

Corporate Communications Planning February – July 2006

Planned	Ongoing (monitoring)

Project	Activity	February				March					April					May				June				July			
		30 - 05	06 - 12	13 - 19	20 - 26	27 - 05	06 - 12	13 - 19	20 - 26	27 - 02	03 - 09	10 - 16	17 - 23	24 - 30	01 - 07	08 - 14	15 - 21	22 - 28	29 - 04	05 - 11	12 - 18	19 - 25	26 - 02	03 - 09	10 - 16	17 - 23	24 - 30
• Team briefing	• Consultation with management																										
	• Implementation of team briefings																										
	• Review of team briefings																										
	• Management and support of team briefings																										
	• Core brief																										
• Corporate identity (housestyle)	• Develop and implement corporate identity (housestyle only, not logo!)																										
	• Incorporate new corporate identity into new information resources (housing leaflets, posters, etc.)																										
	• Housestyle guideline handbook written and implemented																										
	• Brand management																										
• Production of information material	• Housing leaflets x 8																										
	• Material new customer service centre																										
	• Key message video for CSC																										

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SKtoday	• Internal management of SKtoday																										
	• Manage distribution																										
TCM Vision	• Advise and support tcm with a communications plan, if requested																										
• Code of recommended practice on local authority publicity	• Design and implement Code of recommended practice on local authority publicity																										
• Corporate communications plan	• Review current communications plan																										
	• Revise and implement new communications plan																										
• LSVT project	• Monitoring the Bridge in corporate advisory role re. LSVT																										
	•																										
• Public relations (Gershon saving)	• Monitor PR function and set up analysis structure																										
	• Promote role of PR internally, incl. managing expectations																										
	• Continuously work towards improving relationships with media through press releases																										
	• Continue research and intelligence function																										

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• Council tax leaflet	• Support and advise SKDC re. new council tax, and align with housestyle (planning to be confirmed)																										
• Community portal strategy	• Review current community portals																										
	• Community portal strategy																										
• Corporate website (to tie in with ICT strategy)	• Review current website																										
	• Devise general strategy																										
	• Implement hate crime/incident reporting procedures online																										
	• Online amateur photography library																										
	• Update pr and communications section																										
• Central photography library (Gershon saving)	• Develop and implement central photography library																										
• Communications unit	• Promote role of communications unit, incl. managing expectations																										
• Awards	• Design awards database																										

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<ul style="list-style-type: none"> Young people's involvement 	<ul style="list-style-type: none"> Establish current situation within SKDC 																										
	<ul style="list-style-type: none"> Structured approach 																										
<ul style="list-style-type: none"> Alternative formats (Gershon saving) 	<ul style="list-style-type: none"> Review alternative formats provided 																										
	<ul style="list-style-type: none"> Pull Crystal Mark, translating/interpreting services and Language Line under communications unit 																										
<ul style="list-style-type: none"> Service Plan 	<ul style="list-style-type: none"> Manage and continuously review service plan 																										
	<ul style="list-style-type: none"> Gateway reviews 																										
	<ul style="list-style-type: none"> Budget management 																										
<ul style="list-style-type: none"> Local government reputation LGA 	<ul style="list-style-type: none"> Explore, sign up and, where possible, implement principles of Local Government Reputation Project into communications plan 																										
<ul style="list-style-type: none"> Skoop 	<ul style="list-style-type: none"> Production, management and distribution of SKoop 																										
<ul style="list-style-type: none"> Moving to cashless office 	<ul style="list-style-type: none"> Advise on appropriate actions to encourage cashless payment 																										
<ul style="list-style-type: none"> Communications & awareness training 	<ul style="list-style-type: none"> Arrange training for appropriate staff 																										

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• Media training	• Arrange training for appropriate staff and members																										
• Introduction twin bins	• Information campaign to residents																										
• Leisure Trust	• To support transfer to Leisure Trust internally/ externally																										
• Budget consultation	• To support budget consultation process Planning still to be agreed																										
• Air pollution project	• Work on a campaign around air pollution together with environmental health																										

Forums, DSPs and working groups

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• E-government working group	• Attend • Action, when required																										
• Customer service centre working group	• Attend • Action, when required																										
• Multicultural forum	• Attend • Action, when required																										
• Communications and Engagement DSP	• Attend • Action, when required																										
• Community DSP	• Attend • Action, when required																										