

TAMESIDE FUTURE 5 ENGAGEMENT AND COMMUNICATIONS PLAN

The communications plan covers the following areas:

1. Channels
2. Materials
3. Key messages
4. Timeline

1.0 CHANNELS

- Social media
 - Twitter
 - Facebook
 - Instagram
 - You Tube
- Tameside Council website
 - Promoted on homepage
 - Dedicated Tameside Future 5 webpages
 - Leader's blog
- Print media
 - Tameside Reporter (including the Leaders weekly column)
 - Tameside Weekly News (including the Leaders weekly column)
 - About Tameside
 - Citizen
- Networks (to push messages).
 - Registered Social Landlords
 - Live Work Invest
 - Carers Centre
 - Community Voluntary Action Tameside (CVAT)
 - BME Network
 - Information Ambassadors
 - Health Watch
 - Patient Network
 - Patient Neighbourhood Groups
 - Patient Participation Groups
 - Equality and Diversity Group (health)
 - plus over 50 other networks
- Public/community/sector meetings & groups
 - Town Councils
 - Town Teams
 - Countryside Volunteers
 - Cranberries
 - Grafton Centre
 - Time of our Life
 - 2 B US
 - Youth Council
 - Engagement through schools
- Engagement events (i.e. roadshows)
 - Libraries
 - Customer Services
 - Active Tameside
 - Children's Centres
 - Town centres / markets
 - Shopping centres e.g. Arcades, Snipe

- Cultural / sporting events
- Health centres
- GP practices

(Note: the list above is not exhaustive for meeting & groups and engagement events.)

2.0 MATERIALS

- Web pages
- Leader's blog
- A Day in the Life of..... video (website and You Tube)
- Vox Pops (residents saying how they've changed)
- GIFs
- Infographics (for use on Twitter, Facebook, website etc.)
- Posters, leaflets, flyers

3.0 KEY MESSAGES

- What we're doing differently
 - Providing health services within the community
 - Helping older people to stay in their homes
 - Investing in exciting and different types of leisure facilities
 - Providing self-care information through the 'Life in Tameside and Glossop website'
 - Providing free Wi-Fi in all town centres
 - Running workshops for older people to learn digital skills
 - Providing access to IT facilities in our open-access libraries
 - Creating more on-line access to services
 - Helping schools to provide coding clubs
 - Running Hackathons for young people to develop new coding skills
 - Creating new opportunities for businesses (Ashton Old Baths, redevelopment of Ashton Market Square)
 - Attracting new businesses to the area
 - Building a new Transport Interchange hub making access to jobs / education easier
 - Helping smaller, local businesses to win work from the public sector (Tameside Works First)
 - Sell-off unused council land for housing / business development
 - Providing the Tameside Loyalty Card, helping independent retailers
 - Providing access to high quality learning facilities: children centres, schools, colleges
 - Providing free / low cost activities for families
 - Providing early help for families in need
 - Giving young people a voice through Youth Council and 2BeUs
 - Providing more frequent blue bin collections and more opportunities to recycle
 - Providing volunteering opportunities
 - Giving residents / businesses a voice through the Big Conversation Community
 - Supporting neighbourhoods to keep their areas clean
 - Providing two neighbourhood teams to deal with ASB, community clean-ups and community cohesion
 - Helping neighbourhoods to grow their own food
 - Vision Tameside is investing in the future of our young people through state of the art college facilities.
 - Tameside Interchange will improve access for local people to jobs, learning and leisure benefitting public transport users and the wider community.
 - We are supporting our town centres with the Tameside Loyalty Card, cheaper car parking and the Big Tidy Up.
 - Tameside Council is working hard to provide more local jobs and apprenticeships by supporting local businesses through the Enterprise and Business Grants.

- Tameside Youth Employment Scheme (YES) is supporting young people aged 16-24 years who are unemployed or not in training.
- Vision Tameside is securing prestigious buildings in all our towns making them the heart of the community.
- What you can do
 - Eat a healthy diet
 - Keep active, use the Active Tameside facilities
 - Avoid taking drugs
 - Drink alcohol in moderation
 - Use pharmacies , 111 telephone service first before visiting GPs and A & E
 - Book GP appointments, request repeat prescriptions and access patient records online
 - Report it, pay for it, apply for it online first
 - Source information via our website and Life in Tameside and Glossop
 - Encourage your children to use the coding clubs
 - Use IT facilities in our open-access libraries
 - Shop and buy local
 - Use public transport to reduce your carbon footprint
 - Consider becoming an entrepreneur and start your own business
 - Fulfil your work potential and upskill
 - Use children centres and early help services
 - Ensure your children attend school
 - Support your child to continue to learn inside and outside of school
 - Help your child be career ready
 - Recycle as much as you can and reduce your carbon footprint
 - Volunteer in your local community
 - Look out for your neighbours and the most vulnerable
 - Get involved in consultations
 - Keep your neighbourhood green and clean (don't drop litter)

4.0 TIMELINE – KEY DATES / MILESTONES

July 2017	Creation of content, materials, web pages etc
August 2017	Elected Member briefings
August 2017	Partners and stakeholder briefings
September 2017	Town Councils
September – November 2017	Public events and roadshows
September - November 2017	Sector engagement events
December 2017	Feedback & next steps