

Corporate Communications Planning February – July 2006

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
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																										
• 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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		30 - 05	06 - 12	13 - 19	20 - 26	27 - 05	06 - 12
• Young people's involvement	<ul style="list-style-type: none"> Establish current situation within SKDC Structured approach 						
• Alternative formats (Gershon saving)	<ul style="list-style-type: none"> Review alternative formats provided Pull Crystal Mark, translating/interpreting services and Language Line under communications unit 						
• Service Plan	<ul style="list-style-type: none"> Manage and continuously review service plan Gateway reviews Budget management 						
• 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 						
• SKoop	<ul style="list-style-type: none"> Production, management and distribution of SKoop 						
• Moving to cashless office	<ul style="list-style-type: none"> Advise on appropriate actions to encourage cashless payment 						
• Communications & awareness training	<ul style="list-style-type: none"> Arrange training for appropriate staff 						

Project	Activity	February	March	April	May	June	July
• Media training	• Arrange training for appropriate staff and members	30 - 05 06 - 12 13 - 19 20 - 26	27 - 05 06 - 12 13 - 19 20 - 26	03 - 09 10 - 16 17 - 23 24 - 30	01 - 07 08 - 14 15 - 21 22 - 28	05 - 11 12 - 18 19 - 25 26 - 02	03 - 09 10 - 16 17 - 23 24 - 30
• 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

Project	Activity	February	March	April	May	June	July
		30 - 05	06 - 12	13 - 19	20 - 26	27 - 05	06 - 12
• 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						