

Forward Communications Plan January - April 2010

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 Media 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	Ongoing	<ul style="list-style-type: none"> • Media release • Website • Contacts 	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)	Publication of the new Housing Strategy.	Feb - March	<ul style="list-style-type: none"> • Website 	To raise awareness of the strategy and inform the public of the housing priorities for the area.
Strategy and Performance (Strategic Housing)	Affordable housing – implementation of Choice based letting scheme.	TBC	<ul style="list-style-type: none"> • Press release • Contacts 	To raise the profile of the scheme before it is launched later next year.
Strategy and Performance (Planning Policy)	Preferred option consultation.	January 2010	<ul style="list-style-type: none"> • Media release • Website 	To raise awareness and encourage people to take part in the consultation.

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Strategy & Performance (Planning policy) & Planning & Environment (Development Control)	Update on the two Gedling Colliery Planning applications (development site & Gedling Access Road)	Ongoing	<ul style="list-style-type: none"> • Contacts • Media releases 	To ensure the public is up-to-date with information on the progress of the scheme.
Housing Needs	Domestic Violence campaign	Spring	<ul style="list-style-type: none"> • Contacts • Media releases 	To promote services available to people.
Planning and Environment	Anti social behaviour successes	Ongoing	<ul style="list-style-type: none"> • Media 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	Spring - date tbc	<ul style="list-style-type: none"> • Contacts 	To raise awareness and remind householders not to employ unlicensed waste carries – to reduce fly tipping.
Planning and Environment	Dog fouling awareness campaign in Netherfield.	Spring - date tbc	<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	Spring - date tbc	<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.

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Planning and Environment with Direct Services	Big Spring Clean campaign - across the borough	Spring – date tbc	<ul style="list-style-type: none"> • Contacts 	Encourage people to report littering and raise awareness of problems caused/cost of littering.
Planning and Environment (Licensing)	Scores on the Doors consultation	<i>Spring - date tbc</i>	<ul style="list-style-type: none"> • Contacts 	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 and Community Services (Scrutiny)	Scrutiny updates	Spring	<ul style="list-style-type: none"> • Contacts 	Inform people about the work of the scrutiny committees.
Democratic & Community Services (Neighbourhoods)	Promoting neighbourhood working Possible updates in Phoenix and Newstead	Ongoing	<ul style="list-style-type: none"> • Media release • Website • Contacts 	Promote the neighbourhood working programme and raise awareness of the team and member involvement.
Democratic & Community Services (Neighbourhoods)	Employment Week of Action in Killisick	Spring - date tbc	<ul style="list-style-type: none"> • Contacts • Media releases 	To raise awareness of the event which aims to assist people back into employment.
Democratic & Community Services (Neighbourhoods)	Update on crime figures jointly with the police	Spring - date tbc	<ul style="list-style-type: none"> • Contacts 	To raise awareness of the work being done in the community to tackle crime and keep people up to date on progress.

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Democratic & Community Services (Neighbourhoods)	Post promotion for the successful Netherfield Healthy Month	Spring	<ul style="list-style-type: none"> • Contacts 	To showcase the successful event held last Summer, and help foster the positive community spirit.
Corporate Services (Revenues and Benefits)	Fraud prosecutions	Ongoing	<ul style="list-style-type: none"> • Contacts • Media Releases 	Increase residents' awareness of successful prosecutions.
Leisure Services	Young Persons Positive Moves (YPPM).	18 weeks – 12 weeks April – July & 6 weeks Sept - Oct	<ul style="list-style-type: none"> • Contacts • Media release • Website • Posters • Intranet • Contacts 	To encourage young people to plant and grow their own healthier food and then cook it. Promoting health and fitness in the borough, especially among young people.
Leisure Services	Theatre events	Ongoing	<ul style="list-style-type: none"> • Contacts • Intranet • Website 	Encourage users to Bonington Theatre.
Leisure Services	DNA promotions	Jan	<ul style="list-style-type: none"> • Media releases • Contacts • Website 	To promote the benefits of the scheme and increase membership.
Leisure Services	Richard Herrod Saturday night entertainment	Ongoing	<ul style="list-style-type: none"> • Website • Contacts – what's on • Media release • Advertising 	To promote event and increase participation.

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Leisure	Moving More Often training programme	Feb - Mar	<ul style="list-style-type: none"> • Contacts • Website • Media release 	To promote event and increase participation.
Leisure	Activity Friends	Ongoing	<ul style="list-style-type: none"> • Contacts • Website • Media release • Consider others for hard to reach areas 	To promote the activities and increase participation.
Leisure (community Centres)	Community centres' Activity programme	Ongoing	<ul style="list-style-type: none"> • Contacts • Website • Media 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 • Media release 	To raise awareness and increase participation, and promote health and fitness.
Leisure	Huffers and Puffers – success of project and award.	flexible	<ul style="list-style-type: none"> • Contacts • Media release • Website 	Raise profile and promote the success of the project.
Leisure	Active parents	Spring	<ul style="list-style-type: none"> • Contacts • Media 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 • Media release • Website 	To promote the success of the project and increase participation.
Leisure	Sports development DVD	tbc	<ul style="list-style-type: none"> • TBC 	To promote the launch of the DVD.

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Leisure	Sports unlimited	Late Jan – early Feb	<ul style="list-style-type: none"> • Contacts • Media release • Website 	Promote the new activities and celebrate the programmes taking place.
Leisure	Volunteering opportunities at Bonington Theatre	April	<ul style="list-style-type: none"> • Contacts • Media release • Website 	Promote opportunities and recruit more volunteers.
Leisure	Gedling Athlete Development Academy	tbc	<ul style="list-style-type: none"> • Media release • Contacts 	Raise the profile of the new scheme.
Leisure (Resources)	Grant Finder scheme	tbc	<ul style="list-style-type: none"> • Contacts • Media release • Website 	Promote the availability of the scheme to local sports clubs and promote successes from the scheme.
Leisure	Coach Education courses	tbc	<ul style="list-style-type: none"> • Contacts • Media release • Website 	To encourage participation in the courses.
Leisure	Coach scholarship	tbc	<ul style="list-style-type: none"> • Contacts • Media release • Website 	Raise the profile of the scheme and encourage participation in the courses.
Leisure	Update on Open Spaces strategy consultation	Spring	<ul style="list-style-type: none"> • Contacts • Website • Media release 	Feedback on the results of the consultation.
Leisure	Church Lane play facility refurbishment	Feb 2010	<ul style="list-style-type: none"> • Contacts • Website • Media release 	To inform the public.

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Leisure	Colwick Play area under 12 equipment refurbishment	Construct in Feb/Mar Open in June	<ul style="list-style-type: none"> • Contacts • Media release 	To inform the public and promote opening/launch of refurbishment.
Direct Services (Waste and Recycling)	Garden waste promotion	Spring	<ul style="list-style-type: none"> • Media release • Contacts 	To promote the use of garden waste and help to reduce the amount of garden waste in household waste bins.
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 of the new service and increase participation.
Direct Services	Car Parking updates	Spring	<ul style="list-style-type: none"> • Contacts • Website • Media releases 	To inform residents/shoppers and businesses of any car parking updates.
Customer Services and Organisational Development	Future Job Fund	Spring	<ul style="list-style-type: none"> • Contacts • Media release 	
Civic	Charity Quiz Night with Pie and Peas	18 Jan	<ul style="list-style-type: none"> • Media release • Poster • GEN 	Increase awareness of the role of the Mayor and increase attendance at the event.
Civic	Charity fashion Show at Mapperley Social Club	2 Feb	<ul style="list-style-type: none"> • Media release • Posters • GEN 	Increase awareness of the role of the Mayor and increase attendance at the event.

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Civic	Charity Barn Dance at Basford Miners Welfare	20 Feb	<ul style="list-style-type: none"> • Media release • Intranet • Website 	Increase awareness of the role of the Mayor and increase attendance at the event.
Civic	Civic Dinner at Goosedale Conference Centre	5 Mar	<ul style="list-style-type: none"> • Media release • Intranet • Website 	Increase awareness of the role of the Mayor and increase attendance at the event.
Civic	Charity Irish Breakfast at the Civic Centre	14 Mar	<ul style="list-style-type: none"> • Media release • Intranet • Website 	Increase awareness of the role of the Mayor and increase attendance at the event.
Civic	Charity Elvis/Las Vegas Evening at Goosedale	24 April	<ul style="list-style-type: none"> • Contacts • Media release • Intranet • Website 	Increase awareness of the role of the Mayor and increase attendance at the event.

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 • Media 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"> • Media release • Website & Intranet • Contacts 	To raise awareness of the health projects funded through Gedling Partnership.

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Gedling Partnership	Faith in Gedling	Jan	<ul style="list-style-type: none"> • Media release • Website & Intranet • Contacts 	To raise awareness of the Equality and Diversity funded through Gedling Partnership.
Gedling Partnership	Gender Event	Feb	<ul style="list-style-type: none"> • Media release • Website & Intranet • Contacts 	To raise awareness of the Equality and Diversity 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 and partner events.
Management Team Briefing sessions	spring	<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