

Leicestershire Police Authority Communications Activity Schedule 2010/11 [first draft]

ACTIVITY	QUARTER 1 (April to June)	QUARTER 2 (July to September)	QUARTER 3 (October to December)	QUARTER 4 (January to March)
Press Relations (pro-active and reactive, sustained and structured programme)	Ongoing – In addition to the annual key dates, this includes damage limitation, crisis management and pro-active media campaigns.	Ongoing	Ongoing	Ongoing
Media Training and Support to Members	Advise on media training as required Provide advice to members who are likely to come into contact with the press.	Costing of a full days training have been considered. ACTION – TO ask regional colleagues to take part in order to reduce costs.	Review	Ongoing
Branding and corporate style	Review	Review and refresh	Ongoing – ensure guidelines are maintained	Ongoing – ensure guidelines are maintained
Web Site	Ensure material provided is suitable for upload, review content	ECO to review	Ongoing	Ongoing
Corporate publications Both independent and joint publications with force.	Policing Plan Summary leaflet		Local Policing Summary	Council Tax leaflet
Community Engagement and enhancing public perception	Support consultation exercises Promote police authority public meetings Issue local performance information when required	Some members attending Local LPU events where they have been arranged.	Ongoing	Ongoing

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Additional Promotional Materials (the production of such material is dependent upon the necessary budget for design and print being available)	Write and Publish Information Leaflets as required Issue specific campaign material as and when required Liaison work ongoing with consultation officers to consider any barriers to communication re ethnic minority groups, young people, aged people and the disabled – ongoing Include Easy to Read leaflets and other formats to the meet the requirements of the DES	Continue to develop information sources for the public as required Consider changes to legislations and statutory requirements.	Review and advise on suitable formats and distribution mechanisms for public information	Review/Impact assess all publications with Policy Officer
Media protocol	Develop and review	Ongoing	Ongoing	Ongoing
Staff/Members		Review methods of communication		
Publicise Police Authority business across force, staff and members	Ensure intranet is used as required. Email news in a timely fashion.	Ongoing	Ongoing	Ongoing

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Communications Strategy	Develop	Communications Strategy published on Authority Web site	Monitor and Review	Monitor and Review
Consultation Strategy		Members to help develop after Development review.		
Meeting attendance [In general, only full PA meetings will be attended by the media agency unless otherwise requested]	PA meetings, others as requested	PA meetings, others as required	PA meetings, others as requested	PA meetings, others as requested
Environmental scanning	Issue weekly updates of relevant information to Members	Google Alerts continue to flag up media interest in the Authority	Ongoing	Ongoing
Campaigns	Budget			

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Partnerships	Work with partners as required, ensure protocols are adhered to Issue partnership e-news bi-monthly	Ongoing	Ongoing	Ongoing