

EAST CAMBRIDGESHIRE DISTRICT COUNCIL

3 MONTH PLANNER – COMMUNICATIONS*

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

Timescale	Topic	Platform	Contact
March 2017			
9 th March	Ely Bypass Start of Works ceremony	Social media and support with sharing news	Prominent PR to attend
Throughout the month	Click & Connect	Press release – increase of users in first quarter Ongoing social media Link it to council tax	Service Lead
Throughout the month	Meetings with local Councillors to determine newsworthy initiatives in their localities	Initial meetings held in January these will continue into March and April	Councillors
Early March	Littleport Railway Station car park extension	Press release	Councillor led
1 st March – 11 th April	Independent remuneration panel	Information on members expenses to be reviewed at committee	Committee 11 th April
15 th March	East Cambs Skills Forum launch	Photos, video and press release plus attendance	Service lead and Councillor led
TBC	Update piece on the construction of the tunnel giving access to the Cinema etc	Press release / social media	Councillor led
Throughout the month	Be like Michael	Education pack and diary to be sent to schools *Try to secure Michael a column in the local press Ongoing social media	Director / officer / councillor

6 th March - Until 23 rd March	Combined Authority	Start of campaign to encourage people to vote	
TBC	Physical Activity Campaign	TBC	Officer led
TBC	Dementia and mental health training of staff	TBC	Officer / service lead led
TBC	Update on planning service	Trade press feature	Officer / Councillor
TBC	Assistance with comms around the Minor injuries unit	Support work being done	Clr request
22ND MARCH	PURDAH	PURDAH	PURDAH
No later than Monday 27 March 2017	Publish notice of Combined Authority Mayoral election	Press release	Officer led
27 th March	Michael school visit	Ditton Lodge Primary School – post event release and photos	
March TBC	Leisure Centre ground breaking ceremony		
April 2017			
Throughout the month	Statutory election messaging	Social media / media work	
Throughout the month	Be like Michael	Social media School visits Ongoing campaign work	
Throughout the month	Click & Connect	Report fly tipping / missed bins Generic messaging	
Throughout the month	Campaign planning	Use this time to plan some campaigns for the second half of the year:	Prominent and Service leads
Throughout the month	Media training sessions for Councillors, service leads and SMT	Workshops	Prominent led
Throughout the month	Award entries	Use this time to prepare/submit award entries	

TBC	Escape Room theme change	Press release and social media	Officer led
05/04/2017	Planning Committee	Tweeting throughout the meeting	Prominent attendance
04/04/2017	Deadline for nomination papers	Statement of those nominated by 4pm 5 April	Elections colleagues
13/04/2017	Last day to register before the election		Elections colleagues
18/04/2017 (5pm)	Deadline to register or change details on postal/proxy vote		Elections colleagues
25/04/2017 (5pm)	Deadline for new proxy nominations		Elections colleagues
25/04/2017	Publication of notice of poll		Elections colleagues
25/04/2017	Full Council	Tweeting throughout the meeting	
20/03/17	Devolution	Official launch of the Combined Authority - event with press	
TBC	Financial management successes	feature for trade press?	Cllr suggestion
TBC	CLT work	Local and trade press release and social media	Cllr suggestion
TBC	Lancaster Way	Messaging around econ development / business opportunities / enterprise	Cllr suggestion
TBC	Sake Brewery	Econ Development angle / more expansion inc spa	Cllr suggestion
May			
04/05 – 05/05	County Council Election and Mayoral election		
	Be like Michael	Press release announcing schools recycling challenge Start of campaign to get businesses signed up to scheme Press release on top school recyclers and award ceremony	

PRESS RELEASES / STATEMENTS ISSUED

Number	Date issued	Title
001	6 th January 2017	Local Plan consultation launched
002	23 rd January 2017	Restaurant health kick embraced in Littleport
003	24 th Jan 2017	Lord Protector's Historical Fayre
004	1 st February 2017	Work commences on new leisure centre
005	6 th February 2017	Celebrations as car park given the go ahead
006	7 th February 2017	Ely Visitor guide
007	2 nd February 2017	New polling station announced
008	9 th February 2017	Be like Michael launched
009	15 th February 2017	Local resident awarded for choosing to Click & Connect
010	20 th February 2017	Michael school workshops
011	20 th February 2017	Mepal Outdoor centre statement
012	20 th February 2017	Oliver Cromwell's House hidden gem
013	20 th February 2017	Local Plan last few days
014	22 nd February 2017	Three years of tackling homelessness