

Standards Committee – Communications Plan (January 2009)

Background

The standards committee is made up of a representative group of councillors from Peterborough City Council, an independent chair and a number of independent members. The committee is responsible for monitoring standards of elected members of the council. It is responsible for investigating at a local level complaints or issues involving members.

Communications objectives

- Increase public awareness of the Standards Committee and its role
- Promoting the standards committee annual review
- Attract interest from potential independent Standards Committee members

Communications techniques

Website

Ensuring the council's website area which gives details of the Standards Committee and its role is kept up-to-date and provides:

- details of the code
- the role of the standards committee,
- its annual report in May
- gives people the opportunity to express an interest in becoming a member of the committee.

Media relations

Proactive news programme: A proactive news release will be issued in May to highlight the standards committee's annual report and the role of the committee. This will go to:

- Peterborough Evening Telegraph
- BBC Radio Cambridgeshire
- Lite FM
- Heart FM
- Anglia TV*
- Look East*

*Although we will target television, the opportunity for pictures is initially limited and so this will not be a prime target.

Identified interviewees: The primary spokesperson is Steve Boast although other committee members should be identified to participate in interviews and talk about their experiences.

After May's annual report:

Local features: The features editor of the ET will be contacted with regards to a wider feature on the standards committee - after the publication of the annual report in May – its role, its members and examples of case studies of items dealt with by the committee.

Specialist features: We will prepare an article for circulation to parish magazines and other local newsletters.

Your Peterborough

An article about the annual report, the role of the standards committee and how to make a complaint will be put in the next available edition of Your Peterborough after the annual report is available. (Dates to be confirmed for 2010/11)

Social media

To promote the annual report and the standards committee through the council's social networking sites including Twitter and Facebook.

Neighbourhood councils

A presentation June's Neighbourhood Council on the Standards Committee annual report highlights.

Internal communications

A link to the annual report will be put on Insite and in the Weekly Round-up (for staff without computer access) to ensure that staff understand the role of the standards committee

New councillors' induction

Information about the standards committee, the code and details of how to obtain the annual report to be included in new councillors' induction packs

Direct marketing

A leaflet about the committee, its role and how people apply to be members could be prepared. However there will be a cost for this. If this is of interest a quote can be obtained.