

**Work plan 1 April 2014 to 31 March 2015**

Action	Milestones	Due Date	Lead Officer(s)	Progress Update
1. Enhance the Council's existing website or deliver a new site with a focus on improved content, self-service and increasing the range of transactional services available	<ul style="list-style-type: none"> <li>■ Work with Customer Services and IT Services to deliver improvements</li> </ul>	1 January 2015	Amy Wilton Daniel Whitmarsh Communications Working Group	
2. To develop and deliver strategies to increase the number of followers of the Council's social media accounts	<ul style="list-style-type: none"> <li>■ Increase the number of followers on Twitter to at least 2,000 and the number of Facebook likes to at least 350</li> </ul>	31 March 2015	Daniel Whitmarsh	
3. Deliver and embed new Branding Guidelines	<ul style="list-style-type: none"> <li>■ New guidelines and procedures introduced to ensure a more consistent use of the Council's visual identity and tone of voice across all communications channels</li> </ul>	1 October 2014	Pat Smith Daniel Whitmarsh Graham Upton	
4. Support Chief Officers to develop and deliver strategies to improve engagement with Members	<ul style="list-style-type: none"> <li>■ Work with the Members' Communications Group and Democratic Services to meet the communications needs of Members as identified by the on-going review of communications</li> </ul>	31 March 2015	Daniel Whitmarsh Michael Laver-Smith Philippa Gibbs	
5. To enhance the promotion and visibility of the work of the Council Chairman	<ul style="list-style-type: none"> <li>■ Promote the Chairman's activities in the local media.</li> <li>■ Set up a new Twitter account for the Chairman and provide training and support</li> </ul>	From May 2014	Daniel Whitmarsh	Twitter account set up. Chairman is being supported

Action	Milestones	Due Date	Lead Officer(s)	Progress Update
6. In recognition of the Council's long-term aspiration to become more financially self-sufficient, develop marketing plans for key commercial services	<ul style="list-style-type: none"> <li>■ Develop and implement marketing plans for:               <ul style="list-style-type: none"> <li>● Pest control</li> <li>● Garden Waste</li> <li>● MOTs</li> <li>● Print and design services</li> <li>● Commercial (trade) waste collection for paper and cardboard</li> <li>● Cesspool emptying</li> <li>● Household bulky waste and white goods collection</li> </ul> </li> </ul>	31 March 2015	Daniel Whitmarsh Service Managers	
7. Maximise opportunities for generating income from communications activities	<ul style="list-style-type: none"> <li>■ Review the Council's current arrangements for advertising and introduce an advertising policy and schedule of fees.</li> </ul>	31 March 2015	Lee Banks Daniel Whitmarsh	
8. Campaigns	<ul style="list-style-type: none"> <li>■ External communication campaigns for 2014/15 are proposed to focus on:               <ul style="list-style-type: none"> <li>● Local Heroes;</li> <li>● Channel shift and self service; and</li> <li>● Sevenoaks Switch and Save.</li> </ul> </li> <li>■ An internal communication campaign for 2014/15 is proposed to focus on:               <ul style="list-style-type: none"> <li>● Brand value, branding &amp; style guide</li> </ul> </li> </ul>	31 March 2015	Daniel Whitmarsh	