

# Maidstone Borough Council

## DRAFT Communications Action Plan

2022 – 2023



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## Contents

Introduction	3
Priority – A Thriving Place	4 - 9
Priority – Homes and Communities	10 - 14
Priority – Embracing Growth and Enabling Infrastructure	15 - 17
Priority – Safe, Clean and Green	18 - 23

## Communications Action Plan 2022 – 2023

The team works in line with a communications and engagement calendar which is populated and updated on a monthly basis reflecting services, projects and campaigns with both internal and external partners and stakeholders.

We work in partnership to produce, facilitate and run campaigns and projects highlighting what the Council does and how it works supporting residents and businesses to be a safe place to work and live.

Part of the role of the Communications Team is to help raise awareness and engagement of these campaigns using a variety of channels to deliver appropriate messages.

Focusing on the four MBC priorities under Thriving Place we also promote Maidstone as the Business Capital of Kent to inform and engage with investors, residents, businesses and stakeholders.



# Priority - A Thriving Place

Maidstone is a borough that is open for business, attractive for visitors and is an enjoyable and prosperous place to live for our residents.

Maidstone is the Business Capital of Kent; we will continue to grow our local economy with high employment, good local jobs and thriving local businesses.

We want our town and village centres to thrive and be fit for the future. We will lead investment in the County town and rural service centres through our regeneration projects and working with partners.

We are proud of our heritage and will continue to grow our leisure and cultural offer.



## MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

PRIORITY AREA	Key campaign messages	Audience and outcomes
<b>A THRIVING PLACE</b>		
UK Shared Prosperity Fund – Communities and Engagement	<p>The UK Shared Prosperity Fund (UKSPF) is a central pillar of the UK government’s Levelling Up agenda and provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills.</p> <p>MBC will be using the funding (£1.2m) over three years to restore and build Pride of Place in Maidstone Town Centre.</p> <p>This would include community engagement, marketing material, creative community grants to support and promoting all events and activities taking place. The Council would also establish MBC led flagship annual events - spring, autumn and winter – suggestions include:</p> <ul style="list-style-type: none"> <li>• 24 Nov 2022 – Magic of Christmas in Maidstone (working in conjunction with One Maidstone)</li> <li>• Harvest Food &amp; Drink Festival – Oct 2023</li> </ul> <p><b>Creative Communities Grants:</b></p> <p>In addition, as part of the UKSPF, the Council is inviting people to apply for Creative Community Grants; this will include individual artists and creatives, community groups and cultural organisations.</p> <p>The grant funding will help support events and activities that encourage arts engagement and community cohesion in the borough of Maidstone.</p>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Improved awareness of the work being carried out by Maidstone Borough Council and partners to introduce enforcement through our services areas work. To recognise the contribution of our resident’s contribution to our borough.</p> <p><b>Aims:</b> An improved sense of safety reflected Raise awareness of joint schemes between the community protection team, Police and any other third-party agencies</p>



MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

<p>Maidstone – The Business Capital of Kent - Economic Development</p>	<p>To support and promote Maidstone as the Business Capital of Kent including:</p> <ul style="list-style-type: none"> <li>• Business Networking events – at the MBC Business Terrace</li> <li>• Produce and publish a monthly Business Newsletter</li> <li>• To produce business led communications</li> <li>• To support and promote the work of the Maidstone Innovation Centre</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Improved awareness of Maidstone as the Business Capital of Kent and raise the profile of the Business Terrace and Innovation Centre</p> <p><b>Aims:</b> To raise number of tenants to the Business Terrace and Innovation Centre and to encourage new businesses locate in Maidstone</p>
<p>Compassionate City – Communities and Engagement</p>	<p>To promote and launch the annual Compassionate Community Awards working with Heart of Kent Hospice (HoKH).</p> <p>Supporting HoKH to promote and launch Maidstone Compassionate City – spring 2023</p>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To establish Maidstone as a Compassionate City</p> <p><b>Aims:</b> To work with communities to encourage engagement and introduce Maidstone as a Compassionate City</p>

MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

<p>Visit Maidstone - Economic Development</p>	<p>To support and promote the visitor economy across the borough working with the MBC tourism led team – Visit Maidstone to encourage and increase visitor numbers to the attractions across the borough. This would help improve the economic picture for the entertainment, leisure and hospitality industry in and around Maidstone.</p> <p>The communications team will help promote and facilitate a variety of things including:</p> <ul style="list-style-type: none"> <li>• Events</li> <li>• Things to do in Maidstone</li> <li>• Visitor Information</li> <li>• Venues</li> <li>• What's On</li> <li>• Shopping</li> <li>• Food and drink</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Raise and improve the awareness of Maidstone as a place to visit, shop and stay</p> <p><b>Aims:</b> Establish Maidstone as a first class visitor destination and to increase footfall, economic spend and visitor numbers to the borough</p>
<p>Lockmeadow - Economic Development</p>	<p>To support and promote the Lockmeadow entertainment complex marketing and promotional events.</p> <p>MBC owns the Lockmeadow building and works closely with all the tenants to support their work.</p> <p>The Council is also responsible for a variety of events which they schedule throughout the year including:</p> <ul style="list-style-type: none"> <li>• Maidstone River Festival entertainment stage</li> <li>• Producers Market – monthly</li> <li>• Maidstory (with One Maidstone)</li> <li>• Monthly charity Quiz- ongoing</li> <li>• Music on Terrace – Monthly</li> <li>• Santa's big post box – annually Nov/Dec</li> <li>• Riverside illuminated walk - ongoing</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Improved awareness of the work being carried out by Maidstone Borough Council and partners to introduce enforcement through our services areas work</p> <p><b>Aims:</b> An improved sense of safety reflected Raise awareness of joint schemes between the community protection team, Police and any other third-party agencies</p>

MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

<p>Town Centre Planning - Planning, Policy and Environment</p>	<p>Working with the Planning, Policy and Environment team we support and promote Maidstone as the County Town highlighting the changes and improvement work planned to help restore trust, a feeling of safety and pride in the town centre including:</p> <ul style="list-style-type: none"> <li>• Business and investment opportunities</li> <li>• Town Centre Task Force</li> <li>• Reinvigorating the town</li> <li>• Five Opportunity Sites</li> <li>• Sustainability and Growth</li> <li>• Public Consultation</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To restore trust in Maidstone as a town centre for residents, visitors and businesses</p> <p><b>Aims:</b> An increase in visitor numbers and businesses locating in the town centre. Promote improvement projects in and around the town centre and raise awareness of joint schemes between MBC and partner organisations</p>
<p>Residents Survey - Communities and Engagement</p>	<p>To promote and support the annual MBC Residents Survey including:</p> <ul style="list-style-type: none"> <li>• Public engagement events</li> <li>• Social media</li> <li>• Digital Marketing</li> <li>• Press Releases</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To understand what people think of Maidstone; their concerns, needs and the way people live and work across the borough</p> <p><b>Aims:</b> An improved understanding of what our residents like, dislike, want and don't want in Maidstone. How they would like it to develop and improve</p>

MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

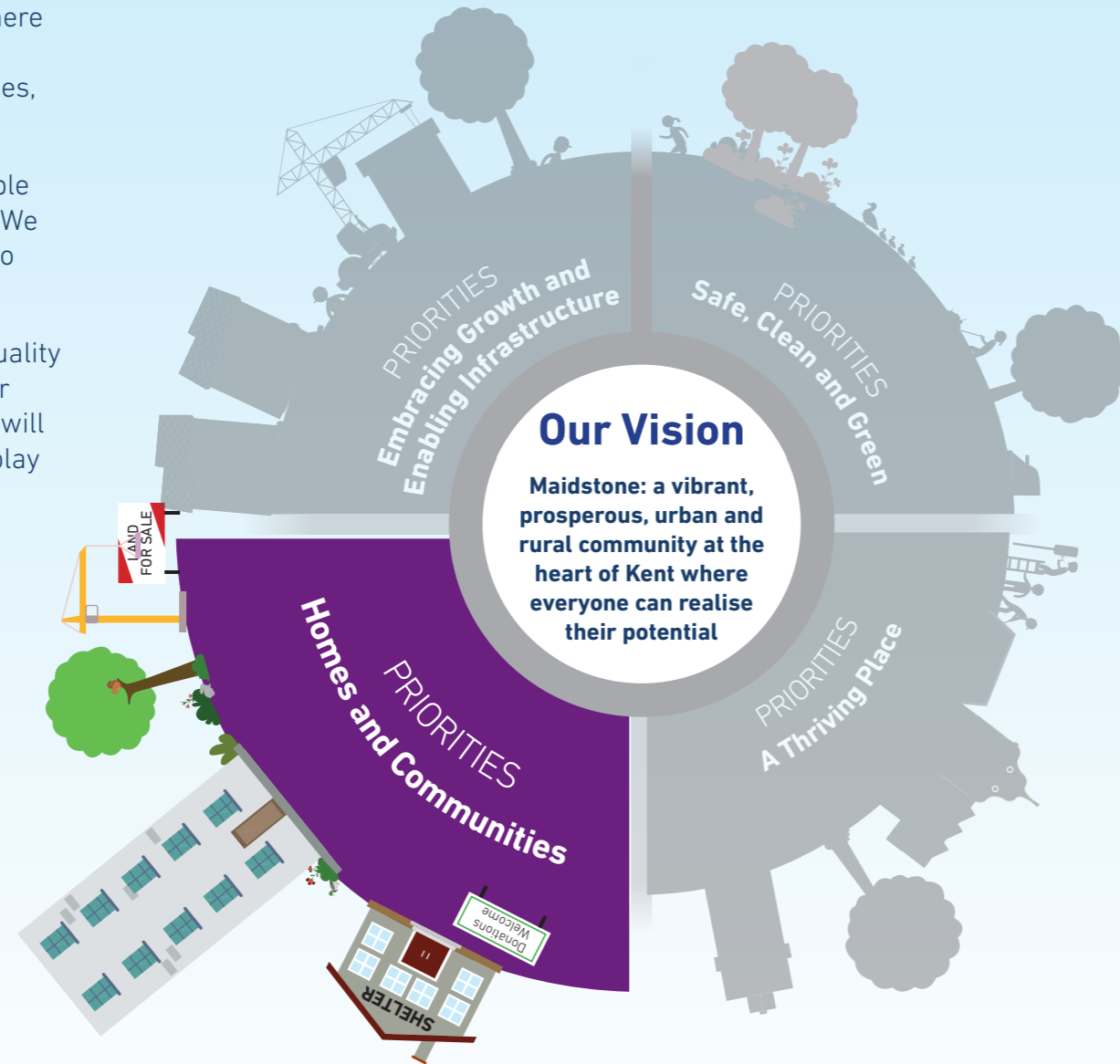
<p>Maidstone Museum – Economic Development</p>	<p>To promote and support Maidstone Museum exhibition and events including:</p> <ul style="list-style-type: none"> <li>• Exhibitions</li> <li>• School visits</li> <li>• Meeting venue</li> <li>• Holiday activities for children</li> <li>• Schools virtual learning workshops</li> <li>• Father Christmas &amp; festive producers market</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To raise the profile of Maidstone Museum by promoting events, exhibitions and encourage local people and visitors to use the facilities of the Museum and highlight the way that it supports the town centre community</p> <p><b>Aims:</b> Increased visitor numbers to the Museum; improve dwell time, increase number of events planned and held as a meeting venue and improve sales to ticketed events and in the Museum shop</p>
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# Priority - Homes and Communities

We want to have a place that people love and where they can afford to live. This means ensuring that there is a good balance of different types of homes, including affordable housing.

We will have safe and desirable homes that enable good health and wellbeing for our communities. We will address homelessness and rough sleeping to move people into settled accommodation.

We will work with our partners to improve the quality of community services and facilities including for health care and community activities. Residents will be encouraged and supported to volunteer and play a full part in their communities.



HOMES AND COMMUNITIES		
1,000 Affordable Homes – Planning and Development	<p>To promote and support MBC’s commitment to acquiring an additional 1,000 houses for Local People on affordable terms including:</p> <ul style="list-style-type: none"> <li>Promotion of work that is being carried out to achieve the commitment through press releases, social media and digital communications</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To enable and support MBC in reaching its commitment to acquiring 1,000 affordable homes in the borough</p> <p><b>Aims:</b> To promote and establish Maidstone as a place for people to move to, live and buy a home</p>
MBC Engagement Events – Economic Development	<p>To support and promote engagement events taking place across the borough including:</p> <ul style="list-style-type: none"> <li>Parks and Open Spaces</li> <li>Town Centre</li> <li>Jubilee Square</li> <li>Maidstone Museum</li> <li>Lockmeadow</li> <li>Maidstone Leisure Centre</li> <li>Trinity Community Hub</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Raise awareness of events and increase community engagement across the borough</p> <p><b>Aims:</b> To promote all that is happening in Maidstone to improve a feeling pride of place and increase visitor numbers, dwell time and tourism economy</p>

MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

<p>Help for Ukraine – Communities and Engagement</p>	<p>To help and support Help and Homes for Ukraine across Maidstone borough including:</p> <ul style="list-style-type: none"> <li>• Community events for refugees and host families</li> <li>• Produce and provide information/literature</li> <li>• Provide information regarding housing, health and community facilities</li> <li>• Support – refugees and host families</li> <li>• Promote monetary payments</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To support host families and refugees from Ukraine providing them with a sense of place and reassurance in the borough of Maidstone</p> <p><b>Aims:</b> To inform and reassure both host families and refugees of MBC services and community support that is available to them</p>
<p>Energy Efficiency Support – Housing, Revenues and Benefits, Communities and Engagement</p>	<p>To promote and support energy efficiency support and the work MBC services are providing including:</p> <ul style="list-style-type: none"> <li>• Exceptional hardship payments; social housing payments</li> <li>• Debt advice and support</li> <li>• Housing Benefit</li> <li>• Universal credit customers</li> <li>• Council Tax Arrears funding – ongoing</li> <li>• Financial Inclusion – ongoing</li> <li>• Winter Fuel Allowance</li> <li>• Winter hardship payments</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To provide reassuring messages for residents and businesses outlining what is available to them through the work of the MBC energy efficiency support services</p> <p><b>Aims:</b> To increase reassurance and provide information to refugees and host families to the support available to them</p>

MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

<p>Housing – Housing and Inclusion</p>	<p>To promote and support the work of the MBC Housing Team including:</p> <ul style="list-style-type: none"> <li>• Homefinder – Landlord promotion</li> <li>• Helping You Home</li> <li>• Trinity Community Hub</li> <li>• Annual Homeless Count</li> <li>• Outreach Team</li> <li>• Severe Weather Emergency Protocol (SWEP)</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To raise awareness of the work of the MBC Housing services</p> <p><b>Aims:</b> To inform and engage with those that need help and support from the MGC Housing Teams</p>
<p>Democratic and Electoral Services</p>	<p>Support and promote the work of the Democratic and Electoral Services Team including:</p> <ul style="list-style-type: none"> <li>• Annual Canvass</li> <li>• Electoral Register</li> <li>• MBC Committee Meetings</li> <li>• Local, PCC, Parish and General Elections</li> <li>• Candidate Nomination process</li> <li>• Registering for postal vote</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Highlighting and raising awareness of the MBC Democratic and Electoral Services Team</p> <p><b>Aims:</b> To increase awareness and the community engagement and improve number of people casting their votes at elections</p>

<p>Policy &amp; Resources</p>	<p>To promote and support the work of the MBC Policy &amp; Resources Team including Public Consultations:</p> <ul style="list-style-type: none"> <li>• Residents Survey</li> <li>• Community Resilience Fund</li> <li>• Public engagement events</li> <li>• Local Plan Review</li> <li>• Community Infrastructure Levy</li> <li>• Leisure Facilities</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To encourage public engagement in all the consultations and events that MBC facilitate</p> <p><b>Aims:</b> To improve awareness and increase engagement with residents and businesses</p>
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## Priority - Embracing Growth and Enabling Infrastructure

We want Maidstone Borough Council to work for the people who live, visit and work; now and in the future.

We want a borough where there is a variety of jobs, housing needs are met and infrastructure is in place to meet the growing needs of our residents and economy.

We also want to ensure we lead and shape our place as it grows, including leading master planning and investing to bring about high quality housing and jobs in the borough.





<b>EMBRACING GROWTH AND ENABLING INFRASTRUCTURE</b>		
Local Plan Review – Planning, Policy and Environment	<p>To promote and publicise the Maidstone Local Plan Review (LPR) to report on the process and inform the public of where they can access information on the progress of the review.</p> <p>The communications team supports the LPR by reporting on:</p> <ul style="list-style-type: none"> <li>• Providing information on each stage of the process</li> <li>• Inform the public on the LPR outcomes</li> <li>• Each consultation stage</li> <li>• How the process works</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Increase awareness of the requirements of a Local Plan Review and highlight the process behind it</p> <p><b>Aims:</b> To engage with all residents, businesses and stakeholders to promote the process of the Maidstone Local Plan Review and improve understanding of the legal requirement</p>
Trinity Community Hub - Housing and Inclusion	<p>Supporting communications and promoting the re-opening of Trinity House ad a Community Hub in the centre of Maidstone comms including:</p> <ul style="list-style-type: none"> <li>• Public and stakeholder engagement event</li> <li>• Official opening of Community Hub</li> <li>• Trinity Venue Hire</li> <li>• Community engagement events</li> <li>• The work of the MBC Outreach and Housing Teams</li> <li>• Partner organisations working with MBC teams</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Improved awareness of Trinity and the role it plays as a Community Hub in the town centre</p> <p><b>Aims:</b> Provide an understanding and reassurance to residents, the local community and stakeholders of the role of Trinity Community Hub and increase awareness of the important role it will have</p>

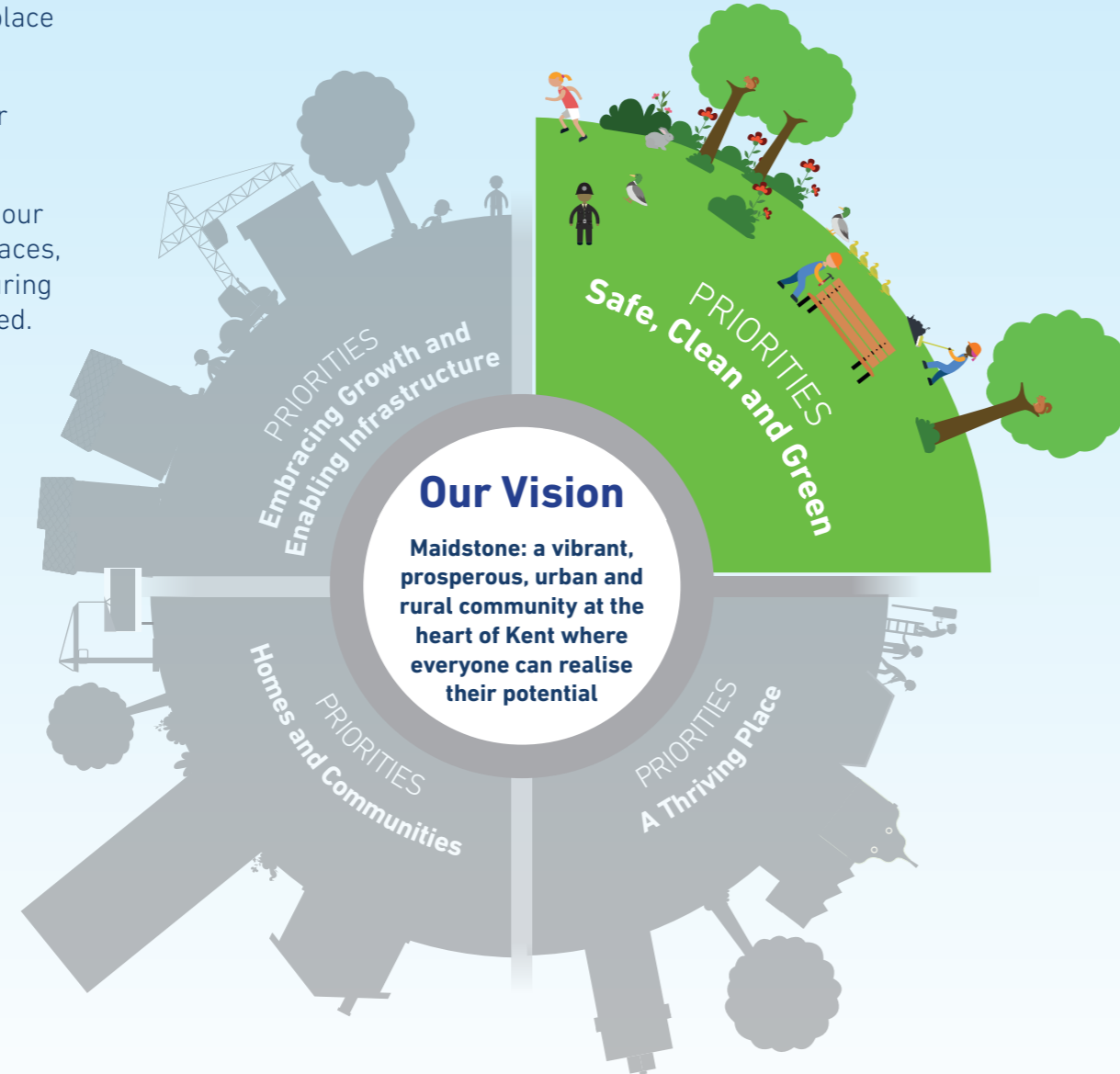
Maidstone Innovation Centre - Economic Development and Regeneration	<p>To support and promote the Maidstone Innovation Centre as the Med-Tech industry business centre including:</p> <ul style="list-style-type: none"> <li>• Tenants business profile</li> <li>• Business and office space available</li> <li>• Meeting venue hire</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To improve and raise awareness of the Maidstone Innovation Centre and the role it plays in the community</p> <p><b>Aims:</b> Increase the number of tenants at the MIC and encourage usage of the conference room and venue hire</p>
LOC8 – Economic Development and Regeneration	<p>To promote and support the construction and opening of LOC8 - the new business development park situated just off junction 8 of the M20 including:</p> <ul style="list-style-type: none"> <li>• Facilitate official opening event</li> <li>• Promote and work with partner organisations</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To introduce LOC8 as a new facility for residents, businesses and stakeholders to use in the borough</p> <p><b>Aims:</b> To help establish LOC8 as a Maidstone’s premiere commercial park</p>

# Priority - Safe, Clean and Green

We will keep Maidstone an attractive and clean place for all.

Maidstone is a safe place to live and we want our residents to feel safe.

We want to protect and where possible enhance our environment and make sure our parks, green spaces, streets and public areas are high quality by ensuring they are looked after, well managed and respected.



## MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

SAFE CLEAN AND GREEN		
Enforcement – Community Protection, Waste Crime, Housing and Inclusion	<p>Town Centre Task Force launch summer 2022- joint operation with Maidstone Borough Council Community Protection Team Kent Police and partners organisations.</p> <p>Place Based Enforcement including:</p> <ul style="list-style-type: none"> <li>• Planning Enforcement</li> <li>• Community Protection</li> <li>• Waste Crime</li> <li>• Housing &amp; Homelessness -</li> <li>• Animal welfare</li> <li>• Antisocial Behaviour Awareness</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Improved awareness of the work being carried out by Maidstone Borough Council and partners to introduce enforcement through our services areas work</p> <p><b>Aims:</b> An improved sense of safety reflected Raise awareness of joint schemes between the community protection team, Police and any other third-party agencies</p>
Safer Streets – Community Protection	<p>Maidstone has received £565,877 funding which has been secured by the Police &amp; Crime Commissioner (Matthew Scott). This is to provide safety improvements around the town centre and Brenchley Gardens district. This will include more outreach workers, self-defence classes for women and an expansion of the Best Bar None scheme for licensed premises, which promotes good practice and improved customer safety.</p> <ul style="list-style-type: none"> <li>• MBC will be working with: Kent PCC’s Office</li> <li>• Kent Police</li> <li>• Kent County Council</li> <li>• Maidstone &amp; Tunbridge Wells NHS Trust</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Improved awareness of the work being carried out by Maidstone Borough Council and partners to introduce enforcement through our services areas work</p> <p><b>Aims:</b> An improved sense of safety reflected Raise awareness of joint schemes between the community protection team, Police and any other third-party agencies</p>

<p>Community Protection</p>	<p>Promoting the work of the MBC Community Protection Team including:</p> <ul style="list-style-type: none"> <li>• Maidstone Town Centre Task Force</li> <li>• Rural Task Force (based in Marden)</li> <li>• Safer Streets</li> <li>• Safety Advisory Group</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> To help the people of Maidstone to understand the work of the Community Protection Team and feel safer in the town and across the borough</p> <p><b>Aims:</b> An improved sense of safety across the borough To raise awareness of the work of the Community Protection Team and improve their understanding of how they are helping the residents, businesses and third party partner organisations in the borough</p>
<p>Environmental Services - Environmental Health</p>	<p>Promoting the work of the Environmental Services Team including:</p> <ul style="list-style-type: none"> <li>• Clean Air for Schools</li> <li>• Improve air quality</li> <li>• Improve health and wellbeing</li> <li>• Improving environmental health</li> <li>• Anti-idling outside schools campaign</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Improve air quality</li> <li>• Improve health and wellbeing</li> <li>• Improving environmental health</li> <li>• Improving air quality across the borough of Maidstone</li> <li>• Improving the health of our children</li> </ul> <p><b>Aims:</b> Anti-idling - Clean Air for Schools campaign – to raise awareness for drivers to switch off engines outside schools. To improve air quality, health and wellbeing for residents of Maidstone</p>

<p>Environmental Waste Team</p>	<p>To promote and support the Waste &amp; Recycling Team including:</p> <ul style="list-style-type: none"> <li>• Waste collections services across Maidstone</li> <li>• Recycling advice and information             <ul style="list-style-type: none"> <li>– including waste collections and services</li> </ul> </li> <li>• Volunteer Opportunities – Litter Picking</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• To improve awareness of service</li> <li>• Improve recycling in the borough</li> <li>• Encourage people to improve their recycling and waste habits</li> </ul> <p><b>Aims:</b> To raise awareness and continue to inform residents and businesses of the work of the Environmental Waste Team and services they provide</p>
<p>Flood protection - Environmental Health, Communities and Engagement</p>	<p>Flood preparation –</p> <ul style="list-style-type: none"> <li>• Raising Awareness of flooding – town centre and surrounding areas</li> <li>• Call for Flood Wardens</li> <li>• Informing of danger of potential floods</li> <li>• Sign up for flood alerts</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Improve the awareness of flooding and the dangers</li> <li>• Increase number of flood wardens across the borough</li> </ul> <p><b>Aims:</b> To keep our residents and businesses out the danger of floods, inform them of when flooding is expected and update them of the changing weather situation. To encourage people to sign-up to become Flood Wardens and for flood alerts</p>

MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

<p>Waste Crime Services</p>	<p>To promote the work of the MBC Waste Crime Services including:</p> <ul style="list-style-type: none"> <li>• #CleanUpMaidstone campaign</li> <li>• Community Projects including fly-tipping</li> <li>• Vehicle seizure joint operations with Kent Police</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> Improved awareness of the work being carried out by Maidstone Borough Council and partners to introduce the Waste Crime Team</p> <p><b>Aims:</b> An improved awareness of what the MBC Waste Crime Services carry out and promote the work that they do</p>
<p>Parks and Open Spaces - Grounds &amp; Open Spaces</p>	<p>To promote Maidstone's Parks &amp; Open Spaces including:</p> <ul style="list-style-type: none"> <li>• National Love Parks Week</li> <li>• Green Flag Awards</li> <li>• Mote Park Café and visitor centre opening</li> <li>• Safety in Parks</li> <li>• Cobtree Manor Park Golf Club House</li> <li>• Events being held in the parks across the borough</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders - everyone</p> <p><b>Outcomes:</b> An improved awareness for residents and visitors of the parks and open spaces that are available across the borough of Maidstone</p> <p><b>Aims:</b> An increase in numbers of visitors to the parks and open spaces across the borough and more events in those areas</p>

MBC COMMUNICATIONS AND ENGAGEMENT PLAN – July 2022 – June 2023

<p>Mote Park Café and Visitor Centre - Economic Development, Parks and Open Spaces</p>	<p>Working with the contractor - BBS Construction to promote the work being carried out on the new café and visitor centre in Mote Park including:</p> <ul style="list-style-type: none"> <li>• New café leaseholder</li> <li>• Opening event</li> <li>• Venue availability</li> <li>• Facility Hire and use of the café for community groups</li> </ul>	<p><b>Audiences:</b> Residents, businesses, partner organisations, visitors to Maidstone, trade press stakeholders – everyone</p> <p><b>Outcomes:</b> Promote the new facilities in Mote Park for residents, visitors and community groups</p> <p><b>Aims:</b> An increase in number of users to the Mote Park Café and visitor centre and to encourage more community groups to use the facilities</p>
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