

Forward Communications Plan August - December 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 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 (Strategic Housing)	Public Realm Works	December – March	<ul style="list-style-type: none"> • Press release • Website 	To promote the work carried out across the borough and encourage communities to suggest ideas for work in their area.
Strategy and Performance (Strategic Housing)	Housing Strategy	November	<ul style="list-style-type: none"> • Website 	To raise awareness of the strategy. The strategy will also be made available to read online.
Strategy and Performance (Strategic Housing)	Affordable Housing	Ongoing	<ul style="list-style-type: none"> • Press release • Contacts 	To raise the profile of affordable housing schemes.
Strategy and Performance (Planning Policy)	Issues & Options report consultation feedback	September – December	<ul style="list-style-type: none"> • Contacts 	To feedback on the results of the consultation.

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Strategy and Performance (Planning Policy)	Preferred opinions consultation	November – January 2010	<ul style="list-style-type: none"> • Contacts • Intranet • Website 	To raise awareness and encourage people to take part in the consultation.
Strategy & Performance (Planning policy) & Planning & 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 	To raise awareness of the planning applications and ensure the public is up-to-date with information.
Customer Services and Organisational Development (Housing needs)	Promote Housing Needs function - the initiatives funded by Communities and Local Government.	Nov	<ul style="list-style-type: none"> • Contacts 	To raise awareness and assist those facing financial crisis affecting their housing (mortgage rescue and associated schemes).
Customer Services and Organisational Development (Housing needs)	Warden assisted accommodation	Nov	<ul style="list-style-type: none"> • Contacts 	To encourage housing applications from borough residents wanting to access warden assisted accommodation,
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
Planning and Environment	Duty of care regulations regarding household waste	Nov	<ul style="list-style-type: none"> • Contacts 	To raise awareness and remind householders not to employ unlicensed waste carries – to

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				reduce fly tipping.
Planning and Environment	Dog fouling awareness campaign in Netherfield.	Nov	<ul style="list-style-type: none"> • Contacts 	To raise awareness and reduce the problems of dog fouling in and around parts of the borough.
Planning and Environment	Arnold Shop Watch scheme	Nov	<ul style="list-style-type: none"> • Contacts 	To raise awareness and promote the success of the shop watch scheme – and help reduce the fear of crime.
Planning and Environment	Consultation for renewing the Gedling Gambling Statement in December	July - Dec	<ul style="list-style-type: none"> • Contacts 	To promote formal consultation period over 12 weeks before the statement is renewed.
Planning and Environment	Littering campaign across the borough	September	<ul style="list-style-type: none"> • Contacts 	Encourage people to report littering and raise awareness of problems caused/cost of littering.
Planning and Environment	Scores on the Doors consultation	September - Dec	<ul style="list-style-type: none"> • Contacts • Website 	To encourage people to take part in the consultation. Increase public awareness of the scheme and encourage more businesses to be involved and help improve hygiene standards.
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.
Democratic & Community Services	Employment Week of Action in Killisick	Nov-Dec (TBC)	<ul style="list-style-type: none"> • Contacts • Press releases 	To raise awareness of the event which aims to assist people back into employment.

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(Neighbourhoods)				
Finance	Fraud prosecutions	Ongoing	<ul style="list-style-type: none"> • Press Releases 	Increase residents' awareness of successful prosecutions.
Leisure Services	Gedling Play Day	12 August	<ul style="list-style-type: none"> • Press release • Website • Posters • Intranet • Contacts • GEN 	To promote event before and after and increase attendance.
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	DNA promotions including Refer a friend and a January promotion	Oct - Jan	<ul style="list-style-type: none"> • Press releases • Contacts • Website 	To promote the benefits of the scheme and increase membership.
Leisure Services	Gedling Show	5-6 September	<ul style="list-style-type: none"> • Press release • Contacts • GEN • Website • Posters 	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 • Intranet 	To promote event and increase participation.
Leisure (Richard	Christmas Eve and New	November	<ul style="list-style-type: none"> • Contacts 	To promote and increase

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Herrod Leisure Centre)	Year's Eve parties		<ul style="list-style-type: none"> • Website • Press release 	attendance at the event.
Leisure Services (Bonington Theatre)	Bonington Theatre open day	13 September	<ul style="list-style-type: none"> • Press release • Website • GEN • Intranet 	To promote event and increase awareness of, and participation at the theatre.
Leisure	Young Persons Positive Moves (YPPM) – an Allotment Pilot called “Get Growing in Gedling”	September	<ul style="list-style-type: none"> • Contacts • Website • Press release 	To encourage young people to plant and grow their own healthier food and then cook it. Promoting health and fitness in the borough.
Leisure	Moving More Often training programme	TBC	<ul style="list-style-type: none"> • Contacts • Website • Press release 	To promote event and increase participation.
Leisure	Activity Friends	Ongoing	<ul style="list-style-type: none"> • Contacts • Website • Press release 	To promote the activities and increase participation.
Leisure (community Centres)	Community centres' Activity programme	Ongoing	<ul style="list-style-type: none"> • Contacts • Website • Press as necessary 	To raise profile of community centres, the range of activities and to promote accessibility to all.
Leisure	Get Going in Gedling – new leader courses and Sure Start buggy walks	Ongoing	<ul style="list-style-type: none"> • Contacts • Website • Press release 	To raise awareness and increase participation, and promote health and fitness.
Leisure	Summer sports at parks across the borough	August	<ul style="list-style-type: none"> • Website • Press release 	To promote the activities and increase participation.
Leisure	New Athletics Club at Arnot Hill School	21 September	<ul style="list-style-type: none"> • Press release • Website 	To promote club and increase participation and partnership working with the council.

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			<ul style="list-style-type: none"> • GEN 	
Leisure	Sports Forum Awards at Wheldon school	26 November	<ul style="list-style-type: none"> • Contacts • Press release • Website 	To promote event and celebrate sporting successes.
Leisure	Huffers and Puffers	August – December	<ul style="list-style-type: none"> • Contacts • Press release • Website 	Raise profile and promote the success of the project.
Leisure	Active parents	August – December	<ul style="list-style-type: none"> • Contacts • Press release • Website 	To promote the project and increase participation.
Leisure	Goals project at Carlton Forum Leisure Centre	Ongoing	<ul style="list-style-type: none"> • Contacts • Press release • Website 	To promote the success of the project and increase participation.
Leisure	Change of opening times at Calverton Leisure centre	Aug/Sept	<ul style="list-style-type: none"> • Press release • Website • Contacts 	To inform the public of the new times.
Leisure	Sports development DVD	September - November	<ul style="list-style-type: none"> • TBC 	To promote the launch of the DVD.
Leisure	Sports unlimited	September – December	<ul style="list-style-type: none"> • Contacts • Press release • Website 	Promote the new activities and celebrate the programmes taking place.
Leisure	Library for Sports Clubs at Arnold Library	24 September	<ul style="list-style-type: none"> • Press release • Website 	Promote the launch event.
Leisure	Gedling Athlete Development Academy	September	<ul style="list-style-type: none"> • Press release • Contacts 	Raise the profile of the new scheme.
Leisure	Grant Finder scheme	Ongoing	<ul style="list-style-type: none"> • Contacts 	Promote the availability of the

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(Resources)			<ul style="list-style-type: none"> • Press release • Website 	scheme to local sports clubs and promote successes from the scheme.
Leisure	Coach Education courses	TBC	<ul style="list-style-type: none"> • Contacts • Press release • Website 	To encourage participation in the courses.
Leisure	Coach scholarship	TBC	<ul style="list-style-type: none"> • Contacts • Press release • Website 	Raise the profile of the scheme and encourage participation in the courses.
Leisure	Bonington Theatre volunteering project	April 2010	<ul style="list-style-type: none"> • Contacts • Press release • Website 	To promote the project and increase participation.
Leisure	Lace City Chorus international competition	20-26 October	<ul style="list-style-type: none"> • Contacts • Press release • Website • GEN 	To show support for the group who are representing Gedling at the national completion.
Leisure	First steps into dance festival	19 November	<ul style="list-style-type: none"> • Contacts • Press release • Website • GEN 	To promote the project and increase participation.
Leisure	Open spaces strategy consultation	September – October	<ul style="list-style-type: none"> • Contacts • Website • Press release 	Encourage people to take part in the consultation.
Leisure	Leisure facilities strategy	November	<ul style="list-style-type: none"> • Contacts • GEN • Press release 	To raise awareness and inform people of the results of the strategy.

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Leisure	Open spaces strategy report	April 2010	<ul style="list-style-type: none"> • Contacts • Website • Press release • GEN 	Inform people of the results of the strategy.
Leisure	Queens Bower consultation and design	August	<ul style="list-style-type: none"> • Contacts • Website • Press release 	Encourage people to take part in the consultation.
Leisure	King George play area consultation	September	<ul style="list-style-type: none"> • Contacts • Website • Press release 	Encourage people to take part in the consultation.
Leisure	Park Ranger events: Halloween Bird boxing Easter activities	October Jan/Feb 2010 April 2010	<ul style="list-style-type: none"> • Contacts • Website • Press release • GEN 	To promote events and increase participation and raise awareness of the work of the Park Rangers.
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	Trade Waste Recycling	Ongoing	<ul style="list-style-type: none"> • Website • Mail drop 	To raise awareness of the introduction of the new service

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Recycling)			<ul style="list-style-type: none"> • Contacts • Agrippa advert on trade vehicles 	and increase participation.
Direct Services	30 minutes of free Car Parking in the run up to Christmas	Oct - Dec	<ul style="list-style-type: none"> • Contacts • Website • Press releases • posters 	To inform residents/shoppers and businesses about the new charges and the free period in the run up to Christmas and explain how it will work.
Direct Services	Bank holiday bin collections (August and Christmas)	Aug and Dec	<ul style="list-style-type: none"> • Press release • Contacts • Waste leaflet (TBC) 	To inform residents of the new collection dates over the bank holiday periods to ensure bins are not missed.
Direct Services	End of weekly summer bin collections	18 Sept	<ul style="list-style-type: none"> • Press release 	To inform residents of the changes to the bin collections.
Civic	Festival Remembrance Concert	14 Nov	<ul style="list-style-type: none"> • Press release • Poster • GEN • Programme needed • tickets 	Increase awareness of the role of the Mayor and increase attendance at the event.
Civic	Civic Carol concert	12 Dec	<ul style="list-style-type: none"> • Contacts • Press release • Order of service • Posters • GEN 	Increase awareness of the role of the Mayor and increase attendance at the event.
Civic	Mayor's Community Achievement Awards	December	<ul style="list-style-type: none"> • Contacts • Press release • Intranet 	Encourage community nominations for awards, and celebrate community

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			<ul style="list-style-type: none"> Website 	achievements.

Partnership Projects/ Publicity Assistance for Partners

Agency	Subject	Timing	Publicity	Aim
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 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.
Countdown to paperless pay slips	July-Sept	<ul style="list-style-type: none"> GEN Intranet 	Remind computer based employees of the new Myview system.
Who's who in personnel	August	<ul style="list-style-type: none"> GEN 	Raise awareness of the personnel tram
Staff Briefing sessions	October	<ul style="list-style-type: none"> GEN Intranet Posters 	Encourage attendance and report and the outcomes of the event.

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Employee Conference	November	<ul style="list-style-type: none"> • GEN • Intranet • Posters 	Encourage attendance and report and the outcomes of the event.
New performance reports from covalent system	ongoing	<ul style="list-style-type: none"> • GEN • Intranet 	To raise awareness among employees
Employee Training and Development Awards	November	<ul style="list-style-type: none"> • Press release • GEN • Intranet 	Raise the profile of the council's training scheme and celebrate our successes, and commitment to training and development as an organisation.
Employee Recognition Awards	Aug - Oct	<ul style="list-style-type: none"> • GEN • Intranet • posters 	To raise awareness among employees and encourage colleagues to make nominations and to celebrate our successes.