

Appendix A

LGR Comms activity 2014 – an overview of the main activity for both internal and external audiences

Key

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| | Internal (existing and transferring staff) |
| | External (existing and transferring residents, community groups and businesses) |
| | Elected members |

| Month | Comms channel used | Audience | Message |
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| January | City Matters (Jan – April edition) | Residents | New boundary area – map Info on additional councillors and responsibilities |
| February | Photography | staff | Use of council staff in photography for internal comms around LGR (used for local and central gov staff visit materials, interlink, intercom etc) |
| | Intercom | Staff | Elections Transition and transformation periods Highlighting staff briefing (12 Feb) Helpline number |
| | Staff briefing | Staff | Director of F&R provided an update on current work around LGR as part of a ‘Big Picture’ briefing |
| | Interlink/depot information screens | staff | Promotion of staff briefing event and follow up information regarding questions asked and feedback |
| | Media release | Residents | Minister’s visit to STC meeting Zero rate struck for 2 nd year in a row |
| | Social media | Residents | Zero rate increase |
| | Road to Reform | Transferring | Information and maps of areas that will transfer to Belfast from April 2015 |

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| | (Lisburn/Castlereagh publication) | residents | |
| March | Current Issues Bulletin | Members | Inclusion of LGR update |
| | interlink | staff | Homepage article: How will reform impact on local government? Link to DOE LGR video |
| | Interlink | Staff | Appointment of Suzanne as new chief executive |
| | Team brief | Staff | Update on new chief executives Work of STC Service convergence update Governance steering panel Transferring functions Infrastructure Group Assets and liabilities group |
| | Video | Staff | Production of animated video on what LGR means for Belfast |
| | Media release | Residents | Appointment of Suzanne as new chief executive |
| | Social media | Residents | Appointment of Suzanne as new chief executive Reminder messages around reform and impact on boundaries |
| | Big Screen | Residents | DOE video on LGR |
| | Leaflet and poster distribution | Residents | DOE LGR info to community and leisure centres |
| April | Intercom | Staff | One year to go Transferring staff update Look out for familiar faces – use of council staff within internal comms on LGR Transferring assets update Flagging up our LGR video |
| | Interlink | Staff | BCC animated video on what LGR means for Belfast |
| | Interlink | Staff | Update of assets page – info on transferring assets |
| | Interlink | Staff | Suzanne’s move to City Hall office |
| | Interlink | Staff | Link to NI Direct’s postcode checker to check which new council area you are in |
| | Social media | Residents | Sharing DOEs LGR video link |
| | Publications | Transferring local | Production of magazine and site visit pack for potentially transferring staff |

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| | | gov staff | |
| | Video | Transferring local gov staff | The work of Belfast City Council |
| | City Matters (April – June edition) | Residents | Upcoming elections, new DEAs, increase in no of councillors Rates pullout |
| May | Members' induction pack | Elected members | Structure booklet and induction folder for use after elections |
| | Interlink | Staff | Refresh of all site content Introduction of LGR interlink banner Weekly homepage new articles (running from 19 th May – July holidays) Elections – what they are, areas, councillors Election results |
| | BCC website and social media | Residents | Elections results (real time) |
| | Team brief | Staff | How shadow council will operate – committees and what they look after |
| | BCC website | Residents | BCC animated video on what LGR means for Belfast |
| | Social media | Residents | Linking to BCC animated video on what LGR means for Belfast |
| | Members' update | Elected members | Electronic update on work of LGR team |
| | BCC website | Residents | Newly elected councillor en pics and details |
| June | Current Issues Bulletin | Elected members | Update of LGR issues |
| | Staff briefing | Staff | Suzanne speaking on current state of play with LGR preparations |
| | Intercom | Staff | Invite to staff event Link to info on new shadow committees |
| | Interlink | Staff | Content updates for FAQs, transferring ec dev powers, committee pages, councillors |
| | BCC website | Residents | New Community planning page |
| | Members' update | Elected members | Electronic update on work of LGR team |
| July | Team brief | Staff | Message from Chief Exec – overview of changes coming up linking to LGR – structure, accommodation HMO update |
| | City Matters | Residents | 4 page special: |

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| | | | Role of shadow council in run up to April 2015 2 page spread of councillor pics and contact details Overview of transferring functions |
| | Interlink | Staff | Updates to FAQs and transferring staff pages Replies to questions asked at the last staff briefing session |
| | Publications | Transferring central gov staff | Magazine and site visit pack for transferring central gov staff |
| August | Intercom | Staff | Transferring staff from local and central gov update Spotlight on planning |
| | Publication | Transferring planning staff | Draft leaflet for transferring staff |
| | Social media | Residents | Reminder messages around LGR and our LGR video |
| | Website | Residents | Updated planning powers page |
| | Members' update | Elected members | Electronic update on work of LGR team |
| | Interlink | Staff | Update of LGR FAQs |
| | Committee paper | Transition committee | Communications plans in run up to April 2015 Seeking decision in principle re keeping current branding |
| September | City Matters | Residents | Overview of new areas Overview of transfer of planning |
| | Team brief | Staff | First message from the new Chief Executive – Overview of what LGR means Impact on the organisational structure – top team How we'll work as a council post April 2015 Update on accommodation HMOs – our work around this |
| | Website | Residents | Community planning – residents' survey info and link to online version |
| | Social media | Residents | Community planning – promotion of online version of residents' survey |
| | Interlink | Staff | Update of LGR FAQs Homepage article – exploring community planning |
| | Members' update | Elected members | Electronic update on work of LGR team |
| October | Engagement event | Community reps | Help and support that BCC offers local communities |

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| | | from transferring areas | |
| | Engagement event – website and social media | Community reps from transferring areas | Promotion of event (as above) |
| | Engagement event – media release | Community reps from transferring areas | Post event promotion (as above) |
| | Road to Reform (Lisburn/Castlereagh publication) | Transferring residents | Copy supplied on how we'll communicate with transferring residents from Nov onwards |
| | Intercom | Staff | Two pages – 'Spreading the Word' – article on how we'll be communicating with transferring residents in the run up to April 2015 'Community Relations' – article on engagement event for community reps from transferring areas 'Smooth Transition' – article on some of the work that individual services are involved in for our preparations for April 2015 'Working together' – article on Chief Executives' joint forum |
| | Interlink | Staff | Update on the work of the community planning team |
| | Interlink | Staff | New page – key LGR contacts |
| | Website | Residents | Update on our preparations for community planning |
| | Development Insights staff event | Staff | Update on Urban Regeneration and Community Development work |
| | Members' update | Elected members | Electronic update on work of LGR team |
| November | City Matters (November – January edition) | Residents | Articles on: Shaping the future of our city – how planning and community planning powers will impact on the work of the council Welcoming new residents – how we'll communicate with new residents in the run up to April 2015 |
| | Community planning video | Residents/ members/staff | Spec developed and quotation documents issued for production of short animated video to explain what community planning is and how it will work in Belfast (Due for completion early 2015) |
| | Special edition of | Transferring | One off publication detailing: |

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| | City Matters | residents | Work of the council and city overview Details of 60 councillors Info and maps on transferring areas Info on transferring assets How we'll keep residents informed – how they can sign up to receive updates via email |
| | Special edition of City Matters – media release | Transferring residents | Detailing when and where the publication will be distributed and its purpose |
| | Special edition of City Matters – social media | Transferring residents | Highlighting that the publication is being delivered Flagging up the new Belfast 2015 eshot – updates on our preparations |
| | Special edition of City Matters – website | Transferring residents | Flagging up Belfast 2015 eshot Homepage link to publicise publication |
| | Special edition of City Matters – interlink/depot screens | Transferring residents | Info on distribution of publication |
| | Belfast 2015 eshot | Transferring residents | New electronic update issued on the back of special edition of City Matters |
| | Team brief | Staff | Info on branding Update on service convergence preparations Update on transfer of off street car parking Chief Exec's message – info on community planning and accommodation |
| | Big picture senior managers' event | Staff – senior managers | Update on OD and how we'll work as a council post April 2015 |
| | Members' update | Elected members | Electronic update on work of LGR team |
| December | Intercom | Staff | Engage for change - how Waste Management will inform people of the new waste/recycling arrangements Sign of the times – info on the signage audit, currently being carried out by P&P |
| | Belfast 2015 eshot | Transferring residents | New electronic update issued on the back of special edition of City Matters |

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| | Members' update | Elected members | Electronic update on work of LGR team |
| January | City Matters | Residents – both existing and new | 4 page special on our preparations for LGR |