

Communications Team work plan

Action	Milestones	Due Date	Lead Officer(s)
Provide communications planning and support for the delivery of Council projects (including increased parking capacity, hotel development and Swanley & Hextable Masterplan)	<ul style="list-style-type: none"> ■ Develop communications plans as a contribution to the Council's project plans ■ Provide ongoing communications support and act as single point of contact for media enquiries 	31 March 2017	Communications Manager Project Lead Officers
Support the development of the new Council website	<ul style="list-style-type: none"> ■ Review content, develop the new site, train and support staff ■ Work with teams to identify and produce transactional services 	31 March 2017	Customer Services Manager Communications Manager
Communicate the developing local plan and successes in the planning team	<ul style="list-style-type: none"> ■ Explain the challenges and issues facing the District as the Local Plan develops, in particular around the need for new homes ■ Communicate successful planning enforcement cases 	Ongoing	Communications Officer Communications Manager
Review accessibility of In Shape and the Council website for people with learning difficulties	<ul style="list-style-type: none"> ■ Work with Community Futures to establish if any changes should be made and, if so, implement them 	31 March 2017	Communications Manager Customer Services Manager Equalities Officer

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Maximise opportunities for generating income from communications activities	<ul style="list-style-type: none"> Introduce an advertising plan, which covers In Shape magazine and other Council assets 	31 March 2017	Communications Manager Communications Officer
Promote services that generate income, in particular pest control and MOTs, supporting the Council aim to become financially self-sufficient	<ul style="list-style-type: none"> Produce new marketing plans for services 	31 March 2017	Communications Manager Communications Officer Relevant service areas
Develop a proposal to produce an e-mail newsletter for residents	<ul style="list-style-type: none"> Draw up a proposal to send a monthly e-zine to residents who have subscribed to the newsletter Work with the Customer Services Team and others around the Council to develop a database of residents for the newsletter 	31 March 2017	Communications Manager Communications Officer Customer Services Manager
Improve communication with Councillors	<ul style="list-style-type: none"> Contribute and support the development of a new intranet or portal for Members 	31 March 2017	Communications Manager Democratic and IT Services
Media relations	<ul style="list-style-type: none"> Continue to work proactively with the local media to promote Council news and activities and to respond to media enquiries in a timely manner 	On-going	Communications Manager Democratic Services

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Greater integration of social media platforms across the Council	<ul style="list-style-type: none"> ■ Support the Customer Services Team as it takes over responsibility for responding to customer service requests via social media channels 	31 March 2017	Communications Manager Customer Services Manager
Enhance the Council's social media and online presence with the use of short videos	<ul style="list-style-type: none"> ■ Purchase suitable filming equipment and upskill the Communications Team to produce videos for a web-based audience ■ Work with the corporate group producing videos to help customers use and apply for our services 	31 March 2017	Communications Officer Communications Manager
Run campaigns to support the delivery of Council and service objectives. (Including new materials collected for recycling and economic development)	<ul style="list-style-type: none"> ■ Develop campaign templates, deliver campaigns and evaluate outcomes 	On-going	Communications Manager Communications Officer Relevant service areas