

Interim protocols for Communications and Marketing activity between Nottinghamshire County Council and Inspire – Culture, Learning and Libraries (Midlands).

JUNE 2016

Contacts

Inspire

Sharon Elliott - Inspire Communications and Marketing Manager

Tel: 0115 804 2364

Mobile: 07920 287 221

Email: sharon.elliott@inspireculture.org.uk

Kirsty Blyth – Inspire Assistant Chief Executive Officer (Development)

Tel: 0115 982 9040

Mobile: 07766 161 593

Email: kirsty.blyth@inspireculture.org.uk

Peter Gaw – Inspire Chief Executive Officer

Tel: 0115 977 4201

Mobile: 07943 880 664

Email: peter.gaw@inspireculture.org.uk

Out of hours media contacts

Number tbc

Inspire also has an emergency contacts list which will also be made available to NCC Communications and Emergency Planning in the event of a crisis.

Nottinghamshire County Council

Sarah Bailey (Mon-Weds) - Senior Communications Business Partner

Tel: 0115 977 3151

Email: sarah.bailey@nottsc.gov.uk

Claire Geeson (Thurs-Fri) - Senior Communications Business Partner

Tel: 0115 977 3939

Email: claire.geeson@nottsc.gov.uk

Simon Redfern (Mon, Tue, Wed and Fri) - Senior Media Officer

Tel: 0115 993 2616

Email: simon.redfern@nottsc.gov.uk

8 July 2016

Mark Croston - Cultural Services and Commissioning Manager

Tel: 0115 977 4293

Email: mark.croston@nottsc.gov.uk

Out of hours media contacts

Weekends and bank holidays only

Mobile: 07887 832 551

Communications Plan

An annual communications and marketing plan created by Inspire will form the basis of activity. The agreed plan is a contractual requirement and will link to strategic objectives and identify project leads. The plan will be signed off by the end of March for the following financial year.

The communications and marketing plan will be reviewed at monthly meetings with Inspire/NCC Comms teams.

Inspire will produce and share evaluation reports of marketing activity, which will allow both organisations to effectively coordinate messages and activity and measure the impact.

Major campaigns, where NCC is the majority funder, will be agreed and signed off using Nottinghamshire County Council's communications template.

All communications and marketing plans to be approved by a Senior Communications Business Partner and the Inspire Communications & Marketing Manager.

Media Enquiries /Crisis Management

In cases of proactive or reactive communications to negative publicity, it must be determined if the enquiry is of a **policy nature** or an **operations nature**.

- Policy: Political influences, budgets, value of contract etc. **These will be managed by Nottinghamshire County Council with support from Inspire.**
- Operations: Standard of service, events, what's on, staffing, cleaning, programme offered, service related incidents etc. **These will be managed by Inspire with support from Nottinghamshire County Council.**

The appropriate partner will prepare statements and responses according to the nature of the enquiry. Additional Q&As to be included if these are deemed to be helpful and to address further enquiries.

The designated media contact for each partner will gain all internal approvals and cascade communications internally to all appropriate stakeholders and those impacted by the events.

In cases of an operational nature, Inspire will liaise directly with the media, ensuring that Nottinghamshire County Council, the Chair of the Inspire Board and the Inspire CEO are kept informed and updated.

In all cases, Nottinghamshire County Council and Inspire communication teams will work together to ensure that the Inspire CEO and Chair of the Inspire board see all press/media communications prior to external distribution.

This will be reviewed in line with chair/board changes.

8 July 2016

Press releases

Inspire releases for NCC funded activities

- Press releases will be drafted by the Inspire Communications and Marketing Manager in liaison with the Inspire Service lead
- Inspire releases should have the **dual ‘NCC delivered by Inspire’ branding** where NCC funded
- **Spokespeople - Draft release** to be sent to NCC Senior Media Officer for NCC supporting comment to be added (if appropriate).
 - The Committee Chairman for Culture will be quoted as NCC’s spokesperson (unless the initiative falls under Children and Young People’s Committee, when the Spokesperson will be Chairman/Vice-Chairman of CYP Committee). Inspire CEO will be quoted as the spokesperson for Inspire (Inspire to coordinate).
- The primary media contact will be the NCC Senior Media Officer for large NCC funded events and initiatives. This will be reviewed at such a time when Inspire may be able to take this in house entirely.
 - Forthcoming requirements to be discussed at NCC Communications meetings (NCC Senior Media Officer to be involved in meetings as required)
 - Inspire to identify named media contact for non-NCC funded, Inspire only and smaller initiatives (on a case by case basis).
- **Press release distribution**
 - Inspire to issue release to media/stakeholders for non-NCC funded, Inspire only and medium/small initiatives
 - NCC to issue releases and handle enquiries for major NCC funded events/initiatives
 - Additional follow up with media to be handled by Inspire.
- Releases to be signed off by Comms managers (NCC/Inspire), service leads and spokesperson
- Inspire to keep NCC Senior Media Officer updated of any major media interest
- NCC Senior Media Officer to submit final version to digital team for inclusion on Nottinghamshire County Council’s website and if appropriate social media channels
- Copy of final release sent to all for information by Inspire Communications and Marketing Manager – including Kirsty Blyth and service lead.

NCC releases

- When an Inspire statement/quote is required, NCC Senior Media Officer will contact Inspire and obtain approval
- NCC Senior Media Officer will send a final copy of all NCC Cultural, Learning and Library related press releases to Inspire contacts
- NCC Senior Media Officer to keep Inspire informed of any controversial media interest.
- NCC to continue to promote NCC funded Inspire events on the weekly What’s On release.

Photo calls/Event invitations

Inspire to involve and invite elected members and officers, as appropriate, to events. A separate protocol has been developed for this.

All photo calls with officers and councillors should be arranged through the Council's communications team. To ensure data protection laws are upheld, Inspire will gain photographic consent from any person who is identifiable in their imagery.

Marketing materials

Branding

Inspire will seek written agreement from the Council's communications team for all uses of, or changes to, the Council's brand on all assets, including buildings, marketing materials, stationery, posters, online branding including websites and social media, vehicles and signage.

Any service/event/activity which is Council-funded should include Nottinghamshire County Council's logo as the dominant brand and Inspire used as the secondary brand with the words "delivered by" prefixed to the logo.

All marketing collateral (PDF) for Council-funded activity should be accompanied by a briefing sheet explaining what the publicity is for, target audience, quantity/distribution and adequate notice (five working days) for County Council approval to the Senior Communications Business Partner.

Display of materials

Inspire venues to display an appropriate level of Council messages on digital TV screens in Council-owned buildings. NCC venues (e.g. Mansfield bus station, County Hall, Customer Service Centre) to display an appropriate level of Inspire messages on digital TV screens.

- Artwork for Inspire digital screens will be sent to info@inspireculture.org.uk
- Artwork for NCC venues to be sent to marketing@nottsc.gov.uk
- Files to be sent with a briefing note explaining what the publicity is for, the dates for display and venues.

Inspire to allow the Council to use space within the libraries or Nottinghamshire Archives, free of charge, for the purpose of the display or distribution of Council information. This applies vice versa. Requests to be submitted in writing to Inspire's Communication and Marketing Manager who will advise of the distribution contact depending on request.

Print and design

When commissioning design and print marketing material, Inspire will obtain a quote from Nottinghamshire County Council's design and print service as part of its tendering process. This will be submitted using the Council's design and print request form.

All design and print must be agreed with a Communications and Marketing Manager.

For standard printed stationery items, Inspire can liaise directly with the Design and Print team (contact details below) but all requests must first be approved by Business Support.

Tel: 0115 9773 318

Email: designandprint.enquiries@nottsc.gov.uk

Details of these services can be found on the NCC intranet at

<http://intranet.nottsc.gov.uk/customerscommunications/communications/design-and-print/>

Website

Nottinghamshire County Council's website will remain the primary source of general information for residents about Council-funded services.

To avoid duplication of information on partner websites, content will be syndicated to ensure that updating only needs to take place once where it is repeated on different sites.

Where syndication of content is not possible, Inspire to provide written confirmation of any web updates that need to be reflected on the County Council's website to the Senior Communications Business Partner, along with the timescales for the new information to take effect.

To be reviewed in line with development of the Inspire website.

NCC online events listing

Inspire (Ask Libraries team) to ensure details of all NCC funded public events are listed on the County Council's website What's On system.

Inspire to ensure that Ask Libraries are aware of their responsibilities and process involved. (Noting that once content is submitted it can't be amended by Ask Libraries only by the Econtent team).

Social media

Inspire will manage and maintain its existing social media sites, including Facebook and Twitter pages.

Nottinghamshire County Council and Inspire will share an appropriate amount of each other's messages on their social media accounts.

Messages to be shared on Inspire accounts should be sent to info@inspireculture.org.uk

Messages to be shared on NCC's accounts should be sent to econtent@nottsc.gov.uk

On larger NCC funded activity, plans will be shared and campaigns will be discussed at NCC/Inspire meetings where it will be agreed if content is owned or shared.

Promotional emails

Inspire and NCC event email bulletins will carry cross promotional messages about the other organisation as appropriate (maximum of one advert per email).

NCC will continue to include Inspire events that are featured in NCC's online What's On system in NCC's What's On email bulletins.

NCC and Inspire communication teams to share schedules of emails to facilitate cross promotion – discuss plan on a rolling basis at monthly meetings.

Text and/or artwork and hyperlinks should be sent with at least a week's notice to:

info@inspireculture.org.uk or marketing@nottscc.gov.uk

Nottinghamshire County Council What's On printed materials

NCC to continue to feature Inspire events in their printed What's On guides.

- NCC to send information request to Inspire Communications and Marketing Manager who will coordinate the submission return and amends at proof stage.
- NCC to provide time lines in advance so this can be built into planning.

Inspire What's On publications

Draft version to be submitted to the Senior Communications Business Partner by Inspire allowing a minimum of two days for approval pre-print.

Inspire to input events from their What's On publications onto the NCC's online events system. NCC to check/approve.

Distribution lists

Distribution lists owned by the Council that are used for sending promotional assets to individuals, organisations and venues will be shared with Inspire for those events that are being commissioned by the Council.

- This information will be used solely for the purpose provided and will not be passed on to any third party.
- The information will be shared on a 'good faith' basis that it is as accurate as possible but the Council takes no liability for its accuracy and Inspire should endeavour to make its own checks to guarantee accuracy.
- Any corrections to the lists made by Inspire should be returned to the Council for its own records.

Media access to buildings

Any requests from the media for filming or recording in buildings or on land owned by the County Council must be approved by the Nottinghamshire County Council Senior Media officer or Senior Communications Business Partner.