

EAST CAMBRIDGESHIRE DISTRICT COUNCIL

3 MONTH PLANNER – COMMUNICATIONS*

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

Date	Topic	Detail	Lead contact	Additional notes
January 2017				
	Click & Connect	Press release – winner of the iPad presentation Press release – increase of users in first quarter Ongoing social media	Abi	Abi to catch up with Annette to confirm dates
	Be like Michael	w/c 9 th January – designs collected w/c 9 th January – winner decided and artwork to be created – designs sent to costume maker w/c 16 th January – start of social media w/c 16 th January – photo of winner to be taken and official launch press release to be written w/c 23 rd Jan – launch press release sent out w/c xx Jan – first school visit	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
31/01	Devolution	Combined Authority meeting 31 st January – press release with ECDC comment	Helen	TBC – can James Palmer be quoted on releases to do with East Cambs and devolution?
	New budgets and service plans	TBC		
11/01	Warn & Inform	HR attending next meeting on 11 th January – to report back	Helen	
	CLT Consultations	TBC		
27/01	Lord Protector’s Historical Fayre	Press release to go out advance and afterwards if we can get photos and stats	Abi	Tracey Harding

	Ely Visitor Guide launch	TBC		Tracey Harding
12/01	2 nd Consultation on local plan	Date of launch 12 th Jan - Press release and social media	Abi	Richard Kay
04/01	Planning committee		Abi	Attendance at committee
	Work starting on Ely Leisure Centre	Press release	Abi	Sally Bonnett
	First anniversary of Littleport Healthy Options and start of Ely Healthy Options	Press release	Abi	Liz Knox
27/01	Anglia Revenue Partnerships self service marketing workshop	Workshop to support the joint workings of ECDC and ARP and how to market the service	Abi	Annette Wade
	Success of Ely Riverside	Press release	Abi	Spencer Clark
	Additional equipment at Ely Country Park	Press release	Abi	Lewis Bage
	Meetings with local Councillors to determine newsworthy initiatives in their localities	TBC	Abi & Helen	All Councillors have been emailed and invited to meet with us – dates TBC
February 2017				
	Click & Connect	Ongoing social media Monitor changes in visitor figures	Abi	Annette Wade
	Be like Michael	w/c 6 th Feb – education pack and diary to be sent to schools w/c 6 th Feb – release about Michael touring schools *Try to secure Michael a column in the local press Late Feb – press release announcing schools recycling challenge	Ellen	Collateral to be designed for flyers / lorry sides Ongoing Michael visits to schools
22/02	Devolution	Official launch of the Combined Authority 22/02 – event with press	Helen	
	Physical Activity Campaign	TBC		Victor Le Grand

	Sake Brewery build update	Update and photos of the build – Kimiko / Noriko to update us on progress	Abi	Darren Hill
	Planning committee		Abi	Attendance
	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
	Council Tax	Possible freeze announcement press release	Abi	
17/02	Publish delayed register of electors	Press release	Abi	Working with Joan Cox - (delayed as we had a by-election during the canvass period)
March 2017				
	Click & Connect	Ongoing social media Link it to council tax	Abi	Annette Wade
	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
	Devolution	Start of campaign to encourage people to vote	Helen	
	Physical Activity Campaign	TBC		Victor Le Grand
	Dementia and mental health training of staff	TBC		Liz Knox
	CLT public consultation end			
	Purdah strategy	Purdah to start end of March – strategy for purdah to be drafted		
	Planning committee		Abi	Attendance
	Publish notice of devolution election	Press release	Abi	Working with Joan Cox - No later than Monday 27 March 2017