

IMPLEMENTATION EXECUTIVE
26 FEBRUARY 2009

ROLE AND SUPPORT FOR COUNCILLORS IN THE PRE- ELECTION PERIOD

COMMUNICATIONS STRATEGY

For the period from 1 April until the new councillors are elected (5 June) there is a need to communicate what will be happening and who to contact.

It is vital that local residents know who their local member is during this interim period particularly with the retirement of district council members. And that retiring councillors know who to refer any queries to ensuring that customer needs continue to be met during this time.

It is proposed that communication takes place throughout March covering the following information.

Who to contact?

It is proposed to produce a list of existing district councillors and the continuing county councillor who will cover their areas during this interim period.

The list will include the continuing councillor details and will be published;

- On the new council website
- In a leaflet for handout via road shows, reception areas, libraries and distribution to town and parish councils
- Where possible an update in town and parish magazines
- In media supplements (due for publication at the end of March)
- In press editorial

What's happening?

It is proposed to publish the meetings which are scheduled in this period including the location and times. This will be of particular interest for the Area Planning Committees.

The meeting details will be published;

- On the new council website
- In a leaflet for handout via road shows, reception areas, libraries and distribution to town and parish councils
- Where possible, town and parish magazines
- In media supplements (due for publication at the end of March)
- In press editorial

Need to find out more?

In this interim period there will also be a publicity campaign to promote the **one number for the new council and the website address**. This will include the use of;

- Refuse freighters
- Other vehicles
- Road show vehicles
- Posters
- Media coverage
- Publications – A-Z, Council Tax leaflet and First Year Plan.

It is proposed that all members – continuing county council members, co-opted district members and retiring district members - will receive the above information and leaflets to hand to local residents to assist them when a query or matter is raised.