

MBC COMMUNICATIONS AND ENGAGEMENT PLAN: June 2023 – May 2024 (updated 19 June 2023)

SERVICE AREA, PRIORITY AREA AND CAMPAIGN	KEY CAMPAIGN MESSAGES	AUDIENCE, AIMS AND OUTCOMES	DELIVERY METHOD
SAFE CLEAN & GREEN			
COMMUNITY PROTECTION <ul style="list-style-type: none"> • Safer streets • Antisocial behaviour • Safety Advisory Group (SAG) • Illegal goods 	<p>Key campaign messages include promotion of projects:</p> <ul style="list-style-type: none"> • Neighbourhoods Task Force • Safer streets • K9 Dog Boarding • Antisocial behaviour • SAG • PSPO • Illegal goods • Illegal workers 	<p>Audience: Residents, businesses, stakeholders, partner organisations including Kent Police and KCC.</p> <p>Aims: To support and change the public perception of Maidstone to re-establish it as a safe place to visit, work and spend time in.</p> <p>Outcomes: Comms messages will enforce the need for everyone to take responsibility for their own safety, whilst promoting the work of the Maidstone Task Force to instil a feeling of Safer Streets.</p>	<p>Targeted campaigns using a variety of MBC media channels and tools including:</p> <ul style="list-style-type: none"> Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets' Talk Maidstone MBC Stay Connected Newsletter Inside MBC (internal communications)

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<p>CLIMATE CHANGE & BIODIVERSITY</p>	<p>Key campaign messages include:</p> <ul style="list-style-type: none"> • Climate Change & Biodiversity Communications Plan • Environmental Calendar • Eco Hub • Environment roadshow 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of the work of MBC teams to combat Climate Change and improve Biodiversity.</p> <p>Outcomes: To change peoples’ habits and improve biodiversity across the borough of Maidstone.</p>	<p>Targeted campaigns using a variety of MBC media channels and tools including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
<p>ENVIRONMENTAL HEALTH SERVICES</p>	<p>Communications projects to support the Environmental Health team messaging include:</p> <ul style="list-style-type: none"> • The Clean Air Annual Report • Environmental Health food inspections • Electric vehicles and charging points • Clean Air for Schools/ Pollution Patrol 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of the work of Environmental Health Services.</p> <p>Outcomes: To reassure people about the service MBC provides to help them.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
<p>ENVIRONMENTAL WASTE</p>	<p>Key campaign messages include:</p> <ul style="list-style-type: none"> • New Waste Contract with SUEZ • Encourage recycling habits • Waste contamination costs 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page</p>

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	<ul style="list-style-type: none"> • Environmental Waste • Bin Collections • Garden Bins • Irresponsible parking • Bulky Waste 	<p>Aims: To raise awareness of the environmental waste service, improve recycling statistics, reduce contamination and increase income.</p> <p>Outcomes: To improve knowledge of the MBC service and provide relevant information to members of the public about their waste service.</p> <p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p>	<p>MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
<p>EMERGENCY PLANNING – FLOOD PROTECTION</p>	<p>Emergency Planning - Flood protection PR and support to promote the areas in our borough in danger of flooding: Flood Alert sign-up – annual programme of promoting dangers of flooding including:</p> <ul style="list-style-type: none"> • Raising Awareness of potential flooding to areas across the borough – October • Call for Flood Wardens – Summer/ Autumn • Flood preparation – Nov 2023 • Flood Action Week – Nov 2023 • Issuing information and providing residents with continuous flood messaging as required 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of the dangers of flooding across the borough.</p> <p>Outcomes: To improve understanding about the dangers of flooding, increase flood alerts sign-up and flood warden numbers in the borough.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>

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<p>WASTE CRIME TEAM</p>	<p>Key messages include:</p> <ul style="list-style-type: none"> • #CleanUpMaidstone • Team Up to Clean Up • Community Projects • Anti-Littering – car littering • Fly tipping is a crime • Vehicle seizure • Joint Operations with Kent Police 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of the work of the waste crime team.</p> <p>Outcomes: To improve knowledge or the MBC service reduce fly tipping and overall waste crime offences.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
<p>ENVIRONMENTAL WASTE - PARTNERSHIP WORKING</p>	<p>To continue to promote:</p> <ul style="list-style-type: none"> • #CleanUpMaidstone • Team Up to Clean Up • One Maidstone – Cleaning up the town centre projects • Partnership working including with the Mall, One Maidstone, Fidums, Medway Valley Countryside Partnership & MADM 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of the work of the environmental waste team and partnership working.</p> <p>Outcomes: To improve knowledge or the MBC service and encourage more partnership working projects.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>

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<p>STREET CLEANSING</p>	<p>To promote the work of the MBC Street Cleansing team and working with partners One Maidstone:</p> <ul style="list-style-type: none"> • Town Centre Clean Up • King Street Blitz • Bank Street Blitz • Week Street Blitz 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of the work of the Street Cleansing Team and partnership working.</p> <p>Outcomes: To improve knowledge or the MBC service and encourage more partnership working projects.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
<p>MOTE PARK</p>	<p>Key campaign messages include:</p> <ul style="list-style-type: none"> • Mote Park Café and visitor centre • Mote Park - Refurbishing the toilet block at the Wellington St end • Mote Park artwork project • Art competition • Scheduled events and concerts –programme • Promotion of available hire of the park for events and activities 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of facilities, events and work being carried out in Mote Park</p> <p>Outcomes: To improve knowledge of the park and increase visitor numbers, footfall, ticket sales to events, venue hire and revenue.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>

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<p>COB TREE MANOR PARK</p>	<p>Promoting events, facilities and Cobtree Manor Park to the public key messages:</p> <ul style="list-style-type: none"> • New Tenant at café & visitor centre • Golf Club House – refurbishment • Cobtree Manor Park Volunteer group • Christmas illumination trail • Promotion of available hire of the park for events and activities 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of facilities, events and work being carried out in Cobtree Manor Park</p> <p>Outcomes: To improve knowledge of the park and increase visitor numbers, footfall, ticket sales to events, venue hire and revenue.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
<p>PARKS AND OPEN SPACES</p>	<p>To promote the 60 parks and open spaces managed by MBC across the borough of Maidstone including:</p> <ul style="list-style-type: none"> • Brenchley Gardens • Clare Park • Cobtree Manor Pak • Millenium River Park • Penenden Heath • Whatman Park • South Park 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of facilities, events and work being carried out in MBC parks and open spaces.</p> <p>Outcomes: To improve knowledge of the parks and open spaces, increase visitor numbers, footfall, ticket sales to events, venue hire and revenue.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>

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<p>MAIDSTONE LEISURE CENTRE</p>	<p>Promoting the Leisure Centre working with SERCO marketing team to outline the facilities including:</p> <ul style="list-style-type: none"> • Mote Hall venue hire • Fitness facilities • Surveys, consultations and reports on existing leisure centre • Public consultation 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of facilities, events and work being carried out at the Leisure centre.</p> <p>Outcomes: To improve knowledge of the leisure centre, support promotion to increase visitor numbers, footfall, ticket sales to events, venue hire and revenue.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
<p>BEREAVEMENT SERVICES</p>	<p>Supporting and promoting the work of Bereavement Services - Vinters Park Crematorium and Cemetery including:</p> <ul style="list-style-type: none"> • Bereavement services news • Restoration of the Chapel at Maidstone Cemetery • Cemetery 165th Anniversary • Crematorium 60th Anniversary 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: To raise awareness of the work of the MBC Bereavement Service team.</p> <p>Outcomes: To improve knowledge of the work of the bereavement service team, provide reassurance to residents and help increase revenue.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>

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A THRIVING PLACE			
UK SHARED PROSPERITY FUND (UKSPF)	<p>UK Shared Prosperity Fund –(UK Government Build Back Better) to support - Make it Maidstone – building pride and confidence in the town centre.</p> <p>Including:</p> <ol style="list-style-type: none"> 1. Arts Carnival – Wild in Maidstone 2. Creative Community Grants 3. Iggy Trail 4. Creative Hub 5. Involve gardening projects 6. Maidstone LitFest 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: Creating narrative around positive messaging and encouraging engagement with stakeholders, businesses and residents.</p> <p>Outcomes: To raise awareness of the events and activities taking place in Maidstone Town Centre – restoring its title as the County Town of Kent.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications) Facilitating radio and TV interviews</p>
MAIDSTONE – THE BUSINESS CAPITAL OF KENT	<p>Key messages include:</p> <ul style="list-style-type: none"> • Maidstone - County Town of Kent • Maidstone is open for business • MBC Business Terrace and Business Suite are available for hire • Maidstone Innovation Centre • LOC8 – new business park in Maidstone 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: Creating narrative around positive messaging and encouraging engagement with stakeholders, businesses and residents.</p> <p>Outcomes: Establishing that Maidstone is the County Town of Kent, a thriving place and is open for business.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications) Facilitating radio and TV interviews</p>

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		Encouraging new businesses to locate in Maidstone, improving and increasing revenue in the borough.	
VISIT MAIDSTONE	<p>Key messages include:</p> <ul style="list-style-type: none"> • Visit Maidstone • What's On – traditional and digital marketing promotion • Events in Mote Park and other open spaces • MBC led events promotion and support • Venue hire across Maidstone • Poster sites – marketing opportunities • Rebuilding pride in place 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: Create positive messages around why people should visit Maidstone. Promoting the town and borough and encouraging engagement with stakeholders, businesses and residents.</p> <p>Outcomes: Establishing that Maidstone is the County Town of Kent, a thriving place and the place to visit, improving and increasing revenue in the borough.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Facilitating radio and TV interviews Video & photography Marketing material Borough Insight Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications) What's On Posters Poster Sites advertising Digital Marketing Radio advertising</p>
SHAUN CHARITY TOWN CENTRE ART TRAIL	<p>Working with Heart of Kent Hospice to install and promote the Shaun the Sheep trail in the town centre:</p> <ul style="list-style-type: none"> • MBC is Presenting Partner for the Shaun The Sheep Art Trail • MBC working in partnership and supporting HoKH • Trail to be in place throughout summer 2024 • Raise awareness of MBC 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: Create positive messages around why people should visit Maidstone to see Shaun the Sheep trail. Promoting the town and borough</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets' Talk Maidstone</p>

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	<ul style="list-style-type: none"> • Make Maidstone a tourist destination in the summer of 2024 • Enhance the town’s cultural offering and showcase its existing assets • Boost footfall for local businesses thereby improving the economy • Provide opportunities for MBC staff be involved in volunteering opportunities, supporting a happy and motivated workforce • Create a beneficial lasting legacy for Maidstone and Hospice where local people are more knowledgeable about the care and support that their local Hospice provides 	<p>and encouraging engagement with stakeholders, businesses and residents.</p> <p>Outcomes: Increasing footfall and numbers of visitors to Maidstone during the installation of the trail.</p>	<p>MBC Stay Connected Inside MBC (internal communications) Digital marketing Facilitating radio and TV interviews</p>
<p>LOCKMEADOW LEISURE COMPLEX</p>	<p>Key messages to promote Lockmeadow include:</p> <ul style="list-style-type: none"> • Love Food @ Lockmeadow • New tenants at Lockmeadow including SERCO at fitness centre • ODEON Luxe • Pop-up space and events • Venue hire – Coronation Square • Maidstone Market • Market Hall events • Auctions • Events – craft market • Riverside illuminated walk 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: Create positive messages to encourage visitors to Lockmeadow and improve engagement with stakeholders, businesses and residents.</p> <p>Outcomes:</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications) Digital marketing Lockmeadow website</p>

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		Increasing footfall and numbers of visitors to the Lockmeadow Leisure complex.	MMM Magazine Inside Kent Radio advertising Facilitating radio and TV interviews
TOWN CENTRE STRATEGY	<p>Re-establishing Maidstone as County Town of Kent with key messages including:</p> <ul style="list-style-type: none"> • Your town is changing – what do you want to see it look like? • Have your say to improve your town • Focus groups and workshops with stakeholders, businesses and residents at events and consultations • Rebuilding pride in place 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: Engage with residents, stakeholders and partner organisations to understand what they would like the town centre to deliver.</p> <p>Outcomes: Improve the town centre of Maidstone to reflect the wishes and needs of residents, businesses, visitors and stakeholders.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Leaflets and posters Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications) Digital marketing Poster advertising sites Radio advertising Facilitating radio and TV interviews</p>
MAIDSTONE MUSEUM	<p>Promoting and supporting events, activities and exhibitions at Maidstone Museum including:</p> <ul style="list-style-type: none"> • Hooden Horse • Secret Stash • NHS at 75 free exhibition • School holiday activities • Archaeology Festival • New Gallery 	<p>Audience: Residents of Maidstone, stakeholders, partner organisations, Councillors and other MBC Service areas.</p> <p>Aims: Engage with residents, stakeholders and partner organisations promote Maidstone Museum.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight</p>

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	<ul style="list-style-type: none"> • Website relaunch • Glass room venue hire 	<p>Outcomes: Improve and raise the profile of the Museum, increase the town centre of Maidstone to reflect the wishes and needs of residents, businesses, visitors and stakeholders.</p>	<p>Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications) Facilitating radio and TV interviews</p>
<p>PARTNERSHIP WORKING – One Maidstone (BID)</p>	<p>Key messages include:</p> <ul style="list-style-type: none"> • Partnership working • Projects and campaigns • Events support and promotion • MBC working together with its residents, businesses and stakeholders • Rebuilding pride in place 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims: Improving the appearance and cleanliness of the borough whilst building working relationships with partners in the town centre. Supporting by proactively promoting Maidstone through events and campaigns.</p> <p>Outcomes: Educating residents, businesses and stakeholders of the works carried out in partnership with One Maidstone.</p>	<p>Working with One Maidstone to create Targeted campaigns, projects and events.</p> <p>Press releases Social media Marketing material Posters and publications Facilitating radio and TV interviews Photography and videography Supporting events Borough Insight</p>

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<p>EMBRACING GROWTH AND ENABLING INFRASTRUCTURE</p>			
<p>PLANNING – LOCAL PLAN REVIEW</p>	<p>Local Plan Review Inspection:</p> <ul style="list-style-type: none"> • What does the local plan mean? How does it impact and affect your community? • How does it reflect the MBC Strategic Plan? • Date/timeline of delivery 	<p>Audience: Residents, developers, businesses, Councillors and Parish Councillors</p> <p>Aims: To provide constant messaging around the Local Plan Review process and progress informing audiences of the outcomes.</p> <p>Outcomes: Increase awareness of public consultations and the process of the LPR, whilst providing information about the progress of the review.</p>	<p>Mixed media channels including:</p> <p>Press releases Social media Marketing material Posters and publications Facilitating radio and TV interviews Photography and videography Supporting events Borough Insight Public Consultation Events Publication of documents MBC News page Stay Connected Lets’ Talk Maidstone</p>
<p>PLANNING – OPPORTUNITY SITES Maidstone West Maidstone East Len House Maidstone Riverside Gala Bingo Mote Road</p>	<p>To promote the projects that MBC is leading including:</p> <ul style="list-style-type: none"> • New development in and around the County Town • Restoring Pride in Place • New building to significantly enhance the area • Associated public realm development enhancing area • Opportunities to improve traffic circulation in the town centre 	<p>Audience: Residents, developers, businesses, Councillors and Parish Councillors</p> <p>Aims: To provide a better understanding of plans for Maidstone and issues that matter leading to better decision-making processes</p> <p>Outcomes: Increased awareness of plans to improve and enhance the appearance of the County Town</p>	<p>Mixed media channels including:</p> <p>Press releases Social media Marketing material Posters and publications Facilitating radio and TV interviews Photography and videography Supporting events Borough Insight Public Consultation Events Publication of documents MBC News page Stay Connected Lets’ Talk Maidstone</p>

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<p>1,000 Affordable Homes</p>	<p>Promoting and the Council's commitment to deliver 1,000 affordable homes across the borough of Maidstone</p>	<p>Audience: Residents, developers, construction companies, businesses, Councillors and Parish Councillors</p> <p>Aims: To provide a better understanding of plans for building new residential properties and providing affordable housing for the residents of Maidstone.</p> <p>Outcomes: Increased awareness of MBC plans to deliver its commitments of providing 1,000 affordable homes.</p>	<p>Targeted campaigns using a variety of MBC media channels and tools including:</p> <ul style="list-style-type: none"> Press releases Social media MBC news page MBC website Events Targeted trade press articles Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)
<p>PLANNING - Lenham Garden Community</p>	<p>MBC Development Homes England</p>	<p>Marketing and Public Relations consultant WSP leading comms and marketing</p>	<p>Targeted campaigns using a variety of MBC media channels and tools including:</p> <ul style="list-style-type: none"> Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)

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HOMES & COMMUNITIES			
BOROUGH INSIGHT	<p>Key messages include:</p> <ul style="list-style-type: none"> • MBC Residential Magazine • Delivered to 82k properties across the borough of Maidstone • Focusing on community projects and highlighting work of the Council, partners, stakeholders and supporting charitable organisations. 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims: To communicate with all the residents across the borough of Maidstone. To report and share on community projects across the borough through an engaging publication.</p> <p>Outcomes: To raise awareness of MBC services, projects, campaigns and partnerships working with our residents.</p>	<p>Targeted campaigns using a variety of MBC media channels and tools including:</p> <p>Press releases Social media MBC news page MBC website Video & photography MBC Stay Connected Inside MBC (internal communications)</p>
AFFORDABLE HOUSING - 1,000 Affordable homes	<p>Key message is:</p> <ul style="list-style-type: none"> • MBC is working with Councillors and officers to promote and share the message regarding the delivery of 1,000 affordable homes in the borough. • MBC is committed to acquiring an additional 1,000 houses to be reserved for Local People on affordable terms. 	<p>Audience: Residents, businesses, developers, Councillors, stakeholders and the media – local and trade press.</p> <p>Aims: Reassuring messages around MBC’s commitment to deliver affordable housing.</p> <p>Outcomes: Evidencing the work of MBC to deliver affordable housing.</p>	<p>Targeted campaigns using a variety of MBC media channels including:</p> <p>Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Lets’ Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>

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E-BILLING	<p>Key message is:</p> <ul style="list-style-type: none"> • sign-up to e-billing moving forward to pay Council Tax To promote and encourage residents to 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims: To communicate with all the residents across the borough of Maidstone.</p> <p>Outcomes: To raise awareness of e-billing and reduce carbon footprint of print materials print and costs.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
TRINITY COMMUNITY HUB	<p>Key messages include:</p> <ul style="list-style-type: none"> • Housing and homelessness support • Events promotion • Meeting room and venue hire • One Stop Shop – DA support • Fry Up Friday – weekly • BEAM housing support 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims: To communicate with all the residents across the borough of Maidstone.</p> <p>Outcomes: To raise awareness of Trinity and the many services and events available to residents and organisations.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Video & photography Marketing material Borough Insight Lets' Talk Maidstone MBC Stay Connected Inside MBC (internal communications)</p>
MBC COMMUNITY LARDERS	<p>Key messages include:</p> <ul style="list-style-type: none"> • Providing food for people struggling pay their bills and purchase food for their families • MBC led Community Larders at Shepway, Parkwood and Trinity 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims: To inform residents in areas where a Community Larder has been opened that help is available for them.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography</p>

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	<ul style="list-style-type: none"> Partnership working with Golding Homes Rising Cost of Living Support 	<p>Outcomes: To increase footfall to the community larders and raise awareness of the work that MBC teams are carrying out.</p>	<p>Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC</p>
<p>RISING COST OF LIVING SUPPORT</p>	<p>Key messages:</p> <ul style="list-style-type: none"> MBC working in partnership with community groups to support residents with the rising cost of living What help is available Events held to support residents MBC can help support people if they are struggling to pay their bills with advice and support 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims; To inform residents in areas where a Community Larder has been opened that help is available for them.</p> <p>Outcomes: To engage and help as many residents as possible through community events and raise awareness of the support that MBC can offer them.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected Inside MBC</p>
<p>PENSION CREDIT</p>	<p>Key message:</p> <ul style="list-style-type: none"> Pension Credit is available to some people who may not be aware of it. 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims; To inform residents that they or their friends and family members may be entitled to Pension Credit that they weren't aware of.</p> <p>Outcomes: To increase the number of people applying for pension credit.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected</p>

MBC COMMUNICATIONS AND ENGAGEMENT PLAN: June 2023 – May 2024 (updated 19 June 2023)

<p>HELPING YOU HOME</p>	<p>Key messages include:</p> <ul style="list-style-type: none"> • Campaigns for severe weather affecting hospital admissions • Beat the Summer Heat • Stay warm this winter 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims; To inform residents of the Helping you Home service that is available.</p> <p>Outcomes: To engage and help as many residents as possible increasing awareness of the support that MBC can offer them.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected</p>
<p>ENERGY EFFICIENCY SUPPORT – Outreach Team Housing Team Mid Kent Revs & Bens Council Tax</p>	<p>Key messages include:</p> <ul style="list-style-type: none"> • Exceptional hardship payments; social housing payments – ongoing • Debt advice and support • Housing Benefit • Universal credit customers • Council Tax Arrears funding -- ongoing • Financial Inclusion – ongoing • Winter Fuel Allowance • Winter hardship payments 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aims; To inform residents in areas of the energy efficiency support and help MBC can give them.</p> <p>Outcomes: To engage and help as many residents as possible and increase the number of people contacting MBC for support.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events Video & photography Marketing material Borough Insight Intranet Lets' Talk Maidstone MBC Stay Connected</p>
<p>HOUSING – Rough sleeper initiative Outreach Team Homefinder Trinity support events BEAM</p>	<p>Key messages include:</p> <ul style="list-style-type: none"> • Homefinder – Landlord promotion – • MBC working to prevent homelessness in the borough • Helping You Home • Annual Homeless Count 	<p>Audience: Residents, businesses, stakeholders, Councillors, staff and media</p> <p>Aim: To inform residents of the support and services the MBC Housing team provides.</p>	<p>Targeted campaigns using a variety of MBC media channels including: Press releases Social media MBC news page MBC website Events</p>

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	<ul style="list-style-type: none">• Outreach Team - work and grants• Severe weather Emergency Protocol (SWEP)• Moving on Moving In• BEAM supporting MBC• One Stop Shop	<p>Outcomes: To engage and help as many residents as possible and increase the number of people contacting MBC for support</p>	<p>Video & photography Marketing material Borough Insight Lets' Talk Maidstone MBC Stay Connected Testimonials Facilitating Radio & TV interviews</p>
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