

Indicative communications campaign action plan 2012 ((please note this is an indicative framework for delivery and monitoring purposes. The content, i.e. the messages, will be identified through the account management system outlined in the strategy).

No.	Message	Outcome	Corporate objective	Key activities	Audience	Channel and level of branding	Frequency	Type of Message	Evaluation
People: <u>East Herts is enhancing the quality of life, health and wellbeing of individuals, families and communities, particularly those who are vulnerable</u>									
1	Sports awards	Nominations for appropriate categories by the deadline	Enhance our local community engagement by working together with our partners such as parish and town councils, for the benefit or our communities	Deadline for nominations	Specialist group (sports enthusiasts and participants)	Facebook	May – August 2012	Topical and event promotion	Nominations received on time
						Twitter	Twice (deadline announcement and reminder)		
						Residents	Mercury feature		
	Positive message of awards promoted	Sports award ceremony – Thursday 19 July	Stakeholders and partners	Residents	Key influencers/community leaders (Herts Sports Partnership)	Once – Leaflet	Good news	Positive coverage of the event in the local media	
					Mercury feature	4 editions			
					Twitter	Weekly update for a month			
Press release					Post event follow up				
Facebook	May – August 2012								
2	Jubilee Celebrations	Promotion of East Herts Council's contribution to the Jubilee celebration	Enhance our local community engagement by working together with our partners such as parish and town councils, for the benefit or our communities	Street parties	Regional Press	Media packs (release, area information and photos) sell in	once	Topical	Positive media coverage
					Residents	Facebook	May – August 2012		
						Twitter	Weekly		
					Local Press	Press release	Twice		

3	3music	Attendance at event	Enhance our local community engagement by working together with our partners such as parish and town councils, for the benefit of our communities	3music final showcase – Saturday 7 July	Specialist group (young people)	Facebook	Active 18 May to 31 July (weekly updates)	Good news Event promotion	Positive media coverage Community engagement in event
		Promotion of East Herts Council's contribution to the event			Residents	Twitter	Fortnightly moving to weekly		
						Youtube	weekly		
						Local Press	Media pack		
					Specialist press (arts)	Media pack – sell in	Once		
4	Olympics Celebrations	Promotion of East Herts Olympic torch relay and related events	Enhance our local community engagement by working together with our partners such as parish and town councils, for the benefit of our communities	Olympic torch relay	Regional press	Media packs	Once	Topical Good News	Positive media coverage Community engagement in event
					Residents	Twitter	weekly		
						Facebook	July - August		
					Local press	Media packs	Once		

Place : East Herts is ensuring that the standard of the built environment is maintained and our towns and villages are safe and clean.

5	We will be unable to water flower beds, so there is a risk people may see flowers dying	The East Herts community understand the restrictions facing the council	Sustain the percentage of residents who are satisfied with our parks and open spaces	N/A	Council tax payers	tbd depending on relevance	tbd depending on relevance	Topical	tbd depending on relevance
6	Vantorts refurbishment opening	Vantorts playground successfully re-launched	Sustain the percentage of residents who are satisfied with our parks and open spaces	Official opening to be w/c 4 June	Specialist group (families)	Mumsnet (local)	Once	Service message	Successful re-launch
					Specialist group (young people)	Facebook	25 May – 29 June		Positive media coverage

					Local press and community groups	Official press launch/ media packs	Once with follow up		
					Residents	twitter	Twice		
					Parish Councils	Press release	Once		
7	CSP	tbd	tbd	tbd	tbd	tbd	tbd	Reputation management	tbd
8	Get Park Active	People encouraged to enjoy their local park	Sustain the percentage of residents who are satisfied with our parks and open spaces	Meet the animals in Pishiobury Park (Love Parks Week)	Specialist group (families)	Mumsnet (local)	Once	Good news & service message	Community engagement with
					Specialist group (young people)	Facebook	July - August		
				Open morning at Southern Country Park (Love Parks Week)	Specialist group (families)	Mumsnet (local)	Once		
					Specialist group (young people)	Facebook	July - August		
9	Hertford Theatre	Promotion of Hertford Theatre as a premiere entertainment and arts venue	Ensure the sustainability of Hertford Theatre and explore possibilities for the theatre to be administered through a community trust	Courtyard Arts management of gallery - september	Residents	Facebook	Rolling Hertford Theatre Link	Reputation management event promotion good news and service message	Community engagement with Venue
						Twitter	Weekly		
						Link magazine	Once		
					Local Press	Press release	Once		
					Specialist group (arts)	Twitter	Weekly		
						Facebook	Rolling Hertford Theatre Link		
				Special interest press (arts)		Press release			
				Hertford Arts Society 60 th anniversary – Olympics theme	Residents	Facebook	Rolling Hertford Theatre Link		
						Twitter	Weekly		
					Parish magazines	Once			
Local Press	Press release	Once							
Specialist	Twitter	Weekly							
								Positive media coverage and community engagement with venue	

					group (arts)	Facebook	Rolling Hertford Theatre Link		
						Special interest press (arts)	Press release		
Prosperity: <u>East Herts is safeguarding and enhancing our unique mix of rural and urban communities, promoting sustainable, economic and social opportunities.</u>									
10	East Herts is contributing to vibrancy of town centres – i.e. markets	tbd	Increase the economic resilience of the market towns working with the local business community	Hertford Farmers Market takes place the 2 nd Saturday of every month	Residents	Twitter	Monthly	reputation management event promotion	Positive media coverage
						Link magazine	Once		
					Local press	Press release	Quarterly		Community shopping in market towns.
11	Parking – Safety is at the heart of what we do We are protected the economic wellbeing of East Herts Think local	tbd	Develop a practicable and pragmatic Parking and Transport Strategy and action plan which delivers integrated and value for money policies in respect to car parking, walking, cycling routes and vital bus routes	Adoption of strategy	Local press	Press release	Once	Reputation management & service message	Residents knowledgeable of developments
				Bircherley Green MSCP refurbishment completed	Businesses	Network	Once		
					Residents and businesses	Twitter	Once		
					Local press	Press release	Once		
				Apton Road CP refurbishment completed	Residents and businesses	Twitter	Once		
						Bishop's Stortford Online			
					Local press	Press release	Once		
				Old London Road CP to be refurbished	Residents and businesses	Twitter	Once		
						Hertford Online			
					Local press	Press release	Once		
				Introduction of 'bodycams' for Civil Enforcement Officers (CEO)	Residents and businesses	Twitter	Once		
					Local press	Press release	Once		
					Trade press	Press release	Once		
12	East Herts Council is ensuring the economic resilience	tbd	Increase the economic resilience of the	Job centre plus/ hertford college – work	tbd	tbd	tbd	Good news	tbd

	of the district		market towns working with the local business community	preparation					
				RDO 600k	tbd	tbd	tbd		

<u>Working together to improve the efficiency of the Council</u>									
13	Data Protection	100% corporate awareness and understanding of data protection issues by end of June 2012	N/A	Compulsory quiz for all staff to complete	East Herts employees	Team Update	Four editions (Feb, Mar, April & May)	Service message	Percentage of staff to have completed the quiz by deadline to be xx%
						Core Brief	Four editions		
						Staff Briefings	April		
						Poster campaign	Four posters available		
						Drinks mats	Once		
						Intranet video	Once		
						Oops! Tickets	Once		
14	We are working together	To create a well informed and engaged workforce that delivers services to the highest standards	Maintain our core services to a good standard and ensure high satisfaction with the Council as measured through the biennial Residents Survey.	Investors in People	Council tax payers	Twitter	Once	Good news	Awareness raising and positive media coverage
					Local media	Media release	Once		
					Trade media	Media release	Once		
					East Herts councillors	MIB	Once		
					East Herts employees	1. Team Update 2. Core Brief	1. Once 2. Twice		
				Staff Awards (the relay award for working together)	Businesses in the district	Network	Once	Good news and event promotion	Availability of sponsors for next event
					Local media	Local media	Once		
					Local media	Media release	Once	Reputation management	Number of re-tweets
					Key influencers	Twitter for promotion of sponsors	Once		
					East Herts councillors	MIB	Once	Good news	Increase in members awareness of

									staff
					East Herts employees	1. Team Update 2. Core Brief 3. Staff Briefings	1. twice 2. once 3. once	Good news	Increase in attendance
				Promotion of People, Place Prosperity	East Herts employees	1. Team Update 2. staff award ceremony	1. once 2. once	Service message	Staff understanding of the priorities and their part in delivering them
15	Value for money	Increase the percentage of residents who agree that East Herts Council provides value for money	N/A	Budget Consultation 2012	Residents	TBD – Subject to CMT agreement	TBD – Subject to CMT agreement	Reputation management	Percentage of residents who agree that East Herts Council provides value for money to increase by 27% in the 2013 residents survey
					Businesses	TBD – Subject to CMT agreement	TBD – Subject to CMT agreement		

Communications Team progression actions for 2012

1. Establish email lists for key messages in order to be able to utilise direct email marketing. This will be applied to the above campaigns when in place.
2. Undertake a review of internal staff communication.
3. Establish a social media training programme for officers and staff.
4. Assess the viability of individual facebook pages for specific projects.
5. Introduce an East Herts Council facebook page.
6. Identify key influencer/ advocate lists
7. Promote the use of twitter

Whats coming up:

Hydro scheme