

**COMMUNICATIONS AND ENGAGEMENT  
COVID-19 RECOVERY PLAN**

**Appendix C**

<b>Priority Area</b>	<b>Task and support</b>	<b>Key messages requiring communications</b>	<b>Service leads</b>	<b>PR tools</b>
<b>Covid-19 Risk of second outbreak</b>	To prepare messaging for the possibility of a second outbreak of Covid-19 to help support businesses, stakeholders, residents, Councillors and colleagues.	Including: <ul style="list-style-type: none"> <li>• Shut down of facilities and attractions</li> <li>• Restrictions to use of MBC parks and open spaces</li> <li>• Changes to MBC services</li> <li>• Provide regular updates regarding government guidance</li> <li>• Schedule regular and timely messaging to reflect situation as it changes</li> </ul>	CLT Alison Broom Mark Green Stephen McGinnes William Cornall	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>Climate Change impact</b>	To help support and promote positive outcomes as part of Covid-19 recovery	To recognise and promote positive outcomes including: <ul style="list-style-type: none"> <li>• reduced traffic</li> <li>• reduced pollution</li> <li>• better work/life balance</li> <li>• community spirit</li> </ul>	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>Reopening of reopening of hospitality sector</b>	Economic Development	Help promote and support events, venues and attractions including :	John Foster Laura Dickson	Press Release Social media

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		<ul style="list-style-type: none"> <li>• Reopening of Maidstone Museum – 14 July</li> <li>• Kite Mark for accommodation providers and attractions</li> <li>• Maidstone as a visitor destination again with stay local campaign</li> </ul> <p>- Work with operators at Maidstone Leisure Centre, Cobtree Golf Course, Kent Life and Hazlitt Theatre to support their reopening</p>		<p>Borough Insight Inside MBC Radio interviews TV interviews Marketing Material Photography Website Newsletter Webinars</p>
<b>Business Terrace</b>	Economic Development	<p>Promote:</p> <ul style="list-style-type: none"> <li>• Safe working practices implemented within the Business Terrace</li> <li>• Engagement with tenants to support their recovery, including possible downsizing or upsizing</li> <li>• Promote the Terrace to increase occupancy levels</li> </ul>	John Foster Rachael Inwood	<p>Press Release Trade articles Social media Business interviews Inside MBC Borough Insight Media interviews Marketing Material Photography Signage Website</p>
<b>Maidstone open for business</b>	Promoting and communicating key messages to align with the Kent	<p>Including:</p> <ul style="list-style-type: none"> <li>• KCC Kent Together campaign</li> </ul>	John Foster	<p>Press Release Media interviews Posters &amp; flyers Marketing Material</p>

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	Economic Recovery plan. To ensure that the public feel safe to visit town centres and visitor attractions as they re-open and that there is consistent information and messaging.	<ul style="list-style-type: none"> <li>• Practical: supporting co-ordination of messages</li> <li>• Place marketing: primarily the work Visit Kent, Produced in Kent, Locate in Kent</li> <li>• KRF Kent Together</li> <li>• Growth Hub</li> </ul>		Photography Signage Website
<b>Accelerating employment and supporting the labour market</b>	Focussing on training and learning for people to get back to work	<p>To promote: the development of better signposting to training provision focused on current economic need</p> <ul style="list-style-type: none"> <li>• Working with MidKent College</li> <li>• Skills commission</li> <li>• Messages conjunction with SELEP</li> </ul>	John Foster	Press Release Social media Borough Insight Inside MBC Radio interviews TV interviews Advertising Marketing Material Photography Website Business comms Trade press
<b>Investing for the future:</b>	To promote the Kent and Medway Economic Recovery Plan and the Kent and Medway Infrastructure Cell.	<p>To focus on:</p> <ul style="list-style-type: none"> <li>• Housing and commercial delivery</li> <li>• transport (including public transport, walking and cycling)</li> <li>• waste</li> </ul>	John Foster Chris Inwood	Press Release Media interview Social media Borough Insight Inside MBC Advertising Marketing Material Photography

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		<ul style="list-style-type: none"> <li>• green infrastructure</li> <li>• digital infrastructure</li> </ul>		Website Business comms Trade press
Maidstone Innovation Centre	Promoting and supporting the marketing and PR of the Maidstone Innovation Centre	Including: <ul style="list-style-type: none"> <li>• Working with developer Rydon</li> <li>• Working with Marketing Agent Impact</li> <li>• Promoting the business opportunities and facilities available</li> </ul>	Sean Henry Chris Inwood	Press Release Social media Borough Insight Media interviews Industry features Business comms Marketing Material Websites Logo and branding
<b>Housing</b>	To promote and support the work of the MBC Housing services	Including: <ul style="list-style-type: none"> <li>• Immediate need to accommodate street homeless to reduce the risk of infection and manage migration to more permanent accommodation.</li> <li>• Manage future risk of homelessness as protection from eviction is lifted</li> </ul>	John Littlemore Bex Astin Hannah Gaston	Press Releases Website Inside MBC Borough Insight Member Update Social Media Media Interviews Photography Videos
<b>Community Safety</b>	To promote and support the work of the MBC	Including: <ul style="list-style-type: none"> <li>• Domestic violence</li> </ul>	John Littlemore Martyn Jeynes	Press Release Media Statements Social media

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	Community Protection Team	<ul style="list-style-type: none"> <li>• Safeguarding of children and vulnerable adults</li> <li>• Debt advice and support</li> <li>• Anti-social behaviour</li> </ul>		All Staff Email Inside MBC Marketing Material Videos Posters Public Notices Photography Borough Insight Presentations Events
<b>Voluntary Sector and Communities</b>	To engage with the voluntary sector and communities to build on relationships in place post-Covid-19	To promote the work of the voluntary sector in order to: <ul style="list-style-type: none"> <li>• Maintain the number of volunteers</li> <li>• provide an increased community benefit</li> <li>• Support positive mental health</li> </ul>	Anna Collier Orla Sweeney	Press Release Media Statements Social media All Staff Email Inside MBC Borough Insight Posters