

New executive arrangements – public information programme

The public information programme will be based on:

- providing electors with factual information about the referendum
- encouraging people to exercise their democratic right by taking part

It will be delivered in four distinct phases, of which phases 2 and 3 are detailed here:

- Phase 1 is already complete and surrounded the initial public consultation which took place during September this year.
- Phase 2 takes place during November and early December 2009 and relates to reporting the consultation results to Cabinet and Council, outlining the process and lining up phase 3.
- Phase 3 will take place during the weeks prior to the referendum itself in February 2010. It will focus on providing factual information on the process for the referendum and the two different models, and encouraging participation in the referendum.
- Phase 4 will be developed following the referendum to focus on the communication of the result and information about the implementation of the chosen model.

Phase 2 Consultation results/proposals for change (November-December 2009)

2009	Event	Target Audience	Communication Channels	Date	Detail/notes	Responsible Officers
November	Consultation results/Cabinet recommendation on proposals for change	▪ Council Members	▪ Cabinet report	Published 19/11, Meeting 26/11	Members will be provided with results of Viewpoint survey and a summary of and transcript of the outcome of all other forms of consultation.	DB
November	Consultation results/Cabinet recommendation on proposals for change	▪ News media	▪ Members' briefing ▪ Local/regional newspapers, broadcast media	T.b.a. w/c 23/11	Following Cabinet, prior to 9/12 Council Media briefings on background to and process for Cabinet decision to coincide with publication of agenda papers.	MW DB/MW/VR
				23/11	Press release to support briefings.	MW/VR
				26/11	Press release detailing outcome to be issued immediately following Cabinet meeting.	MW/VR
November	Consultation results/Cabinet recommendation on proposals for change	▪ Registered electors in the Borough	▪ Website ▪ Social media ▪ Stockton News	19/11 19/11 20/11	Update supporting information on the proposal and process at each stage of progress. Links to website and monitor Council social media sites for comments. Holding article in November edition (NB publication date of 20/11/09 is prior to Cabinet meeting) to include reminder for readers to check they are on the electoral register. Further item in January edition.	VR MW/VR
December	Cabinet recommendation on proposals for change	▪ Employees	▪ KYIT	10/12	December edition.	MW/VR
December	Council decision on proposals for change	▪ News media	▪ Postmaster message ▪ Local/regional newspapers, broadcast media	10/12 10/12	Message Press release to confirm Council decision and urge people to check they are on the electoral register.	MW/VR MW/VR
December	Council decision on proposals for change	▪ Registered electors in the Borough	▪ Website & social media	10/12	Update supporting information on the proposal and process at each stage of progress.	MW
December	Council decision on proposals for change	▪ Local partnerships, MPs, community organisations	▪ Letter/briefing papers	10/12	Monitor Council social media sites for comments.	VR
December	Council decision on proposals for change	▪ Project team	▪ Review & evaluation	w/c 14/12	Notify all LSP partners, MPs and other consultees (BME Network, Youth Assembly, Faith Network & Disability Advisory Group). Consider progress, initial feedback and progress/react accordingly. Review proposals for '3' Phase.	MW/LK/DW DB/MW/BB/VR

Phase 3 Referendum (December 2009-February 2010)

2009	Event	Target Audience	Communication Channels	Date	Detail/notes	Responsible Officers
December	Referendum process	<ul style="list-style-type: none"> Council Members 	<ul style="list-style-type: none"> Members briefing 	w/c 14/12	Cabinet Members and Group Leaders will be provided with proof copies of public information literature for comment.	DB/MMW/BBVR
2010						
January/ February	Referendum process	<ul style="list-style-type: none"> Registered electors in the Borough 	<ul style="list-style-type: none"> Public information programme 	w/c 11/01	<p>Programme of printed and other public information based on providing local people with details of the background to the referendum and the process it will go through. Key messages:</p> <ul style="list-style-type: none"> take part information on the two different models make sure you are on the electoral roll how to register how to vote 	MW/BBVR/DL
				w/c 16/01	Distribution of information leaflet to all households by poll card team	
			<ul style="list-style-type: none"> Stockton News Website & social media 	<p>deadline 16/12/09 publish 29/01</p> <p>w/c 4/01</p>	<p>Major information feature in January/February edition with front page trail</p> <p>Update website with background information, Q&As, how to register, etc., with homepage link. Links to and monitor social media sites for comments.</p>	
January/ February	Referendum process	<ul style="list-style-type: none"> News media 	<ul style="list-style-type: none"> Local/regional newspapers, broadcast media 	w/c 4/01	<p>Press releases (sample messages):</p> <ul style="list-style-type: none"> launch of programme (with media briefings) are you on the electoral register? polling cards going out postal deadline/polling day result 	MW/VR
January	Referendum process	<ul style="list-style-type: none"> Local partnerships, MPs, community organisations 	<ul style="list-style-type: none"> Letter/briefing papers 	w/c 4/01	<p>Notify referendum to all LSP partners, MPs and other consultees, with copies of printed public information leaflet (see above).</p>	MW/DW/LK
January	Referendum process	<ul style="list-style-type: none"> Employees 	<ul style="list-style-type: none"> KYIT 	w/c 18/01	Update in January edition	MW/BB
February	Result	<ul style="list-style-type: none"> Project team 	<ul style="list-style-type: none"> Postmaster messages Review & evaluation 	<p>w/c 04/01</p> <p>w/c 19/02</p>	<p>With links to website</p> <p>Consider progress, initial feedback and progress/react accordingly.</p>	DB/MMW/BBVR