

**COMMUNICATIONS AND PUBLIC RELATIONS FORWARD AGENDA PLAN**

Committee: Regulatory and Support Services Committee

Date: 6<sup>th</sup> February 2017

Author: Jo Brooks, Director, Operations

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[R204]

1.0 **ISSUE**

- 1.1 To consider the Council's Communications and Public Relations Service forward agenda plan for February to April 2017.

2.0 **RECOMMENDATIONS**

- 2.1 That the forward agenda plan for the Council's Communications and Public Relations Service for February to April 2017, as per the Appendix attached, be noted.

3.0 **BACKGROUND/OPTIONS**

- 3.1 The Regulatory and Support Services Committee confirmed, at its meeting on 5<sup>th</sup> December 2016, the appointment of Prominent PR to manage and deliver the Council's Communications and Public Relations Service.
- 3.2 At that meeting a request was made for the Committee to receive regular updates on the forward agenda plan for this Service. The updated plan is included as an Appendix to the report.

4.0 **FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT**

- 4.1 There are no additional financial implications associated with this report.
- 4.2 There is no requirement for an Equality Impact Assessment.

5.0 **APPENDICES**

- 5.1 Appendix – 3 Month Forward Agenda Plan

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**Background Documents**

None

**Location**

Room 101  
The Grange  
Ely

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# **EAST CAMBRIDGESHIRE DISTRICT COUNCIL**

## **3 MONTH PLANNER – COMMUNICATIONS\***

**\*This goes alongside the daily ongoing press office management and reactive media enquiries**

<b>Date</b>	<b>Topic</b>	<b>Detail</b>	<b>Lead contact</b>	<b>Additional notes</b>
<b>February 2017</b>				
Throughout the month	Click & Connect	Press release – increase of users in first quarter Ongoing social media	Abi	Annette Wade
Throughout the month	Be like Michael	Artwork to be created – designs sent to costume maker Start of social media Photo of winner to be taken and official launch press release to be written Launch press release sent out First school visit Education pack and diary to be sent to schools Release about Michael touring schools *Try to secure Michael a column in the local press Late Feb – press release announcing schools recycling challenge	Ellen	Jo and Dave to judge winner and designs to be sent to costume maker  Michael toy still to be decided  9 schools signed up  Collateral to be designed for flyers / lorry sides  Ongoing Michael visits to schools

Throughout the month	Meetings with local Councillors to determine newsworthy initiatives in their localities	Initial meetings held in January these will continue into February	Abi & Helen	All Councillors have been emailed and invited to meet with us.
03/02/17	Chairman's reception	Local press and social media		Can we post some photos from the evening on the social media channels?
01/02/17	2 <sup>nd</sup> Consultation on local plan	Reminder press release	Abi	
01/02/17	Planning committee	Tweeting throughout the meeting	Helen	Helen in attendance
w/c 06/02/2017	Ely Guide Launch	Press release and social media		Tracey Harding
17/02/17	Publish delayed register of electors	Press release	Abi	Working with Joan Cox - (delayed as we had a by-election during the canvass period)
Date TBC (potentially March)	Devolution	Official launch of the Combined Authority - event with press	Helen	
23/02/17	Full Council	Tweeting throughout the meeting		
23/02/17	Council Tax	Announcement press release	Abi	Information for ARP due end of Jan/Feb. Council Tax will be determined at full council on 23 <sup>rd</sup> Feb
TBC	Work starting on Ely Leisure Centre	Press release	Abi	Sally Bonnett – waiting on confirmation from Pelikaan
TBC	Proactive piece for trade press regarding planning	- Trade press feature	Abi	Rebecca is on holiday for the first half of the month but we will bring together the detail and check the detail

				with her once she has returned
27/02/17	Warn & Inform		Helen/Abi	attendance
TBC	Positive piece on the construction of the tunnel giving access to the Cinema etc	Press release / social media	TBC	Suggested by Cllr Hunt
<b>March 2017</b>				
Throughout the month	Click & Connect	Ongoing social media Link it to council tax	Abi	Annette Wade
Throughout the month	Be like Michael	Start of campaign to get businesses signed up to scheme Press release on top school recyclers and award ceremony	Ellen	Ongoing Michael visits to schools
01/03/17	Planning committee		Abi	Attendance
06/03/17	Service leads team meeting	To gather comms topics	Helen / Abi	Attendance
Until 23 <sup>rd</sup> March	Combined Authority	Start of campaign to encourage people to vote	Helen	
TBC	Physical Activity Campaign	TBC		Victor Le Grand
TBC	Dementia and mental health training of staff	TBC		Liz Knox
TBC	CLT public consultation end			
<b>23<sup>RD</sup> MARCH</b>	<b>PURDAH</b>	<b>PURDAH</b>	<b>PURDAH</b>	<b>PURDAH</b>
	Publish notice of Combined Authority Mayoral election	Press release	Abi	Working with Joan Cox - No later than Monday 27 March 2017
<b>April 2017</b>				
Throughout the month	Statutory election	Social media / media work		Remember to vote

	messaging			Remember to sign up to vote Etc Non-political messaging
Throughout the month	Be like Michael	Social media School visits Ongoing campaign work	Ellen	
Throughout the month	Click & Connect	Report fly tipping / missed bins Generic messaging	Abi	
Throughout the month	Campaign planning	Use this time to plan some campaigns for the second half of the year: Do your Christmas shopping in Ely Physical Activity Tourism Homelessness	Team	Planning time ready for purdah to be lifted
Throughout the month	Award entries	Use this time to pull together some award entries: MJ Awards LGC Awards	Ellen/Helen	
TBC	Escape Room theme change	Press release and social media		Tracey Harding
05/04/2017	Planning Committee	Tweeting throughout the meeting		
04/04/2017	Deadline for nomination papers	Statement of those nominated by 4pm 5 April		Joan Cox
13/04/2017	Last day to register before the election			Joan Cox
18/04/2017 (5pm)	Deadline to register or change details on			Joan Cox

	postal/proxy vote			
25/04/2017 (5pm)	Deadline for new proxy nominations			Joan Cox
25/04/2017	Publication of notice of poll			Joan Cox
25/04/2017	Full Council	Tweeting throughout the meeting		