

Margate Community Governance Review

Proposal Consultation – Communications Implementation Plan

Internal Communications

Tactic	Target Audience	Timing	Cost	Responsibility	Progress
Intranet home page article linking to CGR information and Consultation	All staff	Aug 2014	£0.00	Communications	
Monthly Staff Briefing Slides/Manager's Briefing	All staff	Aug 2014	£0.00	Communications	
Internal Posters in main and satellite offices	All staff	Aug 2014	£50.00	Communications	
All TDC Emails	All staff	Aug 2014	£0.00	Communications	

External Communications

Tactic	Target audience	Timing	Cost	Responsibility	Progress
Social Media:					
TDC Twitter - regular scheduled tweets	General Public Young People/Students BME	Throughout Aug 14	£0.00	Communications	
Call Centre					
Call waiting message	General Public Hard to reach BME	Throughout Aug 14	£0.00	Communications /EK Services	
PR					
Press briefing	General Public Elderly Students Rural and Village Communities	Aug 2014	£0.00	PR	
Press releases	General Public Elderly Students Rural and Village Communities	Aug 2014	£0.00	PR	
Press/online articles	General Public Elderly Students Rural and Village Communities	Aug 2014	£0.00	PR	
Direct Marketing –					
Posters/Leaflets/Postcards					
All Elected Members Margate & Westwood: Libraries Hartsdown Leisure	General Public Students/Young People Elderly Disengaged Residents Businesses Staff	Aug 2014	£50	Communications / Electoral Services	

Tactic	Target audience	Timing	Cost	Responsibility	Progress
Centre Bannatynes Gym Doctor's surgeries Bars and clubs Restaurants/Cafés East Kent College Canterbury Christchurch Broadstairs Campus Vue Westwood Cross Margate residents associations Job Centre Plus Margate Community/Social groups Community centres Local Businesses Thanet's Gateway Plus Post office	Members				
Invitation to Respond					
Letters	1000 random Margate residents	Aug 2014	£100.00	Communications /Electoral Services	
Postage	3000 @£0.33 per item	Aug 2014	£990.00	Communications	
Postcard door drop	10000 residences	Aug 2014	£800.00	Communications	
	Print	Aug 2014	£100.00		
Advertising:					
2x Isle of Thanet Gazette Quarter Page	General Public Elderly Disengaged Residents Rural & Village Communities	Aug 2014	£272.00 (£136.00 each)	Communications	
2 x KM Thanet Extra Quarter page	General Public Elderly Disengaged Residents Rural & Village Communities	Aug 2014	£200.00 (£100.00 each)	Communications	
East Kent Housing Newsletter	General Public Elderly Disengaged Residents	Dependent on publishing date (TBC)	£0.00	Communications /EK Housing	
TDC Website					
Homepage feature (linking to online CGR pages and consultation document)	General Public Students/Young People BME	Aug 2014	£0.00	Communications	
FAQ's	General Public Students/Young People BME	March 2014	£0.00	Communications /Electoral Services	Complete
Events:					
2 x Public meetings	ALL	April 2014	£TBC	Communications	

Tactic	Target audience	Timing	Cost	Responsibility	Progress
				/Electoral Services	

TOTAL COST	£2562.00
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Approval *(to be completed by commissioning manager and communications manager)*

This strategy was approved by:

Commissioning Manager:	
Communications Manager:	Justine Wingate