul>	Inform community of the new posts and what this means to them. Promote Sport England CIF Funding for 2 posts* and raise the profile of the section
Leisure Resources (Andy Bowers)	<p><b>Extending Activities programme.</b> Part of the '5 hour offer' to provide young people with an additional 2-3 hours activity with the focus on 'semi-sporty' types. Term</p>	September onwards	TBC	TBC

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	time programmes delivered out of school hours in club and community settings			
Leisure Resources (Andy Bowers)	Arnot Hill Park Bowls Pavilion Launch of new facility	September	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> </ul>	Promote new facility
Leisure Resources (Andy Bowers)	Bigwood School development	TBC	TBC	TBC
Leisure Resources (Natalie Clark)	<b>Play Strategy Update</b> Update on BIG Lottery Funded projects and updates from Gedling Play Partnership on progress of strategy	TBC	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> </ul>	Promote opening/launch of new play areas/ball court
Leisure Resources (Andy Bowers)	Changing Lifestyles update	TBC	TBC	TBC
Leisure Resources (Andy Bowers)	Arts Strategy	Autumn	<ul style="list-style-type: none"> <li>• Contacts</li> </ul>	Informing progress of the consultation process. To get feedback and comments from the community
Leisure Resources (Peter Dooley)	Parks and Open Spaces Strategy	Autumn	<ul style="list-style-type: none"> <li>• Contacts</li> </ul>	Informing progress of the consultation process. To get feedback and comments from the community.
Leisure Resources (Peter Dooley)	Bestwood Recreation Ground	November	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Improved facility back in use.
Leisure Resources	Netherfield Football Pitch	November/	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Progress of new facility



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(Andy Bowers)	Development	December		development and raise the profile.
Leisure Resources (Peter Dooley)	Jackie Bells Recreation Ground	Autumn	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> </ul>	Keeping the community informed of the new development.
Leisure Resources (Peter Dooley)	Salop Street Ball Court	Nov/Dec	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	Promoting opening/launch of new ball court.
Leisure Services	Gedling proms – (start promotion at end of December)	28 February	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• website</li> </ul>	Promoting and increasing attendance at event.
Civic	Festival Remembrance Concert	15 Nov	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Poster</li> <li>• Gen</li> <li>• Programme needed</li> <li>• tickets</li> </ul>	Increase awareness of the role of the Mayor and increase attendance at the event.
Civic	Civic Carol concert	13 Dec	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> <li>• Order of service</li> <li>• Posters</li> <li>• Gen</li> </ul>	Increase awareness of the role of the Mayor and increase attendance at the event.
Civic	Mayor's Charity Evening	Date TBC	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Contacts</li> <li>• Tickets</li> <li>• Posters</li> <li>• Gen</li> </ul>	Increase awareness of role of the Mayor and forthcoming events
Democratic and	Scrutiny Update	November/	<ul style="list-style-type: none"> <li>• Contacts</li> </ul>	The update residents of news

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Community Services		December	<ul style="list-style-type: none"> <li>• Website</li> </ul>	from the scrutiny committee.

### **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 inter-generational understanding.
Democratic & Community Services (Dave Jayne)	Newstead CAST Youth Centre opening	End Sept/ Start Oct	<ul style="list-style-type: none"> <li>• Press releases (Chad, Nep, Hucknall Dispatch)</li> <li>• Contacts</li> </ul>	Raise profile of a partnership funded youth centre and to increase participation and raise positive profile of young people in Newstead.
Gedling Leisure in partnership with Surestart	Brickyard Community Centre: Surestart Stay and Play	3 Sept onwards	<ul style="list-style-type: none"> <li>• Press release</li> </ul>	To increase residents' participation in the programme and increase understanding and health for new mothers and children.
Democratic & Community Services and Leisure Services (Area Based Initiative) in partnership with HEAT	Brickyard Community Centre events	Ongoing	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Press release</li> </ul>	To increase residents' participation in activities and programmes provided by the Council and partners at the venue.

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Democratic & Community Services and Leisure Services (Area Based Initiative) in partnership with HEAT and Notts CC – Main Contact Sarah Dunn	Brickyard Community Centre: Christmas Craft Market	30 November	<ul style="list-style-type: none"> <li>• Contacts</li> <li>• Gen</li> <li>• Press Release</li> </ul>	Help to increase attendance at the centre and raise awareness of HEAT and the work they are engaged in within the community.
Democratic & Community Services (Neighbourhoods) Dave Jayne	Gedling Week of Action	Autumn	<ul style="list-style-type: none"> <li>• Gen</li> <li>• Press Releases</li> <li>• Contacts</li> <li>• Website</li> </ul>	Promote the week and the sustainable involvement agenda. Linked to council and partnership strategy. Seeks to encourage awareness and involvement including in a community event.
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	regular updates	<ul style="list-style-type: none"> <li>• Column in Gen for Peter Murdock</li> </ul>	Inform employees of council change agenda.
Transformation Programme	ongoing	<ul style="list-style-type: none"> <li>• Monthly features and updates in Gen</li> <li>• intranet</li> </ul>	To involve and inform members and employees in the transformation programme.

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Accommodation Changes	Ongoing	<ul style="list-style-type: none"> <li>• Gen</li> </ul>	To inform members and employees of any accommodation changes
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.
Best Council Competition results Customer Services & Organisational Development	September	<ul style="list-style-type: none"> <li>• Gen</li> <li>• intranet</li> </ul>	Feedback the results to employees.
Staff Briefing sessions	25/27 Nov and 3 Dec	<ul style="list-style-type: none"> <li>• Gen</li> <li>• Intranet</li> <li>• Posters</li> </ul>	Raise awareness and inform employees and encourage attendance at sessions.
Employee Conference	November	<ul style="list-style-type: none"> <li>• Gen</li> <li>• Intranet</li> </ul>	Raise awareness and inform employees.
Culture and Sport Improvement Toolkit Self-assessment. Assessment of Leisure Services to identify strengths and improvements. Leisure Resources (Natalie Clark)	Validation of process - end Sept.  Report - early Nov	<ul style="list-style-type: none"> <li>• Gen</li> </ul>	Inform other departments of the process Leisure has been through to improve the service for employees, partners (internal & external) and stakeholders.
What's On events	Monthly	<ul style="list-style-type: none"> <li>• Gen</li> <li>• intranet</li> </ul>	Raise awareness of Council's and partners' events