

Publicity Plan January – April 2009

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 & Performance	Community Strategy	April	<ul style="list-style-type: none"> • Contacts • Press Release • Gen • Website • Intranet 	To inform about the new Vision 2026 for the borough and how we are going to deliver it. To promote attendance at launch event (if it goes ahead).
Strategy and Performance	Council's priorities and Mission	Ongoing	<ul style="list-style-type: none"> • Include in press releases 	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)	Gedling Colliery Planning applications (one for the development site and one for the Gedling Access Road)	Ongoing	<ul style="list-style-type: none"> • Contacts • Website • Press releases • And other forms of communications to be confirmed 	To raise awareness of the planning applications and ensure the public is up-to-date with information.
Strategy and Performance (Planning policy)	Core Strategy Consultation Leaflets	Spring	<ul style="list-style-type: none"> • Contacts 	To be written in very 'accessible' language, explaining why we 'abandoned' progress on our GBC specific core strategy and to seek engagement on aligned process.

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Strategy and Performance (Domestic Violence)	Domestic Violence and Crime stoppers	Spring	<ul style="list-style-type: none"> • Contacts 	To raise awareness of domestic abuse and provide information on the support services available
Strategy and Performance (Domestic Violence)	Domestic Violence website page	Spring	<ul style="list-style-type: none"> • Website 	To raise awareness of domestic abuse and provide information on the support services available
Strategy and Performance	Beating the recession	Ongoing	<ul style="list-style-type: none"> • Website • Contacts 	To advise and support residents and businesses on where to find with practical advice on dealing with economic recession
Strategy and Performance	Gedling Business Forum	Ongoing	<ul style="list-style-type: none"> • Contacts • Press releases 	To promote the work of the Gedling Business Forum, specifically the work it is doing to help local businesses handle the recession
Planning and Environment	Anti social behaviour successes	Ongoing	<ul style="list-style-type: none"> • Press releases 	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 (Neighbourhoods)	Promoting neighbourhood working	Ongoing	<ul style="list-style-type: none"> • Press release • Website • Gen 	Promote the neighbourhood working programme and raise awareness of the team and member involvement.

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Finance	Fraud prosecutions	Date TBC & ongoing	<ul style="list-style-type: none"> • Press Releases 	Increase residents' awareness of successful prosecutions.
Leisure Services	Junior Rangers	Ongoing	<ul style="list-style-type: none"> • Press Release • Contacts 	Promote work of rangers and publicise the new young team.
Leisure Services	DNA promotion – three months free membership	January	<ul style="list-style-type: none"> • Contacts • Press releases • Posters in centres • Refuse freighter ads 	Raise awareness and increase participation of DNA and to increase participation and encourage more people to take part and become active.
Leisure Services	Theatre / Cinema events	Ongoing	<ul style="list-style-type: none"> • Contacts • Intranet • Website 	Encourage users to the Theatre and new Cinema.
Leisure Services	Activity Friends Befriending and mentoring programme to increase 50+ age group in physical activity	Ongoing	<ul style="list-style-type: none"> • Press release • Contacts 	Recruit mentors and mentees and to increase participation and encourage more people to take part and become active.
Leisure Services	Get active week for over 50's	April	<ul style="list-style-type: none"> • Press release • Contacts • Poster in centres 	Raise awareness and encourage attendance and to increase participation and encourage more older people to take part and become active.
Leisure Services	Get Going in Gedling Free health walks	Ongoing	<ul style="list-style-type: none"> • Press release 	To increase participation and encourage more people to take part and become active.

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Leisure Services	Moving More Often	Ongoing	<ul style="list-style-type: none"> • Press release 	To increase participation and encourage more people to take part and become active.
Leisure Services	Carlton Forum – Open Day	25 Jan	<ul style="list-style-type: none"> • Press release • Contacts 	To promote event and increase attendance
Leisure Services	Richard Herrod Saturday night entertainment	Ongoing	<ul style="list-style-type: none"> • Website • Contacts • Press release • Advertising 	To promote event and increase participation
Leisure Services	Richard Herrod February show night	February	<ul style="list-style-type: none"> • Press release • Advertising 	To promote event and increase participation
Leisure Resources	Play Strategy Update Update on BIG Lottery Funded projects and updates from Gedling Play Partnership on progress of strategy	TBC	<ul style="list-style-type: none"> • Contacts • Press release 	Promote opening/launch of new play areas/ball court. To inform residents of the updates.
Direct Services (Waste and Recycling)	Green Bins	Ongoing	<ul style="list-style-type: none"> • Website • Contacts • Stickers (funding permitting) 	To remind residents of the contaminations of green bins and aim to reduce it further.
Direct Services (Waste and Recycling)	Trade Waste Recycling	Ongoing	<ul style="list-style-type: none"> • Website • Mail drop • Contacts • Agrippa advert on trade vehicles 	To raise awareness of the introduction and increase participation.

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Democratic & Community Services (Legal)	Model Publication Scheme New web page detailing all available council publications	January	<ul style="list-style-type: none"> • Website • Contacts • Intranet • Gen 	To raise awareness among public of the new publication scheme.
Democratic and Community Services (Neighbourhoods)	Pathways out of Offending	January	<ul style="list-style-type: none"> • Press Release • Contacts 	To promote South Nottinghamshire's work about reducing offending
Democratic and Community Services (Neighbourhoods)	Graffiti Arts Project	Jan/Feb	<ul style="list-style-type: none"> • Press Release • Contacts 	Raise the profile of young people in Netherfield and to promote their artwork.
Democratic and Community Services (Neighbourhoods)	Strategic Action Plan for South Notts CSP	Jan/Feb	<ul style="list-style-type: none"> • Press Release • Contacts 	To inform the public of the new local delivery plans and raise awareness.
Leisure Services (Arts Strategy & Development)	Chinese New Year Project	19-24 Jan	<ul style="list-style-type: none"> • Press Release • Gen • Website • Contact (post event pics) 	Promote the event and activities for school children and families to get involved.
Leisure Services (Arts Strategy & Development)	The Force/Culcha Street Dance Group- 'Episodes'	February	<ul style="list-style-type: none"> • Press Release • Gen • Contacts 	Increase participation of young people and to promote County Youth Dance Platform.

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Leisure Services (Arts Strategy & Development)	Arts Partnership Nottingham	March	<ul style="list-style-type: none"> • Contacts 	To celebrate the work of people using the arts to address issues around health and well being and promote an exhibition.
Leisure Services (Arts Strategy & Development)	Arts Strategy	Spring	<ul style="list-style-type: none"> • Contacts 	Raise awareness and profile and provide information on plans and priorities for arts development .
Civic	Charity Civic Dinner	6 March	<ul style="list-style-type: none"> • Website • Press Release • Gen • Intranet 	Promote the event to increase awareness and attendance.
Civic	Civic Charity Swing Evening	21 March	<ul style="list-style-type: none"> • Website • Press Release • Gen • Intranet 	Promote the event to increase awareness and attendance
Civic	Mayor's charity evening - Opera Dudes	30 January	<ul style="list-style-type: none"> • Website • Press Release • Gen • Intranet 	Promote the event to increase awareness and attendance

Partnership Projects/ Publicity Assistance for Partners

Agency	Subject	Timing	Publicity	Aim
Gedling Partnership	Focus on Youth	Ongoing	Ongoing publicity plan – to include joint publicity about a range of activities. To include: <ul style="list-style-type: none"> • Contacts • Press releases 	Raise profile of youth positively and increase inter-generational understanding.
Democratic & Community Services (Gedling Partnership)	Updates on Area Based Initiatives and their successes	Ongoing	<ul style="list-style-type: none"> • Contacts • Press releases • Newsletters (produced by residents) 	To promote the work of the Council and partners around Area Based Initiatives, and community cohesion.
Gedling Partnership	Gedling Health & Well Being Fund	Ongoing	<ul style="list-style-type: none"> • Press Release • Gen • Website • Intranet • Contacts 	To raise awareness of the health projects funded through Gedling Partnership.

INTERNAL PUBLICITY

Key Projects	Timing	Publicity	Aims
Senior Management Priorities	Regular updates	<ul style="list-style-type: none"> • Column in Gen for Peter Murdock 	Inform employees of council change agenda and other important council information.
What's On events	Monthly	<ul style="list-style-type: none"> • Gen • intranet 	Raise awareness of Council's and partners' events
Customer Services	February	<ul style="list-style-type: none"> • Gen • Intranet 	Identify and explain the new method of equalities and diversity training being implemented

Key Projects	Timing	Publicity	Aims
Legal	January	<ul style="list-style-type: none"> • Intranet • Gen 	Publicise the Model Publication Scheme so staff are aware that it has been introduced and briefly what it is.
Leisure services – staff rewards for DNA nominations	February	<ul style="list-style-type: none"> • Intranet • Gen 	To increase sign up of DNA membership
Customer Services Promotion of Gay History Month (exhibition up in foyer 9-13 Feb)	February	<ul style="list-style-type: none"> • Intranet • Gen 	To raise awareness and link to the council's equalities agenda
Corporate Equality Group - Equality Group & the importance of the equality work	February	<ul style="list-style-type: none"> • Gen • Intranet 	To raise staff awareness about the members of the group, the role of the group, the six equality strands the importance of all staff and Members involvement.
Corporate Equality Group - LGBT group week	February	<ul style="list-style-type: none"> • Display • Intranet • Internet 	To raise awareness of the Lesbian, Gay Bisexual Transgender (LGBT) group. Explain six strands and hate crime (homophobia) and put emphasis on Neighbourhoods team's work
Corporate Equality Group - Case study	February onwards	<ul style="list-style-type: none"> • Gen • Possibly intranet 	To awareness of the six strands.
Corporate Equality Group – Equality Impact Assessment, Glossary, state of the Borough	March	<ul style="list-style-type: none"> • Intranet 	Identify and explain the new method of equalities and diversity
Customer Services Information about the new shape of the Customer Services Department to confirm roles	March/April	<ul style="list-style-type: none"> • Intranet • Gen 	To raise awareness among staff and members