

REPORT OF THE CORPORATE DIRECTOR OF NEIGHBOURHOOD SERVICES

MARKETING AND COMMUNICATIONS

1. SUMMARY

The report highlights the recent and on-going activity to enhance and promote Neighbourhood Management via communication and marketing.

2. RECOMMENDATIONS

It is recommended that the Committee:-

2.1 Note the report.

2.2 Feedback on improvements to the website and make suggestions for the next phase.

3. BACKGROUND

3.1 Neighbourhood Management is fundamental to Nottingham City Council's desire to serve its customers better by putting customers first in the commissioning and delivery of services. Neighbourhood management adds value to local services through establishing what customers want, influencing the shape of services provided and testing the effectiveness of delivery on the ground (reality checking).

Putting customers first in communications terms means making sure that information is delivered effectively and in response to how and when customers want to receive it.

Our ambition is to show that Nottingham's approach to neighbourhood management is exemplary and that successful communications activities are a key part of this process.

3.2 Communications Objectives

- Create an identity for neighbourhood management that achieves recognition for their role in the community, show how area focus has moved up a gear and provide a focus for community involvement;
- Achieve widespread understanding of what Neighbourhood Management is about and the value that they add to local services;

- Target information for local communities by using the mix of communication channels that best suits local needs. This will create bespoke local information for areas;
- Give people the confidence to participate in all forms of service-related decision making;
- Demonstrate how neighbourhood management succeeds in making a difference to neighbourhoods – maximising awareness of quick wins;
- Celebrate success with examples of positive intervention at community events;
- Help services to understand local needs in service planning.

3.3 Key messages

- Neighbourhood management is a new way of doing business – it adds local advocacy, insight and a challenge to the ‘that’s the way it’s always been done’ attitude;
- We are listening to you and acting upon what you tell us;
- Work with your neighbourhood management team to make a difference to your community;
- Neighbourhood management is building upon the success of area focus;
- Encourage people to be proud of their community.

3.4 To date there have been some significant pieces of work to achieve the above which have included:-

- A designated press officer for each team has been appointed to ensure continual links to between the service and the Arrow and Nottingham Evening Post. The Neighbourhood Management Team has released a number of press releases to gain maximum coverage within the Neighbourhood News section of the Nottingham Evening Post.
- Quarterly editions of the Nottingham Arrow feature local news through Neighbourhood Management and have dedicated the four outer pages to promote work through the service.
- February saw Neighbourhood Management launch events.
- One at the Council House, a chance for internal services to find out more about the service and meet some of the staff involved. The second were individual events in each of the nine areas across the City for front line staff and other partner organisations.
- It is hoped that this can raise the profile, strengthen links and enable informal networks to become established to support the service.

3.5 Website – area portals

Each Area has had its own portal on the Councils website up-dated to give relevant contact details for the Neighbourhood Management Team and brief

overview of the area. A generic website address for each Area has also been established so that communications with communities can be broadened.

Three buttons have been created to provide extra information on:

- The Local Community Plan
- The capital allocation fund
- Local project up-date

All administrators within area teams have received training enabling the refreshing and up-dating of the web-sites.

The Committees thoughts and ideas are sought for further inclusions on the site.(i.e. maps, photographs and links to partner organisations).

4. FINANCIAL IMPLICATIONS

None

5. LEGAL IMPLICATIONS

None

6. EQUALITY AND DIVERSITY IMPLICATIONS

It is hoped that enhancing and promoting Neighbourhood Management via communication and marketing a broader range of the community can access relevant local information and engage in active citizenship.

7. CRIME AND DISORDER ACT 1998

No direct impact on the above act arises from this report.

8. VALUE FOR MONEY

None

9. RISK MANAGEMENT

There are no direct implications of risk to consider within this report

10. LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION

None

11. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT

None

MANJEET GILL
CORPORATE DIRECTOR OF NEIGHBOURHOOD SERVICES
Eastcroft Depot
London Road
Nottingham

NG2 3A

Tel: 0115 9152200

Julian Adams

Neighbourhood Manager

Tel: 0115 9153870

julian.adams@nottinghamcity.gov.uk

Mark Hillary

West Area Neighbourhood Manager

Tel: 0115 915 57655

Mark.hillary@nottinghamcity.gov.uk