

## Communications Team work plan

Action	Milestones	Due Date	Portfolio Holder(s) & 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"> <li>■ Develop communications plans as a contribution to the Council's project plans</li> <li>■ Provide ongoing communications support and act as single point of contact for media enquiries</li> </ul>	March 2017	Policy & Performance, Planning, Economic & Community Development Communications Manager & Project Lead Officers
Support the development of the new Council website	<ul style="list-style-type: none"> <li>■ Review content, develop the new site, train and support staff</li> <li>■ Work with teams to identify and produce transactional services</li> </ul>	September 2016	Policy & Performance Customer Services Manager & Communications Manager
Communicate the developing local plan and successes in the planning team	<ul style="list-style-type: none"> <li>■ Explain the challenges and issues facing the District as the Local Plan develops, in particular around the need for new homes</li> <li>■ Communicate successful planning enforcement cases</li> </ul>	Ongoing	Planning Chief Planning Officer & Communications Manager

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Review accessibility of In Shape and the Council website for people with learning difficulties	<ul style="list-style-type: none"> <li>Work with representative groups to establish if any changes should be made and, if so, implement them</li> </ul>	September 2016	Legal & Democratic Services and Policy & Performance  Communications Manager, Customer Services Manager & Equalities Officer
Maximise opportunities for generating income from communications activities	<ul style="list-style-type: none"> <li>Introduce an advertising plan, which covers In Shape magazine and other Council assets</li> </ul>	June 2016	Policy & Performance  Communications Manager
Promote services that generate income, including pest control and MOTs, supporting the Council's financial self-sufficiency	<ul style="list-style-type: none"> <li>Produce new marketing plans for services</li> </ul>	March 2017	Relevant Portfolio Holders  Communications Manager & Relevant service areas
Improve communication with Councillors	<ul style="list-style-type: none"> <li>Contribute and support the development of a new intranet or portal for Members</li> </ul>	December 2016	Policy & Performance and Legal & Democratic Services  Communications Manager & Democratic and IT Services

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Media relations	<ul style="list-style-type: none"> <li>Continue to work proactively with the local media to promote Council news and activities and to respond to media enquiries in a timely manner</li> </ul>	On-going	Policy & Performance Communications Manager
Greater integration of social media platforms across the Council	<ul style="list-style-type: none"> <li>Support the Customer Services Team as it takes over responsibility for responding to customer service requests via social media channels</li> </ul>	June 2016	Policy & Performance 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"> <li>Purchase suitable filming equipment and upskill the Communications Team to produce videos for a web-based audience</li> <li>Work with the corporate group producing videos to help customers use and apply for our services</li> </ul>	March 2017	Policy & Performance Communications Manager
Run campaigns to support the delivery of Council and service objectives.	<ul style="list-style-type: none"> <li>Develop campaign templates, deliver campaigns and evaluate outcomes</li> </ul>	On-going	Relevant Portfolio Holders  Communications Manager & relevant service areas