

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
22ND MARCH	PURDAH	PURDAH	PURDAH
April 2017			
Throughout the month	Meetings with Service Leads to determine newsworthy initiatives in their departments	Started in March and will continue through April	Officers
1 st March – 11 th April	Independent remuneration panel	Information on members expenses to be reviewed at committee	Committee 11 th April
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
Imminent	Recruitment of physical activity post	Social media	Officer led
TBC	Assistance with comms around the Minor injuries unit	Support work being done	Cllr request
April	Grass cutting season begins – story around rare bushes	Press release / social media	Officer led
TBC	Barton Road build to start very soon (inc the rest of the archaeological dig)	Press release / photo call / social media	Depends on date
Throughout the month	Click & Connect	Report fly tipping / missed bins Generic messaging	
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
13/04/2017	Last day to register before the election	Social media	Elections colleagues
18/04/2017	Be like Michael – Littleport Primary School workshops – featuring Brooke	Post event press release and social media	Officer led
18/04/2017 (5pm)	Deadline to register or change details on postal/proxy vote	Social media	Elections colleagues
26 April 2017	Be like Michael – Showcase at Anglia Ruskin Theatre	Media event and post event press release	Officer led
25/04/2017 (5pm)	Deadline for new proxy nominations	Social media	Elections colleagues
25/04/2017	Publication of notice of poll	Social media	Elections colleagues
25/04/2017	Full Council	Tweeting throughout the meeting	
April TBC	Emergency planning /fire training for staff / mock emergency exercise		Officer led
End of April	Enterprise Zone – end of first year update inc update on e-space?	Press release and social media	Work with LEP and officers/ Cllr suggestion
May			
04/05 – 05/05	County Council Election and Mayoral election		
5th May	End of Purdah		
	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	
After 5 th May	Rural services grant release	Press release and social media	Officer sent info/ Councillor quote
After 5 th May	Customer standards decision at R&SS	Press release	Officer/Councillor led
After 5 th May	Undertake any other councillor meetings outstanding	Continuing from meetings scheduled ahead of Purdah	Councillor
End of May	Financial management successes	Feature for the trade press	Officer led/ Councillor suggestion

End of May	CLT work	Local and trade press release and social media	Councillor suggestion
10 th May	Cinema official opening / underpass and footpath	Media event and photocall	Contractor and member led
8 th May	Mental Health Awareness Week	Social media, internal communications and press release	Officer led
26 th May	Business Breakfast with the LEP	Pre event and post event press release, media invite and social media	Officer/service lead led
Early May	Leisure Centre launch – groundbreaking ceremony	Media event and photocall	
TBC	Update on planning service for MJ	Trade press feature	Officer / Councillor
TBC	Dementia friends and mental health training of staff	TBC	Officer / service lead led
End of May	Skills Forum first meeting	Press release and social media	Officer led
June			
TBC	Ely Country Park Green Flag	Press announcement if successful	
TBC	Sake Brewery	Econ Development angle / more expansion inc spa	Cllr suggestion
	Final 6 week consultation on Local Plan		
July			
Early July	Additions to Ely Country Park	Photo call	Councillor suggestion/Officer led
Summer	Planning piece on Enforcement		
Autumn	Littleport school with joint leisure provision opening		Officer suggestion
September	Heritage Weekend		
September	Council performance report		
September	Sponsorship of the Ely Standard business awards		
September	Accounts published		

September/October TBC	Parish conference		
October	Apple Festival		
October	Ghost Season		
October	Skills Fair		

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
015	2 nd March 2017	Community Hub set to give lifeline
016	13 th March 2017	Waste not want not – waste announcement
017	21 st March 2017	East Cambs Skills Forum launched
018	21 st March 2017	Ely Eel festival
019	21 st March 2017	Underpass statement
020	27 th March 2017	Notice of election
021	27 th March 2017	Michael visits schools
022	29 th March 2017	Foul Folklore
023	31 st March 2017	Easter walks