

Date	Event	Directorate	Comms officer	Service	Key Messages	Lead contact from service	Community Plan/DMT Priority	Mayor's op	Consultation	Marketing	Media	Internal Comms
05 January 2014	Change4Life sugar swaps	PH	Anna Wilson		Comms toolkit and resources are available for order, for Jan start of campaign	Jabed Rahman						
12 March 2014	No Smoking Day	PH	Anna Wilson		Annual national campaign to encourage people to stop smoking - supporting locally	Jane Stephenson-Glynn					Media release	Intranet, member's bulletin
17.04.14	CSS column	CLC	Stefan Swift	Community Safety			A safe and supportive community					
31 May 2014	World Tobacco Day	PH	Anna Wilson									
05 September 2014	National day of action on alcohol	PH	Anna Wilson		National alliance raising awareness of harm caused by excess alcohol	Jill Goddard						
10 October 2014	World Mental Health Day	PH	Anna Wilson		National day to raise awareness around mental health issues, with community engagement activities	Nicky Donnelly		N	Advice and service info across community, relaxation techniques for		Media release, council website, Twitter	Member's bulletin, CCG newsletter, intranet
14 November 2014	World Diabetes Day	PH	Anna Wilson		National day raising awareness of diabetes locally	Luise Dawson		Y			Media release, council website, Twitter	Member's bulletin, CCG newsletter
December 2014- Dec 15	ER/ VR campaign	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
December 2014- Dec 15	Transformation	Resources	Susan Mulligan		Savings / new way of council working	Corinne Hargreaves						Internal comms campaign
December 2014- Dec 15	Your Borough Your Voice	Resources	Susan Mulligan		Savings	Paresh Chuasama						Internal comms campaign
01 January 2015												
January	Healthy Families Parent Ambassador training programme leaflet	ESCW	Ian Read		Recruiting more ambassadors	Denise Hickford	2			4-page booklet		
January	SEN leaflet reprints	ESCW	Ian Read		Promoting our services	Andrew Sutcliffe	2			Reprinting leaflets		
January	SEN professionals' brochure	ESCW	Ian Read		Promoting our services	Andrew Sutcliffe	2			Producing brochure		
January	Family Group conference brochure reprint	ESCW	Ian Read		Promoting our services	Katharine Nuza	2			Producing brochure		
January	Updating parenting programmes brochure	ESCW	Ian Read		Promoting our services	Sharon Sullivan	2			Updating and printign brochure		
Jan	Young Mayor Elections 2015/17	CLC	Raju Miah									
Jan	Holocaust Memorial Day, linked with LGBT in terms of bringing together those who were ignored/suppressed.	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
Jan	Stonewall Workplace Equality Index Publicise result of Stonewall WEI 2015. Remind people of benefits for	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
Jan	Register to Vote	LPG	Susan Mulligan		Equalities	John Williams					Local and social media	Intranet
Jan	Budget Consultation (congress)	LPG	Susan Mulligan		Statutory duty to present budget	Chris Holme				Presentation at Idea Stores	Local and social media	
Jan	Advert - DPH	LPG	Susan Mulligan		Equalities	Robert McCulloch-Graham				Advert		
Jan	Media invitations to council meetings	LPG	Susan Mulligan		Transparency	John Williams						Internet / Media invite
Jan	Dry January	PH	Anna Wilson		Month-long campaign encouraging people to be alcohol-free, with PHE backing this year	Jill Goddard						
Jan	Promotion of anti fraud work	Resources	Susan Mulligan									
Jan	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
Jan	Disability awareness campaign	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
Jan	Promotion of service excellence (highlights)	Resources	Susan Mulligan		Equalities	Corinne Hargreaves					Local media./ social media	Intranet

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Jan	Council tax Booklet	Resources	Susan Mulligan		Positive messages about the council	Chris Holme					Media	Intranet
Jan	Civil Emergencies	Resources	Susan Mulligan		Transparency	Chris Holme				TBC		Internet
Jan	Transformation	Resources	Susan Mulligan		Business Resilience / emergency planning	Steve Crawley						Internal communications
02.01.15	ARS Christmas Tree recycling	CLC	Sarah	Public Realm	Don't forget to put your real tree out for recycling	Jamie Blake	a great place to live				Media release to local and BME media	
07.01.15	Launch of Estates Excellence	CLC	Sarah	Safer communities	Launch of Health and Safety initiative "Estates Excellence" in Fish Island	David Tolley	A safe and supportive community				Media release to local, BME, regional and trade media	
07.01.15	ARS New Year New You	CLC	Shalina		Promoting leisure centres and sport activities in the borough							
07.01.15	Launch of NY stop smoking campaign	PH	Anna Wilson									
09.02.15	£13 million investment from GLA into Decent Homes Programme	D&R	Sam Gough		Housing	Jackie Odunoye	Housing		N/A	N/A	Local, regional and trade media	N/A
09.01.15	CSS column	CLC	Stefan Swift				A safe and supportive community					
12.01.15	Real nappy event	CLC	Sarah	Public Realm		Jamie Blake					Media release to local and BME media	
12.01.15	Local Community Ward Forum Feature	CLC	Stefan Swift		Round up of successful projects and promoting the start of the next cycle of meetings	Sade Johnson	A great place to live	No		A series of adverts booked for EEL	Media release to local and BME media	
12.01.15	National Obesity Awareness Week	PH	Anna Wilson		Tie in national week with C4L sugar swaps			N				
13.01.15	Buywell Project	PH	Anna Wilson					N			Media release, council website	
15.01.15	ARS Park Mark for two car parks	CLC	Sarah	Public Realm	two more car parks in the borough have achieved Park Mark	Jamie Blake	A great place to live					
16.01.15	Gransnet Surfers Community Fun Day at Idea Store Chrisp Street	CLC	Shalina	Idea Stores	Fun day to encourage older people to use the internet	Judith St John	A great place to live	Yes at 11am		Flyers and posters	Media release to local and BME media	
16.01.15	PAYP February Half Term	CLC	Raju Miah									
16.01.15	ARS Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout / feature including	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Media release to local and BME media	
19.01.15	Swap event	CLC	Sarah	Public Realm	Next recycling swap event happening in Bow on 24 Jan	Jamie Blake					Media release to local and BME media	
19.01.15	Safer, Cleaner, Greener page	CLC	Sarah/Stefan		Dedicated page in EEL to Community Safety and Public Realm stories		A safe and supportive community great place to live	A				
19.01.15	Pharmacy Needs Assessment consultation	PH	Anna Wilson		Consultation in line with NHS England to determine future spending of pharmaceutical	Richard Wilmer		N			Media release, council website, Twitter	Member's bulletin, CCG newsletter, intranet
19.01.15	Cold Weather Alert and advice	PH	Anna Wilson		Advice on keeping warm and latest Met Office warning	Chris Lovitt		Y			Media release, council website, Twitter	Member's bulletin, CCG newsletter, intranet
20.01.15	ARS FiFiLi update	CLC	Sarah	Public Realm	Highlight the reporting being through the app and how it is being used to shape survives on	Jamie Blake	A great place to live				Media release to local and BME media	
21.01.15	Gransnet Event	CLC	Shalina	Idea Stores	Promoting an event to get older people online	Judith St John	A great place to live				Media release to local and BME media	
21.01.15	ARS Cleaning programme for markets etc.	CLC	Sarah	Public Realm	Focus on the work done by cleaning teams through the night. E.g. cleaning markets. Photos to	Jamie Blake	A great place to live				media release to local and BME media	
25.01.15	Cervical cancer prevention week	PH	Anna Wilson			Judith Shankleman		N			Media release, council website, Twitter	
26.02.15	Home educating event	ESCW	Ian Read		Promoting this new information event	Jill McGinley	2					
Late Jan	Family Violence event	ESCW	Ian Read/Jacqueline Harthill		Supporting the community	Tracy Barrow	2					Intranet, possible THNow
26.01.15	ARS Sports Team Feature	CLC	Shalina	Sports and Physical Activities Team	Highlighting activities on offer and capital investment into facilities	Lisa Pottinger	A great place to live	No			Media release to local and BME media	

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26.01.15	ARS Street Lighting	CLC	Sarah	Public Realm	Focus on street lighting upgrade programme. Awaiting further information.	Jamie Blake	a great place to live	Yes			Media release to local and BME media	
26.01.15	ARS Parking permits online	CLC	Sarah	Public Realm	Remember to renew your parking permits online	Jamie Blake	A great place to live				Media release to local and BME media	
28.01.15	ARS Tree planting programme	CLC	Sarah	Public Realm	Making the borough a greener place to live	Jamie Blake	A great place to live	Yes			Media release to local and BME media	
Late Jan	Children's services column	ESCW	Ian Read		Promoting our success	Robert McCulloch-Graham	2					
29.01.15	LGBT Exhibition - Cornelius McCarthy at Bethnal Green Library	CLC	Shalina	Idea Stores		Tamsin Bookey	A great place to live	Yes			Media release to national, regional, local, BME media and trade.	
30.01.15	ARS Ward surgery and walkabout	CLC	Swift	Community Safety	Promotion of latest community safety ward surgery and	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media	
FEBRUARY												
February	SEND newsletter	ESCW	Ian Read		Providing information for users and partners	David Carroll	3			Producing newsletter		
February	Woolmore Primary School soft opening (pupils move in)	ESCW	Ian Read		Providing more school places	Pat Watson/Anne Canning	1	Possible			Press release and pix	
February	Healthy Families event	ESCW	Ian Read		Promoting our services	Denise Hickford	2				Press release and pix	
February	Holiday playscheme brochure	ESCW	Ian Read		Promoting our services	Jenny Quiller	2			Producing brochure		
February	Healthy Schools sessions posters	ESCW	Ian Read		Promoting our services	Sultana Begum	2			Producing 5 different posters		
Late Jan/Feb	Relaunch of food and garden waste collection	CLC	Sarah	Public Realm	Highlight the relaunched food and garden waste collection service, easy to use, reduces landfill etc.	Jamie Blake	A great place to live				Media release to local and BME media	
Late Jan/Feb	Brick Lane Arches	CLC	Shalina	Arts & Events	Construction to begin on the Brick Lane arches	Shazia Hussain	A great place to live				Media release to local and BME media	
1.02.15	Holocaust Memorial Day Inter Faith service - Feb 1 at Nelson Street Synagogue	CLC	Shalina	Arts and Events	Promoting HMD events taking place in the borough and post event write up on the service.	Stephen Murray	A great place to live	Yes			Media release to local and BME media	
Feb	LGBT History Month Listing of events, general message about LGBT equality, contribution	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
Feb	Preparing for the elections	LPG	Susan Mulligan		Elections	John Williams					Local and social media	Intranet
Feb	Budget Consultation	LPG	Susan Mulligan		Budget Congress	Chris Holme				Presentation at Idea Stores	Local and social media	Intranet
Feb	Produce Annual Council Tax Booklet	LPG	Susan Mulligan		Stat Duty to provide Information	Chris Holme				TBC		Intranet / Internet
Feb	Annual Residents Survey	LPG	Susan Mulligan		Consultation about resident priorities	Louise Russell					Local and social media	Intranet
Feb	Feedback about budget consultation to date	LPG	Susan Mulligan		Resident engagement	Louise Russell					Local and social media	Intranet
Feb	Media invitations to council meetings	LPG	Susan Mulligan		Transparency	John Williams						Internet / Media invite
Feb 2015 - Sept 2016	Disability Awareness	LPG	Susan Mulligan		Breaking down negative perceptions of disabilities in the borough	Corrinne Hargreaves and key partners in the borough				Programme of engagement	local, social and regional media	Intranet
Feb 2015 - Sept 2016	Reaching migrants in Health	LPG	Susan Mulligan		Developing policy to engage migrants	Louise Russell and key partners in the borough				Posters, flyers, video (tbc)	Local and social media	
Feb	Promotion of anti fraud work	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
Feb	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
Feb	Council tax Booklet	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
Feb	Transformation	Resources	Susan Mulligan		Transparancy	Chris Holme				TBC		Internet

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Feb	Disability awareness campaign	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
2.02.15	ARS Feature on parks - events overview and capital investment	CLC	Shalina	Parks	Overview of capital investment programme in parks and events for 2015	Stephen Murray	A great place to live	No			Media release to local and BME media	
02.02.15	ARS Street inspectors	CLC	Sarah	Public Realm	Focus on pot holes inspectors, keeping the borough's roads safe	Jamie Blake	A great place to live	Yes			Media release to local and BME media	
02.02.15	ARS Victoria Park maintenance team	CLC	Sarah	Public Realm	Look at the work done by the maintenance team in Vicky Park. Link to best park of the year	Jamie Blake	A great place to live	Yes			Media release to local and BME media	
04.02.15	Whitechapel new civic hub	D&R	Sam Gough	Asset Management	Regeneration of Whitechapel	Gavin Wilson	A great place to live	Yes	N/A	Web banner	Media release to local, regional and BME media. Social media	Intranet, TH Now
04.02.15	ARS Idea Store achievements	CLC	Shalina	Idea Stores		Sergio Dogliani	A great place to live	No			Media release to local and BME media	
05.02.15	Gransnet (post event)	CLC	Shalina	Idea Stores	Getting older people online	Judith St John	A great place to live				Media release to local and BME media	
05.02.15	Time to Talk	PH	Anna	Mental Health	Mental health awareness Time to Change awareness day	Afia Khatun	A safe and supportive community	No				
05.02.15	Holocaust Memorial Day (post event)	CLC	Shalina	Arts, Parks & Event	One Tower Hamlets	Stephen Murray	A great place to live	Yes			Media release to local and BME media	
06.02.15	FGM Conference	CLC	Stefan Swift	Violence Against Women and Girls	Working together to eradicate FGM in LBTH	Foiona Dwyer	A safe and supportive community	Yes				
09.02.15	Safer, Cleaner, Greener page	CLC	Sarah/Stefan		Dedicated page in EEL to Community Safety and Public Realm stories		A safe and supportive community great place to live	A				
10.02.15	Get Your Skates On Event	CLC	Shalina	Sports and Physical Activities Team,	Pre piece on community sports fun day on Feb 18 at Bethnal Green Gardens	Lisa Pottinger	A great place to live	Yes		Posters and flyers	Media release to local and BME media	
13.02.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media	
12.02.15	Half Term Events	CLC	Shalina	Arts, Parks & Events, Sports & Physical Activities Team	Promoting the range of free half term events taking place in the borough.	Stephen Murray & Lisa Pottinger	A great place to live	Yes		Web banner, posters and flyers	Media release to local and BME media	
14.02.15	Valentine's Day	PH	Anna	Sexual health	Sexual Health awareness	Jackie Francis	A safe and supportive community	No				
16.02.15	Media Invite - Martyrs' Day	CLC	Shalina	Arts, Parks & Events	Marking the annual Martyrs' Day event at Altab Ali Park.	Alison Denning	A great place to live	Yes	N/A		Media release to local and BME media	
16.02.15	Media Invite - International Language Day	CLC	Shalina	Community Languages Team	Celebrating the right for people to speak their mother tongue with a cultural celebration.	Showkat Khan	A great place to live	Yes	N/A		Media release to local and BME media	
18.02.15	1000s into employment	D&R	Sam Gough	Enterprise and employment	Supporting local residents into employment	Andy Scott		No	N/A	N/A	Media release to local media. Social media.	
19.02.15	Get Your Skates On Event (post event)	CLC	Shalina	Sports and Physical Activities Team	Post event write up on the community fun day	Lisa Pottinger	A great place to live	No			Media release to local and BME media	
21.02.15	Martyr's Day Event at Altab Ali park	CLC	Shalina	Arts and Events	Annual event to pay homage to the many people who died in East Pakistan to ensure the Bengali	Stephen Murray	A great place to live	Yes			Media release to local and BME media	
24.02.15	FFHA	PH	Anna	Healthy food	Award presentation along with workshops	Abi Gilbert	A great place to live	Yes				
24.02.15	International Language Day Event from 4-7pm at York Hall	CLC	Shalina	Community Languages Team	Annual event to mark international language day with an afternoon of culture - singing.	Showkat Khan	A great place to live	Yes			Media release to local and BME media	
Late February (TBC)	Crossrail 2 lobbying (in conjunction with Hackney Council and other East London Councils)	D&R	Sam Gough	Planning & Building Control	Improved transport and boosting local economy	Richard Finch	A great place to live	No			Statement included in Hackney's press release. Social media	Intranet
25.02.15	THAMES KS3 Vocal Day	ESCW	Stefan Swift		Promoting our services	Karen Brock / Hayley Cook		Yes				
Late February (TBC)	Healthy Housing project launch	CLC	Stefan Swift	Safer Communities	Media launch of healthy housing project. App developed. Joint project with Age UK	Andy Bamber		Yes			Media release to local and BME media	
Late February (TBC)	Henry Moore Sculpture auction	CLC	Shalina	Arts, Parks and Events	Crisis management of sensitive sale. Promotion of key messages monies raised from the acution will go into services	Shazia Hussain	A great place to live	No			Media release to national, regional, trade, local and BME media	
27.02.15	Skillsmatch launched in Idea Stores in Chrisp Street and Whitechapel	D&R	Sam Gough	Enterprise and employment	Skillsmatch launching in Idea Stores; supporting local people into work	Banu Chada		Yes		Web banner. Posters and flyers	Media release to local media. Social media.	Intranet
27.02.15	CSS column	CLC	Stefan Swift	Community Safety			A safe and supportive community					

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MARCH												
March (TBC)	Child Sexual Exploitation review published	ESCW	Ian Read		Safeguarding children	Monawara Bakht	1				Press release (poss)	Intranet
March (TBC)	Tower Hamlets Enforcement Officers (THEOs) Fifth Anniversary	CLC	Stefan Swift	Community Safety	Event to promote long serving THEOs by awarding certificates	Phil Gospage	Safe and supportive	Yes			Media invite to event and release to local and BME media	Intranet
March (TBC)	Launch of Selective Private Sector Housing Landlords consultation	CLC	Stefan Swift	CSS	The council is looking to licence private landlords. Tell us what you think of the proposals	David Tolley	Safe and supportive	Yes (and CM for housing development)	online questionnaire and web pages	Advert in EEL	Media release to local and BME media	
March	Transformation	Resources	Susan Mulligan		Equalities	Corinne Hargreaves					Local media./ social media	Intranet
01.03.15	Launching the Taste Brick Lane month	D&R	Sam Gough	Enterprise and employment	Supporting the local business community	John Hoang	A great place to live	Yes		Marketing across the borough. Web banner throughout the month.	Press release to local and regional media. Tonnes of social media	Intranet
March (date TBC)	Muslim adoption campaign for older children	ESCW	Ian Read		Expanding our pool of adopters	Vicky Seyforth	1	Possible		Producing a TV advert	Press release and offering interviews with case studies	Intranet and bulletins
March	Child Rights Charter - one year on (POSS)	ESCW	Ian Read		Promoting our progress in improving child rights	Anthony Walters/Wesley Hedger	2				Press release	
March	Healthy Lives e-newsletter	ESCW	Ian Read		Promoting our success	Sultana Begum	2			Producing the e-newsletter		
Spring term (TBC)	Formal opening of Woolmore Primary	ESCW	Ian Read		Providing new school places	Pat Watson/Anne Canning	1	Yes			Press release and media event	
March	Preparing for the elections	LPG	Susan Mulligan		Elections	John Williams					Local and social media	Intranet
March	Media invitations to council meetings	LPG	Susan Mulligan		Transparency	John Williams						Internet / Media invite
Mar	Promotion of anti fraud work	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
Mar	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
Mar	Disability awareness campaign	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
March	Campaign around homelessness - positive case studies	D&R	Sam Gough		Housing	Colin Cormack	Homelessness		N/A	TBC - borough-wide marketing	Local media	TH Now
02.03.15	Secondary schools admissions	ESCW	Ian Read		Promoting our success	Terry Bryan	1				Press release	
03.03.15	THAMES Guitars / Primary Strings / Woodwind days	ESCW	Stefan Swift		Promoting our services	Karen Brock / Hayley Cook						
08.03.15	International Womens Day & Women's History Month	CLC	Shalina	Arts and Events	Promoting the free events to mark the national day and month		A great place to live	Yes			Media release to local and BME media	
09.03.15	Safer, Cleaner, Greener page	CLC	Sarah/Stefan		Dedicated page in EEL to Community Safety and Public Realm stories		A safe and supportive community great place to live	A				
10.03.15	THAMES Oompah Spectaculoh Brass Day 2	ESCW	Stefan Swift		Promoting our success	Karen Brock / Hayley Cook		Yes			Press release	
March tbc	Cutting East Festival	CLC	Shalina	Arts & Events	High profile film festival produced by young people in the borough	Stephen Murray	A great place to live				Media release to local and BME media	
11.03.15	Parenting conference	ESCW	Ian Read		Helping families	Jill McGinley	2			Invitation will need producing	Press release and pix	
13.03.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media	
18.03.15	Launch of Bigland Children's Centre	ESCW	Stefan Swift		Opening of the new children's centre	Carol Law		Yes		Web banner	Press release and photo to local and BME media	
18.03.15	THAMES Awards Orchestra Day	ESCW	Stefan Swift		Promoting our success	Karen Brock / Hayley Cook						
19.03.15	Third Party Reporting conference	CLC	Stefan Swift	Community Safety	Conference for residents and centres trained to help victims who have suffered from domestic	Benedicta Dikeocha	Safe and supportive	Yes			Pre and Post media release to local and BME media	
19.03.15	THAMES Battle of the Bands	ESCW	Stefan Swift		Promoting our success			Yes			Press release	

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20.03.15	Children's services column	ESCW	Ian Read		Promoting our success	Robert McCulloch-Graham	2					
21.03.15	THAMES SMC Spring Concert	ESCW	Stefan Swift		Promoting our success	Karen Brock / Hayley Cook						
24.03.15	THAMES KS2 Vocal Day	ESCW	Stefan Swift		Promoting our services	Karen Brock / Hayley Cook						
25.03.15	Well London	PH	Anna	Public Health	Well London celebration of how the funding has transformed local communities	Brenda Scotland	A great place to live	Yes				
27.03.15	THAMES Tower Hamlets Youth Orchestra course	ESCW	Stefan Swift		Promoting our services	Karen Brock / Hayley Cook	A great place to live				Press release	
27.03.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media	
End of March / early April TBC	Watts Grove groundbreaking ceremony	D&R	Sam Gough	Strategy, regeneration and renewal	Affordable council housing	Ann Sutcliffe	A great place to live	Yes			Press release and social media	
30.03.15	Holiday playscheme	ESCW	Ian Read		Celebrating our services	Jenny Quiller	2				Press release	
APRIL												
April	Holiday playscheme	ESCW	Ian Read		Promoting our success	Jenny Quiller	2				Press release	
April	Whitechapel new civic hub - further announcement	D&R	Sam Gough	Strategy, regeneration and renewal	Supporting local economy	Ann Sutcliffe & Duncan Brown	A great place to live	Yes			Press release	Internal communications
April	Foster carers recruitment campaign	ESCW	Ian Read		Increasing our pool of foster carers	Vicky Seyforth	1	Yes		Producing on-street ads	Press release	Intranet and bulletins
April	Preparing for the elections - information for residents; information for media attending the count	LPG	Susan Mulligan		Elections	John Williams					Local and social media	Intranet
April	Media invitations to council meetings	LPG	Susan Mulligan		Transparency	John Williams						Internet / Media invite
01.04.15	Easter Community Events - VP on 1.04.15	CLC	Shalina	Parks	Promoting free Easter events taking place in Victoria Park and Mile End Park	Stephen Murray	A great place to live				Media release to local and BME media	
06.04.15	Safer, Cleaner, Greener page	CLC	Sarah/Stefan		Dedicated page in EEL to Community Safety and Public		A safe and supportive community					
10.04.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media	
16.04.15	Primary schools admissions	ESCW	Ian Read		Promoting our success	Terry Bryan	1				Press release	
20.04.15	St George's Day celebrations	CLC	Shalina	Arts & Events			A great place to live				Media release to local and BME media	
24.04.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media / Press release to Wharf newspaper	
Apr	Promotion of anti fraud work	Resources	Susan Mulligan		Equalities	Corinne Hargreaves					Local media./ social media	Intranet
Apr	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
Apr	Disability awareness campaign	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
Apr	Transformation	Resources	Susan Mulligan		Equalities	Corinne Hargreaves					Local media./ social media	Intranet
MAY												
May	Promotion of anti fraud work	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
May	Nursery admissions outcomes - first time handled by schools	ESCW	Ian Read		Promoting our success	Terry Bryan	1	Yes			Press release	
May	Healthy Lives celebration event	ESCW	Ian Read		Celebrating our success	Sultana Begum	2	Yes		Producing the invite	Press release	
May	House builders developer's forum	D&R	Sam Gough		TBC	Owen Whalley	Planning		TBC	TBC	TBC	TBC

Date	Event	Directorate	Comms officer	Service	Key Messages	Lead contact from service	Community Plan/DMT Priority	Mayor's op	Consultation	Marketing	Media	Internal Comms
01.05.15	Medicine for the Soul Month at Idea Stores	CLC	Shalina	Idea Stores	Initiative to encourage mental and physical wellbeing	Judith St John	A great place to live				Media release to local and BME media	
07.05.15	Mayor's Cup	CLC	Shalina	Sports and Physical Activities Team	Football tournament encouraging all sections of the community to take part	Lisa Pottinger	A great place to live	Yes			Media release to local and BME media	
08.05.15	Children's services column	ESCW	Ian Read		Promoting our success	Robert McCulloch-Graham	2					
11.05.15	Mental Health Awareness Week	PH	Anna Wilson		National annual campaign that is this year focusing on anxiety	Nicky Donnelly			Local outreach stalls and workshops across Idea Stores, stall at MP		Media release	Intranet, member's bulletin
15.05.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media	
May tbc	May Half Term Events	CLC		Arts & Events/Sports & Physical activities Team/Idea Stores	Promoting half term events							
17.05.15	International Day Against Homophobia, (Biphobia) and Transphobia (IDAHO)	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
22.05.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media	
29.05.15	FiS article for Pan European Networks	ESCW	Ian Read		Promoting our services	Nikki Bradley	3			Approving the article		
May tbc	Topping out ceremony for Blackwall Reach phase 1	D&R	Sam Gough		Promote phase 1 completion of Blackwall Reach	Jackie Odunoye	Regeneration, housing		N/A	N/A	Media to be invited to topping out ceremony	TH Now
May	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
May	Preparing for the elections; make sure you vote; local polling stations; the elections process; details about	LPG	Susan Mulligan		Elections	John Williams					Local and social media	Intranet
May	Media invitations to council meetings	LPG	Susan Mulligan		Transparency	John Williams						Internet / Media invite
May	Disability awareness campaign	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
May tbc	Opening of mosque on Blackwall Reach phase 1a	D&R	Sam Gough	Corporate property and capital	Regeneration of Blackwall; building new houses	Robin Sager	A great place to live	Yes	N/A	Web banner	Media release to local, regional, BME and trade media. Social media	Intranet
JUNE												
June	Promotion of anti fraud work	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
June	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
June	Disability awareness campaign	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
June	Transformation	Resources	Susan Mulligan		Equalities	Corinne Hargreaves					Local media./ social media	Intranet
01.06.15	National Fostering Fortnight	ESCW	Ian Read		Enhancing our pool of foster carers	Vicky Seyforth	2				Press release	
June	Healthy Lives e-newsletter	ESCW	Ian Read		Promoting our success	Sultana Begum	2			Producing the e-newsletter		
June	Media invitations to council meetings	LPG	Susan Mulligan		Transparency	John Williams						Internet / Media invite
June	Coverage of Gay Pride in London, tied in with local events happening around the borough.	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
03.06.15	THAMES Awards Orchestra Day	ESCW	Stefan Swift		Celebrating our success	Karen Brock / Hayley Cook		Yes				
05.06.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of latest community safety ward surgery and walkabout	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media	
05.06.15	CSS column	CLC	Stefan Swift	Community Safety			A safe and supportive community					
08.06.15	Diabetes Awareness Week	PH	Anna Wilson									
09.06.15	THAMES Oompah Spectacular Brass Day 3	ESCW	Stefan Swift		Promoting our success	Karen Brock / Hayley Cook		Yes				

Date	Event	Directorate	Comms officer	Service	Key Messages	Lead contact from service	Community Plan/DMT Priority	Mayor's op	Consultation	Marketing	Media	Internal Comms
10.06.15	THAMES Spitalfields Platform	ESCW	Stefan Swift		Promoting our success	Karen Brock / Hayley Cook		Yes				
11.06.15	THAMES Woodwind Day	ESCW	Stefan Swift		Promoting our success	Karen Brock / Hayley Cook		Yes				
16.06.15	THAMES Guitars Day	ESCW	Stefan Swift		Promoting our success	Karen Brock / Hayley Cook		Yes				
June tbc	Tower Hamlets in Bloom gardening competition	CLC	Shalina	Parks	Call for submissions for the competition to encourage people to brighten up the borough and	Stephen Murray	A great place to live				Media release to local and BME media	
June tbc	Summer Activities	CLC		Parks, Sports & Physical Activities & Idea Stores	Promoting free activities over the summer holidays							
June tbc	Summer Reading Challenge	CLC		Idea Stores	Promoting the summer reading challenge encouraging children and young people to read six or							
19.06.15	Ward surgery and walkabout	CLC	Stefan Swift	Community Safety	Promotion of all community safety ward surgeries and walkabouts - feature highlighting	Shalina Akhtar	A safe and supportive community	Yes		Web banner	Social media / press release after the event to all media	
24.06.15	THAMES Strings Day 3	ESCW	Stefan Swift		Promoting our success	Karen Brock / Hayley Cook		Yes				
25.06.15	THAMES KS2 + KS3 Vocal Day and Concert	ESCW	Stefan Swift		Celebrating our success	Karen Brock / Hayley Cook		Yes			Press release, media invite and social media	
26.06.15	Children's services column	ESCW	Ian Read		Promoting our success	Robert McCulloch-Graham	2					
26.06.15	Early Years Conference	ESCW	Stefan Swift		Promoting our success	Pauline Hoare / Monica Forty		Yes			Press release, media invite and social media	Members and Managers Briefing
JULY												
July 1, 2015	THAMES Celebration Concert	ESCW	Stefan Swift		Celebrating our success	Karen Brock / Hayley Cook		Yes			Press release, media invite and social media	
July (date TBC)	Holiday playscheme	ESCW	Ian Read		Promoting our success	Jill McGinley	2	Yes			Press release	
July	Mayor's Education Award	ESCW	Ian Read		Encouraging young people to stay in school	Di Warne	1	Yes		Promote on the Idea Stores screens	Case studies and launch event	Intranet and bulletins
July	Media invitations to council meetings	LPG	Susan Mulligan		Transparency	John Williams						Internet / Media invite
11.07.15	THAMES Summer SMC Concert	ESCW	Stefan Swift		Celebrating our success	Karen Brock / Hayley Cook		Yes			Press release, media invite and social media	
24.07.15	CSS column	CLC	Stefan Swift	Community Safety			A safe and supportive community					
Jul	Promotion of anti fraud work	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
Jul	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
Jul	Disability awareness campaign	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
July	Transformation	Resources	Susan Mulligan		Equalities	Corinne Hargreaves					Local media./ social media	Intranet
AUGUST												
Aug	Promotion of anti fraud work	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
Aug	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
Aug	Stonewall Workplace Equality Index Publicise result of Stonewall WEI 2015. Remind people of benefits for	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
Aug	Disability awareness campaign	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
Aug	Transformation	Resources	Susan Mulligan		Equalities	Corinne Hargreaves					Local media./ social media	Intranet
August tbc	Season of Bangla Drama - call for submissions	CLC	Shalina	Arts & Events	Residents have the chance to create their own drama, dance or exhibition for A Season of Bangla	Stephen Murray	A great place to live	No			Media release to local and BME media	

Date	Event	Directorate	Comms officer	Service	Key Messages	Lead contact from service	Community Plan/DMT Priority	Mayor's op	Consultation	Marketing	Media	Internal Comms
August	Secondary schools prospectus	ESCW	Ian Read		Promoting schools	Kelly Mack	1			Producing and distributing the prospectus	Press release promoting the application deadlines	
7.08.15	FIS article for Pan European Networks	ESCW	Ian Read		Promoting our services	Nikki Bradley	3			Approving the article		
13.08.15	A-level results	ESCW	Ian Read		Promoting schools' success	Di Warne	1	Yes			Press release and event	
14.08.15	Children's services column	ESCW	Ian Read		Promoting our success	Robert McCulloch-Graham	2					
TBC	Annual Performance report for residents	LPG	John McDermott	Communciations	Demonstrating accountability and transparency	TBC	Statutory reporting duty				Local media / EEL/ digital	All channels
20.08.15	GCSE results	ESCW	Ian Read		Promoting schools' success	Di Warne	1	Yes			Press release and event	
SEPTEMBER												
September	Free schools meals - one year on	ESCW	Ian Read		Healthier pupils	Michael Hales	1	Yes			Interview opp offer for media; press release	
September	Mayor's Higher Education Award	ESCW	Ian Read		Encouraging students into university	Di Warne	1	Yes		Promote on the Idea Stores screens; write to headteachers	Case studies and launch event	Intranet and bulletins
September	Primary schools prospectus	ESCW	Ian Read		Promoting schools	Adam Ahmad	1			Producing and distributing the prospectus	See above	
Sept	Stonewall Workplace Equality Index Publicise result of Stonewall WEI 2015. Remind people of benefits for	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
Sep	Promotion of anti fraud work	Resources	Susan Mulligan		Savings	Chris Holme					Local media./ social media	Internet / intranet
Sep	Benefits - part of Get Online campaign	Resources	Susan Mulligan		Positive messages about the council	Minesh Jani					Local media./ social media	Intranet
Sep	Disability awareness campaign	Resources	Susan Mulligan		Digital Inclusion	Steve Hill					Local media./ social media	Intranet
Sep	Transformation	Resources	Susan Mulligan		Equalities	Corinne Hargreaves					Local media./ social media	Intranet
11.09.15	CSS column	CLC	Stefan Swift	Community Safety			A safe and supportive community					
15 -21 Sept	Sexual Health Week	PH	Anna Wilson		Health awareness and sign posting to services, with a national focus on emergency	Reha Begum						
OCTOBER												
October	Mayor's Business Forum	D&R	Sam Gough		Supporting local economy	Lucy Collins	Economic Development		N/A	Across borough marketing	Local and regional media	TH Now
1.10.15	Black History Month	CLC	Shalina	Arts, Parks & Events								
02.10.15	Children's services column	ESCW	Ian Read		Promoting our success	Robert McCulloch-Graham	2					
TBC	Somali Week Festival	CLC	Shalina	Arts, Parks & Events								
TBC	Halloween Events	CLC	Shalina	Arts, Parks & Events								
TBC	Best Value Plan Progress	LPG	John McDermott	Communications	Progress against agreed targets	Louise Russell					Trades	Manager's briefing / TH Now
30.10.15	CSS column	CLC	Stefan Swift	Community Safety			A safe and supportive community					
NOVEMBER												
November (date TBC)	National Adoption Week	ESCW	Ian Read		Enhancing our pool of adopters	Vicky Seyforth	1				Press release and case study interview opp	Intranet and bulletins
November	Healthy Lives e-newsletter	ESCW	Ian Read		Promoting our success	Sultana Begum	2			Producing the e-newsletter		
November	Mayor's Education Achievement Ceremony	ESCW	Ian Read		Promoting schools' success	Di Warne	1	Yes			Media invite and post-event press release	

Date	Event	Directorate	Comms officer	Service	Key Messages	Lead contact from service	Community Plan/DMT Priority	Mayor's op	Consultation	Marketing	Media	Internal Comms
1.11.15	Season of Bangla Drama	CLC	Shalina	Arts & Events								
Nov	Bi Visibility Day Bisexual community has been less visible than gay and lesbian	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
Nov	Bi Visibility Day Bisexual community has been less visible than gay and lesbian	LPG	Susan Mulligan		Equalities	Louise Russell					Local and social media	Intranet
Nov tbc	Witeidea Festival	Idea Stores	Shalina	Idea Stores	East London's premier reading festival	Judith St John	A great place to live	Yes			Media invite and release to national, regional, trade, local and BME media.	
17.11.15	Alcohol Awareness Week	PH	Anna Wilson		Annual campaign that aims to raise awareness of alcohol harms and sign post to services	Jill Goddard		N			Media release, council website	Member's bulletin, CCG newsletter
20.11.15	Children's services column	ESCW	Ian Read		Promoting our success	Robert McCulloch-Graham	2					
22.11.15	National HIV Testing Week	PH	Anna		Annual campaign that aims to raise awareness of importance of free testing of HIV	Jackie Francis		Y			Media release, council website, Twitter	Member's bulletin, CCG newsletter
25.11.15	White Ribbon Campaign Launch	CLC	Stefan Swift	Community Safety	Round-up of upcoming activities taking place for the White Ribbon Campaign / 16 Days of Action	Serita Georges	Safe and supportive	Yes			Media release to local and BME media	
DECEMBER												
December	Primary school exam results	ESCW	Ian Read		Promoting our success	Monica Forty	1	Yes			Press release	
December	Mayor's Xmas card design comp	ESCW	Ian Read		Maintaining community relations	Gulshan Begum	2	Yes		Producing the card	Press release	
December	ESCW Xmas card	ESCW	Ian Read		Maintaining community relations	Asma Mushtaq	2			Producing the card		
December	Small Business Saturday & #shoptowerhamlets campaign	D&R	Sam Gough		Supporting local economy	Maria Gerring	Economic Development		N/A	Across borough marketing & publications	Local media	N/A
1.12.15	International Day for Disabled People	CLC	Shalina	Sports and Physical Activities Team	Promoting activities hosted by culture to mark the national day							
Dec 2015 - Dec 2016	Early Years Campaign - Learning 2 (with Dept of Education)	LPG	Susan Mulligan		Promoting free childcare places in the borough; service excellence	Jo Green				Adverts/ JC Decaux / postcards/ wrap	Local and social media / trade	Intranet
December - September 20-16	Welfare Reform - Universal Credit in partnership with DWP	LPG	Susan Mulligan		Preparing residents for welfare changes	Louise Russell				Social media and local print media campaign	Local media	
December - September 20-16	Digital Inclusion Campaign	LPG	Susan Mulligan		Improving digital inclusion in the borough	Louise Russell and key partners in the borough				Online portal, toolkit, development of communications strategy to	Local and social media / trade	Intranet
December - September 20-16	Your Borough Your Voice	LPG	Susan Mulligan		Savings in the borough and ongoing budget consultation	Louise Russell				Marketing materials; use of interactive budget software	Local and social media / trade	Intranet
December - September 20-16	Financial Inclusion	LPG	Susan Mulligan		Promotion of support for people facing debt, financial issues and preparation for Universal Credit	Louise Russell and key partners in the borough					local and social media	Intranet
01.12.15	World AIDS Day	PH	Anna		National Day raising awareness of AIDS - local testing info promoted during HIV Testing	Jackie Francis		N				
Mid-Dec	Stop smoking for New Year	PH	Anna		Campaign focusing on one of the biggest resolutions, encouraging people to stop smoking	Jane Stephenson-Glynn		Y	Photocall			

JANUARY 2016

TBC	Arts apprenticeships event	D&R			Event to promote successful arts and creative apprenticeships given out	Andy Scott	Jobs		N/A	N/A	Media invite and post event release issued to local and BME media	N/A
TBC	Ocean Estate - newly moved in residents (D&R have advised to hold on this until a request from the	D&R			Presentation of new homes hampers to residents - to be attended by Mayor and Cllr Khan	Jackie Odunoye	Regeneration		N/A	N/A	Media invited and post event release to be issued to local and BME media	Article in TH Now and Members' Bulletin
TBC	Malmesbury Estate - may get planning permission	D&R	Sam Gough		TBC	TBC	Planning		TBC	TBC	TBC	TBC
TBC	Decent Homes - 3,000th home started/completed	D&R	Sam Gough		TBC	Jackie Odunoye	Regen		TBC	TBC	TBC	TBC
TBC	Decent Homes - starting events and completion parties	D&R	Sam Gough		TBC	TBC	Regen		TBC	TBC	TBC	TBC
TBC	THH launch of enquiry into ageing	D&R	Sam Gough		TBC	TBC	Housing		TBC	TBC	TBC	TBC

