Member priorities - comms plan

Campaign Title

Getting It Done!

Campaign Strapline options

Your priorities. Real action

Campaign Duration

9-month campaign: 1 July 2026-31 March 2027

Campaign Purpose

To communicate and demonstrate the council's commitment to delivering visible improvements in the areas identified by the Leader and Cabinet as immediate priorities.

The campaign will focus on:

- Clean streets, litter and fly-tipping
- Community safety and antisocial behaviour
- Parking, traffic and street management
- Parks, play areas and provision for young people

The campaign will showcase both operational delivery and additional investment, helping residents understand:

- what the council is doing
- why it is doing it
- what challenges exist
- and the difference being made in communities.

Additionally the campaign will show and tell residents what they should or could be doing to help

Campaign Objectives

Objective 1
Increase resident awareness of the council's and residents' priority areas and the action being taken to address them.

Objective 2
Improve public confidence in council services by making delivery more visible and showcasing how additional investment is improving services.

Objective 3
Improve perceptions of:

- street cleanliness
- community safety
- Parks and play areas
- local neighbourhoods
- council responsiveness

Objective 4
Increase resident participation through:

- reporting issues
- responsible behaviour
- community clean-ups

Audiences

Primary Audiences

- Residents
- Particularly areas where there are a poorer perception and well documented issues

Secondary Audiences

- Businesses, particularly town centre businesses and those affected by enforcement activity.
- Councillors
- Community Groups
- Faith Groups
- Landlords - leaflets
- Voluntary Organisations
- Local Media
- Schools
- Staff

Key Messages

Core Campaign Message

We are making a tangible difference that residents can see and feel in their everyday lives.

Supporting Messages

- Cleaner Streets - We are investing in cleaner streets and tackling litter and fly-tipping.

- Safer Communities - We are working with partners to address antisocial behaviour and improve community safety.

- Better Neighbourhoods - We are improving local environments and public spaces.

- Investing in Young People - We are investing in parks, play areas and opportunities for children and families.

- Listening and Acting - We are listening to residents and acting on the issues that matter most.

- Community pride and shared responsibility - Whether it's reporting issues, disposing of waste responsibly, joining a community clean-up or looking after your local area, everyone can help improve the places we live.

- Taking a Zero-Tolerance Approach - Those who damage our neighbourhoods through fly-tipping, antisocial behaviour, environmental crime or persistent neglect should expect robust enforcement action.

Governance and responsibilities

Campaign Sponsor

- Cllr Tahmina Saleem, Leader of the Council

Strategic steering group

Membership:

- Cllr Tahmina Saleem, Leader of the Council
- Cllr Umme Ali, Deputy Leader of the Council
- Mark Fowler, Chief Executive
- Gerard McCleave, Corporate Director Inclusive Growth
- Kate Robinson, Corporate Director Population Wellbeing
- Dheeraj Chibber, Corporate Director Children’s Family and Education
- Vicky Hawkes, Director Neighbourhood Services
- Adam Divney, Director Citizen Engagement
- Adam Kearney, Head of Communications

Meeting Frequency:

- Monthly

Purpose:

- Provide strategic direction for the campaign
- Ensure alignment with the Leader's and Cabinet's priorities.
- Review campaign performance, impact and resident feedback
- Monitor delivery against agreed objectives and milestones.
- Resolve strategic issues, barriers and risks
- Ensure sufficient resources and support are available

- Oversee evaluation and lessons learned.

Campaign Delivery Group

Membership:
- Lead Cabinet members TBC
- Communications
- Neighbourhood Services/Street scene
- Community Safety and enforcement
- Parking Services
- Parks Services
- Housing
- Education
- Town Centre Team

Meeting frequency:
- Fortnightly

Purpose:
- Populating the forward plan of operational activity which will be communicated
- Content planning
- Identify new opportunities
- Information sharing
- Managing timelines
- Monitoring KPIs
- Reporting progress to the Strategic Steering Group.

Cabinet Member Communications Responsibilities

Member	Activity
Cllr Tahmina Saleem	Campaign-wide leadership, major announcements, progress updates and campaign milestones.
Cllr Umme Ali	Lead spokesperson for play areas, children and family activity
Cllr Javeria Hussain	Lead spokesperson for operational street cleansing, fly-tipping, environmental enforcement, parking and traffic management
Cllr Maria Lovell	Lead spokesperson for antisocial behaviour, community safety, police partnership activity and enforcement operations

Cllr Yaqub Hanif	Lead spokesperson for additional investment, funding announcements, value for money and resource allocation
Cllr Basit Mahmood	Leader spokesperson for specific town centre activity including enforcement, outreach and town centre safety
Cllr James Taylor	Lead spokesperson for schools engagement, education activity and behavioural change campaigns
Cllr Alia Khan	Lead spokesperson for specific activity in council housing properties including clean ups, improvements, anti social behaviour, enforcement, plus action against irresponsible HMO owners.
Cllr Rumi Choudhury	Lead spokesperson for rough sleeping, homelessness support, outreach services and drug and alcohol services

Cabinet members will also lead activity in their wards.

Communications Team Responsibilities

Strand	Leads
Overall campaign	Adam Kearney
Specific leader and deputy communications activity	Joe Piercy
Clean streets, litter and fly-tipping	Joe Piercy
Community safety and antisocial behaviour	Chris Lennon
Parking, traffic and street management	Monica Begum

Parks, play areas and provision for young people	Jo Softly

Channels and activity

Owned Channels

- Social media –image and video content
- Website / campaign landing page
- e-newsletters
- Vehicle wraps
- Internal communications
- Member communications

Earned Channels

- Press releases
- Media interviews
- Partner channels
- Ambassador/champion content
- Community newsletters

Paid Channels

- Billboards
- Bus advertising
- Paid social media
- Household leaflet

Budget

Tbc

Campaign content themes

You Said. We're Acting.
Resident issue - action taken - outcome.

This Week We're In...
Ward-based activity

Before & After
Visible improvements.

Day in the Life
Frontline staff stories.

Community Champions

Celebrating local people and groups.

Delivered This Month
Monthly progress reporting.

Behind the Scenes
Operational activity residents don't normally see.

Evaluation and success measures

Reach
- Social media reach
- Video views
- eNewsletter opens

Engagement
- Social media shares, likes and sentiment
- Comments
- Click-through rates

Media
- Volume of coverage
- Positive sentiment

Resident Measures
- Resident survey
- Public perception
- Community feedback

Individual strand activity plans

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