

**MBC COMMUNICATIONS AND ENGAGEMENT PLAN  
JUNE 2020 – MARCH 2021**

**Appendix B**

<b>Priority Area</b>	<b>Projects</b>	<b>Campaigns/events and dates</b>	<b>Service leads</b>	<b>PR tools</b>
<b>SAFE CLEAN AND GREEN</b>				
<b>Biodiversity and Climate Change</b>	Biodiversity and Climate Change Working Group and Action Plan	Biodiversity and Climate Change Action Plan and Strategy – ongoing	Helen Miller	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Posters & flyers Marketing Material Photography Signage Newsletters Events Business comms Environmental press
<b>Community Protection</b>	Domestic Abuse Rural Surgeries K9 Dog Boarding Anti-social behaviour SAG PSPO	Domestic Abuse – ongoing K9 Take the Lead consultation – June – July 2020 Public Safety Protection Order consultation – June - August 2020 Safety Advisory Group – ongoing	Martyn Jeynes	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Posters & flyers Marketing Material Photography Signage Newsletters Events Business comms Environmental press

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<b>Environmental Services</b>	Environmental Health	Clean Air for Schools – ongoing Anti-idling schools – ongoing Environmental Health food inspections – ongoing Electric vehicles and charging points	Tracie Beattie	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Marketing Material Events
<b>Environmental Waste Team</b>	Environmental Waste Bin Collections Waste Crime Bereavement Services Garden Bins	Waste & Recycling <ul style="list-style-type: none"> <li>– Bin collections – ongoing</li> <li>– Vehicle graphics –June 2020</li> <li>– Garden Bins promotion – summer 2020</li> <li>– Keep Kent Clean (KRP) – autumn 2020</li> <li>– Contamination - ongoing</li> <li>– Irresponsible Parking –ongoing</li> <li>– DROPS – September 2020</li> </ul>	Jen Shepherd	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Marketing Material <ul style="list-style-type: none"> <li>– Flyers</li> <li>– Posters</li> <li>– Stickers</li> <li>– Brochure</li> </ul> Photography Uniforms Branding Website Trade press
<b>Flood protection</b>	Emergency Planning - Flood protection PR and support to promote the areas in our borough in danger of flooding	Flood preparation – winter 2020/21 -Danger of Floods <ul style="list-style-type: none"> <li>- Signing up for Flood Alerts</li> <li>- Protection of Floods</li> <li>- Working with Environment Agency</li> <li>- Working with Parishes</li> </ul>	Uche Olufemi	Press Release Social media Borough Insight Inside MBC Media interviews Marketing Material

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				Photography Website
<b>Waste Crime Team</b>	Waste Crime and Rural task force with Kent Police	<ul style="list-style-type: none"> <li>• Fly-tipping</li> <li>• Rural Task Force</li> </ul>	Jamie Duffy	Press Release Social media Borough Insight Inside MBC Press interviews Marketing Material Photography Signage Website
<b>Parks and open spaces</b>	Parks <ul style="list-style-type: none"> <li>• Mote Park</li> <li>• Reopening of parks</li> <li>• Cobtree Park</li> </ul>	Dam and sluice gates work – June – Dec 2020 Tree planting – ongoing Mote Hall hire – ongoing Post lockdown reopening of play areas and parks – July 2020  Volunteer opportunities – autumn 2020	Mark Green  Andrew Williams Mike Evans Alan Frith	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Posters & flyers Advertising Marketing Material Photography Signage Newsletters Website
<b>Go Green Go Wild</b>	Promoting and supporting local and national campaigns	<ul style="list-style-type: none"> <li>• Bee Friendly &amp; seed planting – July</li> <li>• Wildflower Meadows – June/July</li> <li>• Grants Scheme announcement - TBC</li> <li>• Autumn Watch - October 2020</li> </ul>	Nicola Toulson	Press Release Social media Borough Insight Inside MBC

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		<ul style="list-style-type: none"> <li>National Tree Week – November</li> <li>Recognition Events – Wildflower Meadows – Spring 2021</li> </ul>		Radio interviews TV interviews Posters & flyers Marketing Material Photography Signage Website
<b>Making Maidstone More Active</b>	Promoting and supporting the Making Maidstone More Active campaign and consultation	Making Maidstone More Active <ul style="list-style-type: none"> <li>Consultation results – tbc</li> </ul>	Mike Evans	Press Release Marketing Material Photography Signage Website
<b>Recycling</b>	Promoting and supporting the continued message of recycling campaigns both locally and nationally	<ul style="list-style-type: none"> <li>National Recycling Week – September 2020</li> <li>Love the Pumpkin – October</li> <li>Five Ways to Recycle – December</li> <li>Contamination in recycling – January 2021</li> </ul>	Liz Duncan Graham Gosden	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Posters & flyers Marketing Material Photography Signage Website
<b>Street Cleansing</b>	Bank Street Blitz Week Street Blitz Town Centre Deep Clean	<ul style="list-style-type: none"> <li>Street Blitz with One Maidstone – 4 per year</li> <li>Post lockdown road to recovery – town centre deep clean project – June – July 2020</li> </ul>	Jen Shepherd John Edwards John Foster William Cornall	Press Release Social media Borough Insight Inside MBC Radio interviews

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				TV interviews Marketing Material Engaging with Parish Councils
<b>Vinters Park Crematorium</b>	Supporting and promoting the work of Bereavement Services	<ul style="list-style-type: none"> <li>• Covid19 Changes to Services – June 2020</li> <li>• Annual Service of Remembrance – TBC</li> </ul>	Sharon Smith Jen Shepherd	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Marketing Material
<b>A THRIVING PLACE</b>				
<b>Maidstone – The Business Capital of Kent</b>	Business Terrace	Networking Events – bi-monthly Business Newsletter – monthly Maidstone Business webinars: Lasting through lockdown – 3 June 2020 Best Business adapting after lockdown (autumn 2020) Enterprise Zone: (inhouse) <ul style="list-style-type: none"> <li>– Judging – August 2020</li> <li>– Winners (case studies) – Sept – Dec 2020</li> </ul> Enterprise Zone: - Kent County Show – July 2021	Chris Inwood	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Marketing Material Photography Website Newsletter Webinars
<b>Economic Development</b>	Tourism – Visit Maidstone	What's on Guide – twice yearly – February & July British Tourism Week – April 2021 (tbc) Elmer's Big Parade – June – September 2021 Ramblin Man – Summer 2021	Laura Dickson	Press Release Social media Borough Insight Inside MBC Radio interviews

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		Rock the Mote – Summer 2021 Pocket Guide/ Welcome to Maidstone - December Christmas shopping & events – Nov/December 2021		TV interviews Flyers Advertising Marketing Material Photography Posters Newsletters Website Events Trade press Business comms
<b>Young Artist of the Year</b>	Promoting and Supporting event and competition	Young Artist of the Year: <ul style="list-style-type: none"> <li>• Launch</li> <li>• Competition</li> <li>• Results</li> </ul>	Victoria Barlow	Press Release Media interviews Posters & flyers Marketing Material Photography Signage Website
<b>Archbishops Palace</b>	Archbishops Palace Change of lease	KCC change of use postponed – Spring 2021	Mark Green	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Advertising Marketing Material Photography

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				Website Business comms Trade press
<b>Bus Station</b>	New Bus Station Development	Consultation – July -September 2020	John Foster	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Advertising Marketing Material Photography Website Business comms Trade press
<b>Lockmeadow</b>	New Landlords of Lockmeadow	New Landlord – January 2020 Marketing plan – March 2020 Lockdown Lockmeadow – April – June 2020 Community Hub – April – June 2020 Pop-up space and events – autumn 2020 Markets promotion – ongoing  Events: – Easter 2021 – Cinema Refurbishment – October 2020 – Book Week – February 2021 – School Holiday promotions – Elmer’s Parade – summer 2021	Mark Green	Press Release Social media Borough Insight Inside MBC Flyers Posters Radio interviews TV interviews Advertising Marketing Material Photography Newsletter Events Website

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		<ul style="list-style-type: none"> <li>- Halloween – October 2021</li> <li>- Christmas Lights &amp; events – Nov/Dec 2021</li> </ul>		Trade press Business comms
<b>Maidstone Markets</b>	Farmers Market Maidstone Market Auctions Town Square at Lockmeadow	Farmers Markets – Jubilee Square -monthly Auctions - at Lockmeadow Weekly markets – Lockmeadow Christmas Markets – TBC	Chris Inwood Alexa Kersting-Woods Richard Feakins Gemma Perry	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Marketing Material Flyers Posters Trade press Business comms
<b>Public Realm</b>	Road to recovery A20 Improvement works	Road to recovery post Lockdown: <ul style="list-style-type: none"> <li>- Opening of town centre June – Oct 2020</li> <li>- Reopening of pubs – July 2020</li> </ul> A20 Ashford Road improvements – ongoing	Jen Shepherd John Edwards John Foster William Cornall	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Marketing Material Engaging with Parish Councils
<b>Maidstone East Railway Station</b>	Development Plans for Maidstone East Railway Station	Ongoing – due to delays in infrastructure	John Foster	Press Release Social media Borough Insight Inside MBC Radio interviews

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				TV interviews Advertising Marketing Material Photography Website Business comms Trade press
<b>Maidstone Museum</b>	Promoting and supporting events and exhibitions at the Museum throughout the year	<ul style="list-style-type: none"> <li>• Reopening after lockdown – July 2020</li> <li>• Memory Days – ongoing</li> <li>• Events and exhibitions – ongoing</li> <li>• Father Christmas and Craft Market – December 2020</li> <li>• Website Relaunch – ongoing</li> </ul>		Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Advertising Marketing Material Signage Photography Website Business comms Trade press
<b>EMBRACING GROWTH AND ENABLING INFRASTRUCTURE</b>				
<b>Planning</b>	Local Plan Review Call for Sites	LPR – Amended timeline – June 2020 LPR update – July 2020 LPR – 2 <sup>nd</sup> stage consultation - October 2020 LPR Consultation (Reg 19B) – February 2021	William Cornall Phillip Coyne James Bailey Mark Edgerton	Press Release Social media Borough Insight Media interviews Industry features Business comms

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				Websites
<b>CIL Consultation</b>	Planning	Community Infrastructure Levy – applications - Autumn 2020	Carole Williams Anna Collier	Borough Insight Press Release Social Media Marketing material
<b>Opportunity Sites</b>	Planning and Economic Development	Len House Maidstone West Gala Bingo & Granada House Riverside Mote Road	William Cornall Rob Jarman Mark Edgerton John Foster	Press Release Social media Borough Insight Media interviews Industry features Business comms Marketing Material Websites
<b>Maidstone Innovation Centre</b>	Promoting and supporting the marketing and PR of the Maidstone Innovation Centre	NCL Training programme launch – July Rydon construction continues – September Promotion of business opportunities – October Time Capsule – December 2020 Open for business – Spring 2021 Trade Events – ongoing	Sean Henry Chris Inwood John Foster	Press Release Social media Borough Insight Media interviews Industry features Business comms Marketing Material Websites
<b>Parking Services</b>	Parking tickets ECV parking points Park & Ride	Virtual parking season ticket change – March Resident Parking restrictions lifted – March-July 2020 Parking in Parks (Covid19) – May 2020 ECV parking bays – ongoing	Jeff Kitson Alex Wells	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Marketing Material Photography

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				Trade press Business comms
<b>Lenham Garden Community</b>	MBC Development	LPR submissions – June 2020 LPR consultation – (Reg18b) October LPR consultation 2 – (Reg18b) February 2021	William Cornall	Press releases Media interviews Stakeholder event Trade press Business comms Borough Insight
<b>HOMES AND COMMUNITIES</b>				
<b>Housing</b>	Homefinder Rough Sleeper Initiative Outreach Team Helping You Home	KHG Housing Awards – August 2020 Homefinder –ongoing Homeless Count – November SWEF – winter 2020/21		
<b>Compassionate City</b>	Policy and Governance	Compassionate City: <ul style="list-style-type: none"> <li>• Community Champions <ul style="list-style-type: none"> <li>- Launch – July 2020</li> <li>- Judging – September</li> <li>- Awards – October</li> </ul> </li> </ul> <p>Compassionate City – May 2021</p>	Anna Collier Orla Sweeney  Kent Messenger Heart of Kent Hospice	Media sponsorship Posters & flyers Marketing Material Photography Signage Website
<b>Equalities</b>	Policy and Governance	We will support and promote diversity and inclusion in the borough through our communications and events	Anna Collier Orla Sweeney	Press Release Social media Borough Insight Inside MBC Radio interviews

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		Create a diversity calendar and promote events		TV interviews Marketing Material Flyers Posters
<b>ALL PRIORITIES</b>				
<b>Brexit</b>	Emergency Planning	Preparing for Brexit – October 2020 The way ahead – November 2020 Brexit is upon us – December 2020	Uche Olufemi	Press Releases Website Inside MBC Borough Insight Member Update Social Media Media Interviews Business Press
<b>Democratic and Electoral Services</b>	Elections Members Bulletin Civic Team Charity Councillors Remembrance Services Civic Parade - Mayor Making Full Council Mayoral comms	Annual Canvass – July 2020 Committee Meetings – (virtual) April 2020 – ongoing Full Council – virtual – July 2020 Remembrance Sunday – November 2020 Mayor Community Chest Mayoral Electric Car	Ryan O’Connell	Press Release Media Statements Social media All Staff Email Inside MBC Marketing Material Videos Posters Public Notices Photography Borough Insight Member Briefings Presentations Events



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		<p>Digital–Web Content Accessibility Guidance - Sep 2020</p> <p>Facilities: Staff Badges Office Moves Road to recovery – returning to office</p>	<p>Gary Hunter Ethan McDowell</p> <p>Georgia Hawkes</p>	<p>Business comms Signage</p>
<p><b>Partnership Working</b></p>	<p>Kent Resilience Forum Kent Resource Partnership Public Health England NHS Hazlitt Theatre Mid Kent College Golding Homes, mhs and Mote Housing Maidstone Winter Churches Kent County Council Maidstone Samaritans Fusion Community Arriva Maidstone United Football Club One Maidstone (BID) Royal British Legion Heart of Kent Hospice – Elmer National Campaigns</p>	<p>Ongoing - according to requirements and various projects and campaigns.</p>	<p>Sacha Taylor Michelle Woodland Karen Hall – MKC Paul Clarke Michelle Woodland Isla Britchford/ Genevieve Case -KCC Craig Taylor Ian Tucker - MUFC Ilsa Butler – BIC Sue Christmas - Sams Sarah Pugh – HOKH</p>	