

## 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)
<b>Press Relations</b> (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
<b>Media Training and Support to Members</b>	Advise on media training as required Provide advice to members who are likely to come into contact with the press.	Ongoing	Review	Ongoing
<b>Branding and corporate style</b>	Review	Review and refresh	Ongoing – ensure guidelines are maintained	Ongoing – ensure guidelines are maintained
<b>Web Site</b>	Ensure material provided is suitable for upload, review content	Ongoing	Ongoing	Ongoing
<b>Corporate publications</b>  Both independent and joint publications with force.	Policing Plan Summary leaflet		Local Policing Summary	Council Tax leaflet
<b>Community Engagement and enhancing public perception</b>	Support consultation exercises Promote police authority public meetings Issue local performance information when required	Ongoing	Ongoing	Ongoing

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

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<b>Communications Strategy</b>	Develop	Implement as appropriate	Monitor and Review	Monitor and Review
<b>Consultation Strategy</b>				
<b>Meeting attendance</b>  [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
<b>Environmental scanning</b>	Issue weekly updates of relevant information to Members	Ongoing	Ongoing	Ongoing
<b>Campaigns</b>				

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