

ESSENTIAL REFERENCE PAPER 'C'

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 of 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 | | | 4 editions |
| | 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 of 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 | 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 | | | | Residents | Twitter | | | Fortnightly moving to |

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| | | contribution to the event | councils, for the benefit or our communities | | | | weekly | | |
| | | | | | | Youtube | weekly | | |
| | | | | | Local Press | Media pack | Once | | |
| | | | | | 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 or 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 : <u>East Herts is ensuring that the standard of the built environment is maintained and our towns and villages are safe and clean.</u> | | | | | | | | | |
| 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 Positive media coverage |
| | | | | | Specialist group (young people) | Facebook | 25 May – 29 June | | |
| | | | | | 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 | Specialist group (families) | Mumsnet (local) | Once | | |

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| | | | | (Love Parks Week) | 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 group (arts) | Twitter | Weekly | | |
| Facebook | Rolling Hertford Theatre Link | | | | | | | | |
| | | | | | Special interest press (arts) | Press release | | Positive media coverage and community engagement with venue | |

Prosperity: East Herts is safeguarding and enhancing our unique mix of rural and urban communities, promoting sustainable, economic and social opportunities.

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| 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 Community shopping in market towns. |
| | | | | | | Link magazine | Once | | |
| | | | | | Local press | Press release | Quarterly | | |
| 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 Positive media coverage |
| | | | | | Businesses | Network | Once | | |
| | | | | Bircherley Green MSCP refurbishment completed | Residents and businesses | Twitter | Once | | |
| | | | | | | Hertford Online | | | |
| | | | | 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 | Residents and | Twitter | Once | | | | | | |

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| | | | | CP to be refurbished | businesses | 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 of the district | tbd | Increase the economic resilience of the market towns working with the local business community | Job centre plus/ hertford college – work preparation | tbd | tbd | tbd | Good news | tbd |
| | | | | 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 |

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| | | | | | 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