

APPENDIX A - Forward Communications Plan May - November 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 (Strategic Housing)	Public Realm Works update	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)	Affordable housing – implementation of Choice based letting scheme.	June onwards	<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.	TBC	<ul style="list-style-type: none"> • Media release • Website 	To raise awareness and encourage people to take part in the consultation.
Strategy and Performance (Planning Policy)	Appraisal of Linby Conservation Area	July – 6 week consultation	<ul style="list-style-type: none"> • Contacts 	To raise awareness and encourage people to take part in the consultation.
Strategy and Performance (Planning Policy)	Papplewick Conservation Area Appraisal -	Consultation in late Summer/ Autumn.	<ul style="list-style-type: none"> • Contacts 	To raise awareness and encourage people to take part in the consultation.

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Strategy and Performance	Faith in Gedling and Gender events	Post promotion	<ul style="list-style-type: none"> • Contacts 	To raise awareness of the council's equalities agenda.
Housing Strategy	Domestic Violence campaign	Summer	<ul style="list-style-type: none"> • Contacts • Media releases 	To promote services available to people.
Direct Services	Vehicle consortium saves Notts £1.75M	May onwards	<ul style="list-style-type: none"> • Contacts 	To inform people of our efficiencies.
Direct Services	Summer weekly bin service returns	28 June – 17 Sept	<ul style="list-style-type: none"> • Contacts • Press release • Website • leaflets 	To inform people of the bin arrangements.
Planning and Environment	Anti social behaviour successes	Ongoing	<ul style="list-style-type: none"> • Media releases • Contacts 	To raise the profile of positive ASB work and promote the work of the Council and partners.
Planning and Environment	Dog fouling awareness campaign in Netherfield.	Spring – with follow-up later	<ul style="list-style-type: none"> • Contacts 	To update on the campaign and raise awareness and reduce the problems of dog fouling in and around parts of the borough.
Planning and Environment	Arnold Shop Watch scheme	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.
Planning and Environment (Licensing)	Consultation on new licensing policy statement	5 July – 24 September	<ul style="list-style-type: none"> • Contacts 	To promote the consultation and encourage people to have their say

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Planning and Environment with Direct Services	Big Spring Clean campaign - across the borough	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	date tbc	<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.
Planning and Environment (Licensing)	Consulting on new licensing act policy	Summer – date TBC	<ul style="list-style-type: none"> • Contacts 	To encourage people to take part in the consultation. Increase public awareness.
Democratic and Community Services (Scrutiny)	Scrutiny updates	Ongoing	<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.
Corporate Services	Overall financial performance and how we're making progress	July	<ul style="list-style-type: none"> • Contacts • Press release 	To inform members of the public and residents about how we are managing our budgets.
Corporate Services (Revenues and Benefits)	Fraud prosecutions	Ongoing	<ul style="list-style-type: none"> • Contacts • Media Releases 	Increase residents' awareness of successful prosecutions.

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Corporate Services (Revenues and Benefits)	New interactive online claim form for housing benefits	July	<ul style="list-style-type: none"> • Contacts 	Raise awareness of the new scheme.
Customer Services	Updates on newly updated online services and Contact Centre	July	<ul style="list-style-type: none"> • Contacts 	To inform customers about our new online services.
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 	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 (culture and arts)	Funding for the Youth Dance England Pathfinder project over the next 2 years.	July onwards	<ul style="list-style-type: none"> • Contacts 	Promote the work of the dance project in the borough
Leisure (culture and arts)	Promoting a network for creative business in the borough.	July	<ul style="list-style-type: none"> • Contacts 	Encourage more businesses to take part.
Leisure	New and improved swimming lessons and payment options at Carlton Forum	August	<ul style="list-style-type: none"> • Contacts • Website 	Keep people up to date and encourage more young swimmers – linked to the changing lifestyles programme.
Leisure	Shape up for Summer DNA promotion scheme	1 June – 31 July	<ul style="list-style-type: none"> • Contacts • Press release 	Increase awareness and increase gym membership

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Leisure Services	Summer holiday programme	26 July – 3 Sept	<ul style="list-style-type: none"> • Contacts 	To raise awareness and increase attendance at events and promote partnership work.
Leisure	Promote work of park rangers	July	<ul style="list-style-type: none"> • Contacts 	To increase understanding of the role and work of the park rangers and promote their successes and partnership work
Leisure	Gedling Show	5 Sept	<ul style="list-style-type: none"> • Contacts • Website • Press release 	To promote event and ensure attendance
Leisure	Arnold Carnival	19-20 June	<ul style="list-style-type: none"> • Press releases • Website 	To promote event and ensure attendance
Leisure	Colwick Play Day Carlton Play Day Papplewick Play Day Gedling Play Day	22 May 2 June 28 July 11 August	<ul style="list-style-type: none"> • Contacts • Press releases • Website 	To promote event and ensure attendance
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	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	Gedling Athlete Development Academy	tbc	<ul style="list-style-type: none"> • Media release • Contacts 	Raise the profile of the new scheme.

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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 scholarship	tbc	<ul style="list-style-type: none"> • Contacts • Media release • Website 	Raise the profile of the scheme and encourage participation in the courses.
Civic Office	New Mayor and outgoing Mayor	May 12 onwards	<ul style="list-style-type: none"> • Contacts • Press release • Reception boards • website 	To introduce the new Mayor and Deputy and to showcase the outgoing Mayor and charity they have supported over their year in office.
Civic event	Armed Forces – Raise a Flag Day	21 June and 26 June	<ul style="list-style-type: none"> • Contacts (post PR) • Press releases • Website • Intranet 	To celebrate the event and raise awareness of the event and invite members of the public along.

Partnership Projects/ Publicity Assistance for Partners

Agency	Subject	Timing	Publicity	Aim
Friends of Arnot Hill Park and Park Rangers	Recruitment drive and promotion of work in park and funding.	May -July	<ul style="list-style-type: none"> • GEN • Contacts • Press release • 	To increase the number of members on the Committee and to promote the positive partnership work on the park.
Leisure and Gedling Partnership	Pride in Honeywood Summer 2010 Cultural celebration in collaboration with Gedling Partnership	July	<ul style="list-style-type: none"> • Contacts 	To promote events and encourage a sense of local pride in the community.

INTERNAL PUBLICITY

Key Projects	Timing	Publicity	Aims
Senior Management Priorities	ongoing	<ul style="list-style-type: none"> • Column in GEN for Peter Murdock 	Inform employees of council change agenda and other important council information.
Find out Fridays	ongoing	<ul style="list-style-type: none"> • GEN • Intranet 	Promote the events to staff to encourage them to attend and find out about different areas of work across the council.
Health Fair	June	<ul style="list-style-type: none"> • GEN and eGEN alert • Intranet • Posters 	To encourage staff to attend the health fair and encourage a healthier workforce.
Fast4Ward – organisational development strategy	May onwards	<ul style="list-style-type: none"> • GEN • Intranet • Staff briefings 	Update Sections Heads and managers on the council's work post GTYP
What's On events	Monthly	<ul style="list-style-type: none"> • GEN • intranet 	Raise awareness of council and partner events.
Management Team Briefing sessions	June	<ul style="list-style-type: none"> • GEN • Intranet • Posters 	Encourage attendance and report and the outcomes of the event.