

Northwich and Rural North Marketing and Communications Work Plan

Aim	To achieve this we will	Timescale	Lead Person	Update
Keeping Communities Informed				
<p>Ensure that local residents feel they are kept informed and have access to relevant information about their area.</p>	<ul style="list-style-type: none"> • Promote website for Northwich and Rural North Area (pilot area) www.talkingwestcheshire.org • Launch of talkingwestcheshire.org website • Create N&RN space at the Information Centre displaying current literature • Continue to advertise Northwich and Rural North area team including partner organisations in the CWAC Partnership Bulletin • Explore how Northwich and Rural North Marketing and Communications sub group can use social media such as Twitter, Text Messaging, You Tube to encourage community engagement and involvement • Development of QR Codes for the Northwich and Rural North website • Develop a list of notice boards run by Village Halls, Community Associations, Local Shops, Town and Parish Councils. 	<p>November 2010</p> <p>To be determined</p> <p>June 2011 - Ongoing</p> <p>Quarterly</p> <p>Ongoing</p> <p>Start June 2011</p> <p>Ongoing</p>	<p>N&RN Area Team and Selina Simpson</p> <p>N&RN Area Team and Selina Simpson</p> <p>N&RN Area Team</p> <p>James Ollier and Lyn Brown</p> <p>Marketing and Communications Group</p> <p>Fiona Dunning/CWAC Innovations Unit/CWAC IT</p> <p>James Ollier</p>	

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	<ul style="list-style-type: none"> • Develop a list of the publications within N&RN - incorporating the deadlines for articles, publication dates and contact person. • Develop Community Engagement Calendar each year – with at least one partnership event each month. • Promote the APB vision – ‘The hidden gem of Cheshire’ Advancing history, life and opportunity – to be developed and used to badge sub group activity. • Promote APB vision on westcheshiretogether and talkingwestcheshire websites. 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Marketing and Communications sub group</p> <p>Community Engagement Sub group</p> <p>APB Partners</p>	
<p>Promote Rudheath and Witton Together – Neighbourhood Management</p>	<ul style="list-style-type: none"> • Neighbourhood website for Rudheath & Witton: <ul style="list-style-type: none"> - Hosted by Rudheath High School - Maintained and supported by Community Reps and Volunteers - Local involvement in its development with High School children • Rudheath and Witton Together newsletter to be produced and circulated. 	<p>Ongoing</p> <p>Quarterly</p>	<p>Steve Newson</p> <p>Steve Newson and James Ollier</p>	

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Obtain information in an accessible and timely manner.	<ul style="list-style-type: none"> • Provide opportunities for local people to highlight issues they would like to be kept informed about – i.e. partnership events and promotion of tracker survey. • Use Community Forums as a mechanism for providing information to local communities and developing the Market Place approach for Partners prior to the Community Forums. 	<p>Ongoing</p> <p>Quarterly</p>	<p>Calendar of Events</p> <p>N&RN Area Team, Ward Councillors, Town/Parish Council</p>	
Improve people’s perceptions of Northwich and Rural North area	<ul style="list-style-type: none"> • Ensure all partners are aware of the Tracker Survey and it is used at key events to obtain local intelligence and priorities. • Compare the results of the Tracker Survey over 18 month period. 	<p>Ongoing</p> <p>2011 - 2012</p>	<p>All Partners</p> <p>Northwich and Rural North Area Team</p>	

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Consulting our Communities				
Improve the way the Northwich and Rural North Area Team consults with residents, businesses and local organisations.	<ul style="list-style-type: none"> • Establish a database of residents who wish to be engaged/consulted/informed and their preferred involvement methods. • Continue to build relationship with Voluntary, Faith and BME Communities, schools and local churches through the Community Engagement Plan. 	Ongoing	James Ollier	
		Ongoing	Fiona Dunning, Community Engagement Sub Group (Incl, N&RN Area Team, Chester Voluntary Action, Cheshire Comm Dev Trust, Cheshire Comm Action, Link Up, Local churches, racial equality council)	
Collaborate & Empower				
Build stronger communities through stronger and more effective Ward Member engagement	<ul style="list-style-type: none"> • Issue weekly/monthly briefing email to ward members – include sub groups updates, events promotion and future work plans. • Promote Councillor blogs on talkingwestcheshire website. • When relevant issue Monthly Members briefing update – providing details of: <i>Future programme</i> 	Quarterly		

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	<i>Promote Community Forums and Area Partnership Boards as the mechanism for Local Councils to raise local issues</i>			