

Tower Hamlets communications strategy 2019/20 to 2021/22



Contents

Executive summary	3
Context and aims	4
Where we are now – as a council	5
Where we are now – as a place	6
How we improve	7
Our place narrative	10
Our corporate narrative	12
Goals for the whole council	14
How will we achieve our goals	16
Campaigns	18
Our channels	19
Our campaigns	20

Executive summary

This is a corporate strategy for the whole council. Every officer and member should read it and apply it to their work.

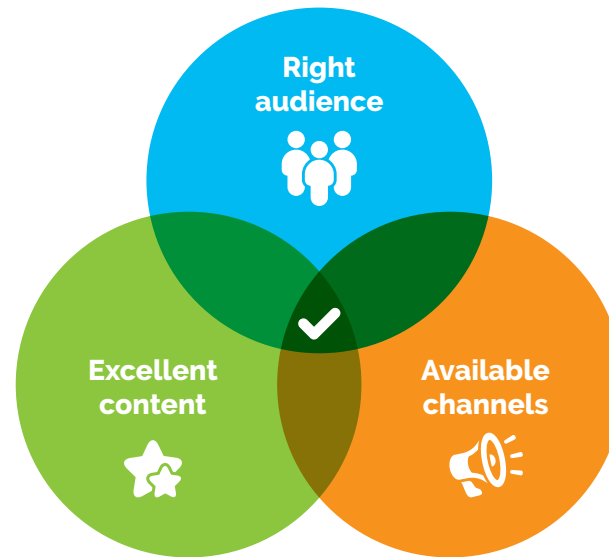
Communications is a centralised service and a key strategic function to advise, guide and amplify the work of services and the corporate work of the mayor and the council's cabinet.

On a basic level, by working in partnership with services, we can help to tell our story and improve the reputation of the council.

If involved at an early stage, communications can help services to achieve better outcomes, raise awareness and affect behaviour change for targeted audiences.

We can also help to identify, prevent and mitigate risks before they become a crisis.

There are three key ingredients to good communications – the right audience, excellent content and channels to put them on. If one of these is missing, communications will not be effective.



We also need to prioritise our work based on the best impact for the biggest target audience.

How we continue to improve these ingredients is outlined in this plan.

Evolution of communications

Last year, the theme of the communications strategy was telling our story. We have made a great start but there is much more to do as a council and as a place.

While that remains a key activity, we are also introducing a new theme this year – to move from broadcast communications to conversations and two-way engagement with residents and businesses.

They are likely to feel more engaged and have more trust in the council if they have the opportunity to talk to us, give their views and be listened to.

This is not a quick process. That is why this communications strategy looks over three years rather than one. It will still be refreshed every year.

These two themes become the objectives of this strategy:

- 1. To expand from broadcast communications to conversations and two-way engagement.**
- 2. To tell our story as a council and as a place – helping to improve our reputation.**

Everything we do will follow the Smarter Together principles of better **partnership** working and the use of **digital** technology to achieve better **outcomes** for the council.

We will use research and evidence to plan and evaluate our work.

Context and aims

This strategy supports Tower Hamlets' strategic plan 2018-21, along with the mayor's priorities.

The strategic plan is based on three priorities:

1. People are aspirational, independent and have equal access to opportunities.
2. A borough that our residents are proud of and love to live in.
3. A dynamic outcomes-based council using digital innovation and partnership working to respond to the changing needs of our borough.

Within the strategic priorities, the mayor has a particular focus on:

- Cleaning up our streets and cleaning up our air.
- Tackling the housing crisis.
- Putting young people and families at the heart of what we do.
- Reducing poverty, inequality and improving health.
- Making Tower Hamlets safer.

Resident priorities:

We also know the top ten areas of personal concern:

1. Crime
2. Lack of affordable housing
3. Litter
4. Not enough for young people to do
5. Rising prices/interest rates
6. Levels of air pollution
7. Traffic congestion
8. Number of homeless people
9. Quality of health service
10. Level of Council Tax

Source: 2018 Annual Residents' Survey

Continuous improvement:

Below are some recommendations from external reviews that communications can help deliver:

Investors in People

- Improve change management – offer staff two-way engagement and build closer relationships between CLT, service heads and staff.
- Continue to work on the narrative of transformation ensuring that the language used is accessible for staff.
- Improve line management – supported by good engagement and communication with staff award and recognition of good work.

Peer review

- Increasing the pace of change.
- Continue to promote and embed behavioural and culture change.
- Promote pride in place and address issues of place branding.
- Promote the council's aspirations for the borough.

Where we are now – as a council

We know that satisfaction levels for our residents and staff are linked to factors including how well informed they feel, being listened to and levels of customer service.




Corporate reputation

- 73%** of residents feel informed about what the council is doing 
- 62%** feel involved in making decisions 
- 59%** feel the council listens to concerns of residents 
- 74%** say they trust the council 
- 63%** are satisfied with the way the council runs things 







The latest annual residents' survey shows that residents feel more informed – an increase of 5 per cent over the past year to 76 per cent.

When it comes to measurement of internal communications, 51 per cent of staff feel informed about the council and 67 per cent feel informed within their teams.

Internal communications

- 62%** is the average open rate for the now internal newsletter 
- 60%** is the average open rate for the Managers' Briefing newsletter 
- 1,416** staff signed up to Yammer (online staff platform) 

External communications

- 28,294** subscribers to council newsletters through our Granicus system 
- 12,350** subscribers to our corporate newsletter (up **115%** in 18/19) 
- 31,236** social media followers – **28%** increase from 17/18 
- 18,700** registered residents on the Firmstep online self-service platform 
- 3,168,952** annual visits to our website (15.38% up from last year) 
- 44%** of residents say they read Our East End – out of **135,000** delivered each quarter 

Where we are now – as a place

Research into our place campaign has shown that there are misconceptions among Londoners about what is in Tower Hamlets. There are also negative perceptions about the borough. These are issues we can address by telling our Tower Hamlets story with partners and stakeholders.

The Tower Hamlets Partnership will have an important role to play in both telling our story and encouraging their partners and stakeholders to do the same.

We will also start building relationships with the hundreds of organisations in Tower Hamlets, including key visitor destinations such as the Tower of London and Museum of Childhood, that are powerful advocates for promoting our borough. This new stakeholder list will be kept on our Granicus system (see page 7).

17% of Londoners feel Tower Hamlets has a good reputation



23% of Tower Hamlets Partnership staff feel the borough's reputation is positive



29% of significant shared stories on social media about Tower Hamlets are from alt-right websites



75% of Tower Hamlets Partnership staff think the borough's reputation has improved in recent years.



46% of Londoners think the borough's reputation has improved in recent years.



79% of Tower Hamlets Partnership staff feel great things are happening that people don't know about.



We have ready-made advocates

54% of Tower Hamlets Partnership staff would speak to family and friends about the borough



44% of Tower Hamlets Partnership staff would sign up to regular updates on a place campaign



How we improve

1. Expanding from broadcast communications to conversations and two-way engagement

Last year 73 per cent of residents said they felt informed by the council (up 5 per cent).

62 per cent felt they were involved when the council made decisions, 74 per cent said they trusted the council and 63 per cent said they were satisfied with the council.

While we will continue to improve broadcast communications, we can make a much bigger impact if we focus more on talking and listening to our residents. The benefits can include higher rates in satisfaction and trust.

This year we will change our approach around three key pillars of engagement – consultation, online stakeholder engagement and face-to-face engagement. With residents' permission, these pillars can cross-promote each other and create the foundation for an online community that we can engage with again and again.

The more mass engagement we can do to reconnect with our residents and businesses, the bigger audiences we can build.

Consultation hub

We will introduce a consultation hub for the council to use. The hub will ensure a consistent standard

of consultation, house all consultations in one accessible place and provide greater insight with data and intelligence gained from consultations available for the whole organisation to use.

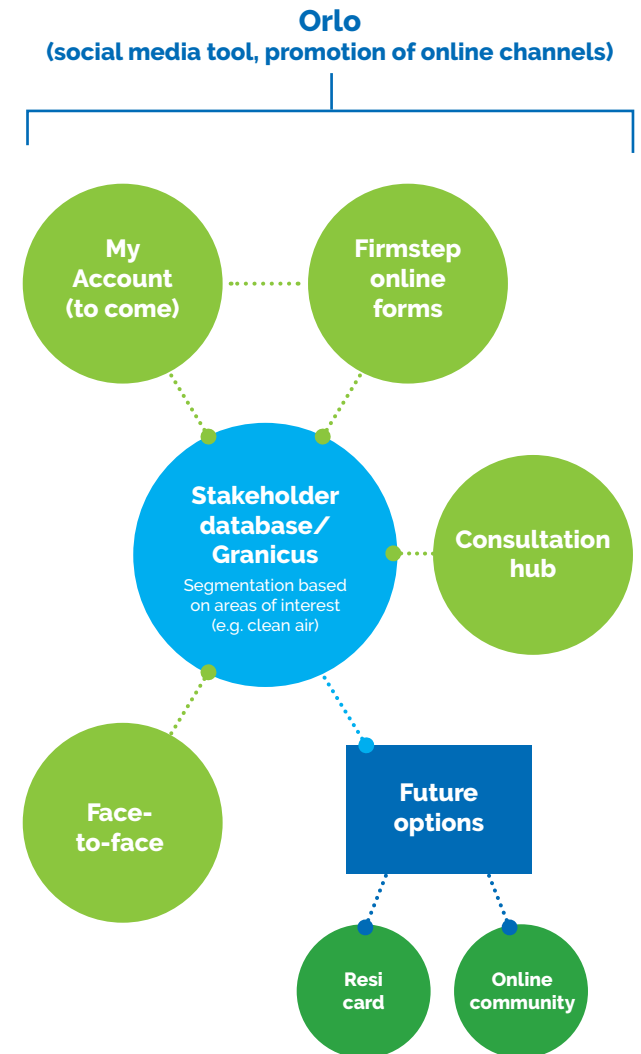
The hub will also complement our existing Granicus (email and text) system by offering people who take part in a consultation the chance to sign up for information about particular issues, or council communications as a whole.

Online stakeholder engagement

Currently, stakeholder lists are owned by services which means, in most cases, communications cannot use them.

This year, the communications team and strategy, policy and performance team will begin to create a GDPR-compliant stakeholder database for the whole council.

We already have a foundation to build on. Currently, 28,294 are subscribed to council newsletters through our Granicus system. The system keeps a database of stakeholders and can segment them projects based on their area of interest or geographic location. It allows services to produce their own newsletters or other electronic communications on a particular subject to a dedicated and engaged audience, which then can be contacted for consultations or campaigns in that area. This will help co-create and solve problems together.



Granicus has just acquired Firmstep, the software used by the council for our online forms, so there is a possibility of greater synergy there.

Face-to-face engagement

Some of our most successful engagement last year was on our streets or at summits. Both the budget and waste strategy consultations included physical stalls, as did events such as the Mela. They provided residents with an opportunity to learn about issues and give their views. They also showed the council in the community and provided a great opportunity to sign residents up to ongoing communications.

We should increase this work. While some of it can be supported by the communications team, it will involve services providing the resource of council officers operating the stalls and talking to residents about their projects.

Orlo (social media management)

Orlo is our new social media management tool which measures performance of both corporate posts and interactions along with customer service responses. Orlo will also help to promote our online channels including soon-to-launch My (customer) Account, Granicus, consultation hub and corporate communications activity including events.

Future opportunities

Sign-ups to both the consultation hub and Granicus will be promoted through our campaigns and social media channels. We are working with IT and customer service to ensure the data can be used for future systems. There are great opportunities for synergies as the council goes digital with services.

My Account, which is due to go live this year, will be a place where residents can access their services and latest information online. The consultation hub, our newsletters and My Account should all connect to each other to allow for the creation of a network of residents who are segmented by themes such as location and interests.

For example, someone that has a green garden waste service on My Account may be interested in environmental consultations and communications. This will help us to achieve better outcomes by nudging behaviour change, contacting residents for research and to create campaigns together.

Planning is also looking for better ways to engage with residents. We are keen to work with them to connect planning engagement to this centralised system.

2. To tell our story as a council and as a place – helping to improve our reputation

Tower Hamlets is also an amazing place, with a spectacular set of assets that should be the envy of any place in the world.

Yet we often find ourselves often being referred to in a negative light and, over time, the Tower Hamlets brand can become damaged.

Councils need to build their brand to improve performance. A brand builds recognition, trust, respect and professionalism.

(Local Government Association)

Our brand as a council is linked to Tower Hamlets as a place, so having a well-respected brand can not only help to improve our performance but it can also create opportunities and civic pride for our residents and businesses.

Improving our brand

A brand can't just be a promise, it must be a promise delivered. That's why everyone in the council is responsible for our brand. We will improve it through:

Better customer experience

In the digital age, one customer can reach hundreds of thousands of people. Our reputation is based on customer experience.

Communications must be at the heart of our customer service to ensure:

- Our website facilitates digital transactions and engagement, is informative and is easy to navigate.
- Our brand and messages are present throughout our physical and virtual world.
- Key reputational issues are picked up and dealt with quickly.

Brand recognition – use of our new guidelines by all services

Our brand should run through everything we do. It is our identity. It shows people everything the council does and the connections between services and our borough.

Our brand guidelines were last updated in 2007. This summer we will publish new brand guidelines along with a new writing style guide. These guidelines will create a look and feel that can be applied to everything from uniforms, street signage, vehicles and publications.

We have a number of opportunities coming up within services to apply our new guidelines – giving the council a fresh and co-ordinated look and feel.

Managers must ensure that all council officers apply the brand guidelines and house style in their work with the help of the communications team.

Everyone uses our narratives

If we are not telling our story someone else will. Tower Hamlets has become an easy target.

To help tell our story, we have both a corporate and place narrative for officers and members to use and build on.

They should:

- Ensure the corporate and place narratives are embedded in all strategies and plans.
- Use social media, events and everyday conversations to spread good news.
- Let communications know about milestones and new outcomes to tell our story.
- Be thought leaders by writing in trade publications and talking at events.

Our place narrative

Tower Hamlets – the place

Tower Hamlets offers the best of London in one borough. The new East End that epitomises both the capital's past and its future.

London has been moving east, and Tower Hamlets is now at its heart.

While Tower Hamlets represents a young, vibrant modern city, our history comes from being the hamlets of the Tower of London.

This mix of old and new, combined with award-winning parks, international cultural destinations, world class learning institutions and one of the largest economies in the UK, makes Tower Hamlets one of the most popular places to live, work, study and play.

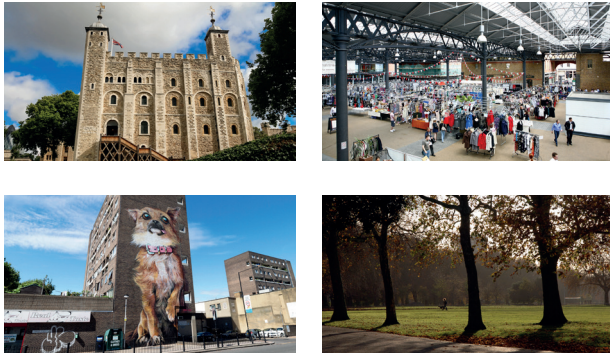


We are one of the fastest growing and most densely populated places in the UK

- Our population has grown by almost 20 per cent since 2011 to 308,000 – it is expected to reach 365,200 by 2027 (19 per cent increase).
- We have fantastic transport links – 26 London Underground and DLR stations serving seven lines including Crossrail – the second highest of any London borough.
- More homes built here than almost anywhere else
- We are a young borough – the average age is just 31 and 46 per cent of our population are aged between 20 and 39.

We are home to international business districts which generate the third highest economic output in the UK

- Canary Wharf has 120,000 people working in 37 office buildings, 300 shops, cafés and restaurants and more than 200 cultural events every year.
- City Fringe includes Whitechapel, Aldgate and Spitalfields. It is being developed to support London's financial sector, the growing digital-creative businesses in Tech City and has plans for a world-class life science centre.



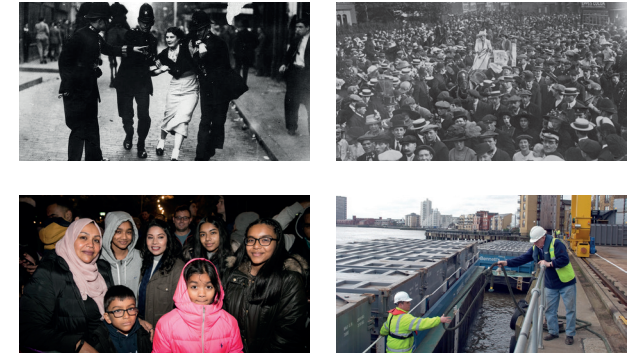
We host some of London’s best destinations

- Historic attractions including the Tower of London, the V&A Museum of Childhood and the Museum of London, Docklands and Tower Bridge.
- Over 120 parks including Victoria Park, voted London’s most loved park, and part of Queen Elizabeth Olympic Park.
- World famous markets including Spitalfields, Columbia Road and Petticoat Lane. Brick Lane is a melting pot of food and culture, everything from renowned curry houses and Jewish beigel shops to the Old Truman Brewery with its own market.
- Major music festivals and events such as All Points East, the Mela and the London Marathon.
- World class culture with 22 art galleries including the Whitechapel Gallery, amazing street art and venues such as Wilton’s Music Hall and Rich Mix.



We are a centre for world class learning and innovation

- Queen Mary University of London is one of the top universities in the country and helping to create a life science centre in Whitechapel.
- Barts NHS Trust hospitals train more than 4,000 people at any one time for medical careers.
- Two million visits a year to the borough’s eight Idea Stores and libraries.
- The Government Digital Service is driving cutting-edge innovation from its headquarters in Whitechapel.
- The Sir John Cass School of Art, Architecture and Design in Whitechapel (London Metropolitan University).



We are a world borough with a proud history of diversity and equality

- Over 137 languages are spoken – 43 per cent of residents were born in over 200 different countries.
- 86 per cent of residents say they get on well with one another.
- Our residents fought fascism in the Battle of Cable Street and the roots of the Suffragette movement are in Roman Road.
- The London Docks were the drop-off point for immigrants to the UK as well as being the centre of world trade.

Note: We will launch a Tower Hamlets place campaign this year with our partners and, as a result, this narrative may evolve.

Our corporate narrative

Council story

Tower Hamlets Council supports the UK's most dynamic place.

We are working to make our borough a safer, cleaner and fairer place to live.

We have one of the fastest growing populations in the UK with more homes being built here than almost anywhere else. Our average age is just 31.

Our economy has the third largest output in the UK with 291,000 employees working for 16,925 businesses.

Our strengths are also our greatest challenges

We are a borough of contrasts.

As with any inner city area, Tower Hamlets has issues including crime, pollution and ensuring new developments support our existing communities as well as new ones.

Tower Hamlets is the second most densely populated local authority in the country.

Almost 19,000 people are on our council house waiting list – the second highest in London – and 35,110 additional homes are needed over the next decade.

There are great disparities of wealth. One in four residents live below the poverty line.

The average household income of our most wealthy ward is more than double that of our poorest.

Our borough has also significant health problems. Tower Hamlets has the lowest life expectancy rates in London (disability-free) and 43 per cent of Year 6 children are overweight or obese.

Tower Hamlets experiences the third highest emissions of air pollution which contribute to the average lung capacity of our children being 10 per cent smaller than other parts of the UK.

Financial pressures

64 per cent of our core government funding has been cut since 2010.

We have saved £176 million since 2010 and continued cuts and rising pressures on services mean we have to save a further £44m by 2022.

There is also great uncertainty for future budgets with the fair funding and spending reviews, along with the business rate reset.

Our council has to change to meet these challenges.

Smarter Together

We are becoming smarter, more agile and strategic in our approach.

We need to be brave, take more risks and deliver change at a faster pace. We push ourselves to improve by measuring our outcomes and using external reviews.

At the heart of our change will be digital innovation and partnership working to achieve the best outcomes we can for our residents and businesses. That means commissioning services when other organisations are in a better position to provide them.

We are overhauling our IT infrastructure and the way customers transact with us so council services will feel similar to other online experiences.

New town hall

The changes we make now will be built into our new town hall when it opens in Whitechapel in 2022.

We are rescuing the borough’s most historic building, the Grade II-listed Royal London Hospital, which has been vacant since 2012.

We will save money in just eight years compared to our current set-up by bringing most of our services into one building along with key partners such as Tower Hamlets Homes and the Clinical Commissioning Group, making it easier for people to get things done in one go.

Big ambitions

We have come a long way over the past few years. We are already winning awards but our ambition is much greater than being good.

We want to become a recognised leader in excellent public service and help improve more lives at a faster rate than ever before.

We will achieve that by bringing together our residents, partners and other stakeholders to solve problems and create more opportunities.

We will lead by example by living our TOWER values of being being together, open, willing, excellent and respectful.



Our challenges

Highest child and pensioner poverty rates in England



15% of households have no adult in employment



18,726 on the housing waiting list



35,110 new homes needed by 2029



756 racist and religious hate crimes – second highest in London



3 in 10 households rely on housing benefit to pay their rent



39% increase in older people expected by 2028



Poor air quality – **3rd highest** CO2 emitter in London



Only **27%** of household waste is recycled



Goals for the whole council

To tell our story as a council and as a place – helping to improve our reputation

- 1. We all tell our story:** If we are to achieve our ambition and change our reputation, every officer and member should tell our story. Elements of the corporate council and place narratives should be used by officers and members at every opportunity. People can add to them with their own experiences.
- 2. Everyone uses the new brand and style guidelines:** This summer we will revise our brand guidelines for the first time in over a decade. This is a rare opportunity for the council to align all of its collateral including signage, fleet, uniforms, publications and other materials. By doing this, we can be more than the sum of our parts and improve our brand together.

This summer we will publish a house writing style, critical to maintaining consistent and accessible communications. Our aim is for staff to follow plain English guidance.

- 3. Communications with the biggest impact:** The improvement of the council has led to higher demand for communications support. Communications is a finite resource covering the whole council. Every communication must have a good audience, channel and content. If one of these is missing it should not go ahead. The opportunity cost of not doing other work is simply too great.
- 4. Advertising and commercial opportunities:** This year we are reprocurring our street advertising units, looking for new opportunities for billboard advertising and looking for new channels. Any new advertising channel, whether managed by communications or not, should offer free advertising for council campaigns as well as generating revenue. Our digital team can also help services have the online tools to generate revenue through bookings.

Expand from broadcast communications to conversations and two-way engagement

- 5. All consultations through the new consultation hub:** Our new consultations hub will channel consultations through one place. It will ensure higher and consistent standards of consultation, better promotion and easy access for residents, and data that can be shared across the organisation. We can also entice residents into more regular engagement on the specific themes they have shown an interest in.
- 6. Creation of a corporate, segmented, stakeholder database:** If we are to break out of broadcast and converse with our residents we have to have to build an audience. At the moment stakeholder lists are service-based and many are out of date. The council lacks the central intelligence it needs to reconnect with residents in a more strategic way. We have a foundation to build on with just under 30,000 residents signed up to Granicus.

7. Improving our website and moving services online:

The council is investing in improving its website. We will change the devolved publishing system to take more central control of the webpages, cleaning up our website, making it easier to find information and more accessible to use and transact with.

We are also bringing external microsites for council services into the corporate website or content management system to improve recognition of the council's brand and allow for greater cross promotion. For example, we will be able to align some online services to our new Love Your Neighbourhood app.

Customer service and digital colleagues in the communications team are working together to move services online by developing the digital platform on our website. The council receives 400,000 calls a year with 54 per cent of residents saying it is difficult to make contact. The average call or face-to-face contact costs between £6 and £10, while a digital transaction costs pennies.

8. Social media treated as a customer service tool as well as corporate communications:

The progression of our social media means we have the chance to raise our game further. Currently communications sends more than 200 responses to social media queries every week and, of these, a high proportion are direct customer service queries or issues.

Nowhere else is our customer service laid so bare. Providing speedy and accurate responses not only affects the reputation with the individual concerned but also for the thousands of followers of that channel who may be watching.

9. Internal communications – a strategic driver in transformation and culture change:

Internal communications lies at the heart of cultural change. Whether it is the Smarter Together narrative, PODs, new town hall story or our customer service standard, internal communications colleagues, as part of the communications team, will continue to strategically advise on, and deliver, good communications.

With so much change happening, internal communications is the best guide to when information or a campaign should be run, and on what channels, to ensure realistic workloads and that staff are not smothered with noise.

How will we achieve our goals

1. We all tell our story:

- Officer and members must embed the council and place narratives in their work.
- Encourage staff to identify project milestones for the communications planning grid.
- Senior staff to use LinkedIn and other professional networks to promote the good work in the borough.
- Encourage staff to identify project milestones for the communications planning grid.
- Greater promotion of Tower Hamlets at major events and through campaigns.

2. Everyone uses the new brand and style guidelines:

- All officers responsible for new or refreshed collateral (such as uniforms, signs, vehicles and other assets) must work with communications to follow our new guidelines.
- Officers and members to find opportunities to promote our brand – for example, ensure that the use of our 'supported by' strapline and logo is in the contract for all S106 or CIL developments to use.

- We will publish a new writing house style to maintain consistent and accessible communications.

3. Communications with the biggest impact:

- Gold and silver campaigns to be given priority.
- Senior communications officers to work with senior leadership in directorates to create directorate communications plans.
- Senior officers and members to question as much as the communications team whether proposed activity meets the threshold of a good audience, good content and good channel.

4. Advertising and commercial opportunities:

- Procure free-standing units in our streets, increasing them from 43 to 60.
- Deliver new billboard advertising including renegotiation of existing sites.
- Explore new opportunities in areas of high footfall such as Brick Lane.

- Continue to try new things such as railing banners on our parks and advertising on the Underground with our partners to promote the borough.
- Support services to develop an online booking function to generate revenue (linked to point 7).

5. All consultations through the new consultation hub:

- Procure the consultations hub (online portal).
- Publish guidance on effective consultations and engagement.
- Consultation participants encouraged to sign up to Granicus and be segmented by area of interest.
- Council officers should attend events such as consultations, days of action, campaigns and festivals in high-visibility council-branded uniforms.

6. Creation of a corporate, segmented, stakeholder database:

- Stakeholder audit and centralisation of council lists ensuring GDPR compliance.
- Capitalise on unique opportunities of face-to-face engagement with projects such as Liveable Streets and the place campaign to continue to build a segmented online audience of residents, businesses and other partners.
- Use Granicus as the database, building on the 30,000 people harnessed into the system in recent years.

7. Improving our website and moving services online:

- Replace devolved publishing and replace with the communications team working with services to update pages.
- Enhancement in accessibility by ensuring that design and content meet WCAG 2.0 AA standards (best practice internet guidelines) and the Equality Act 2010. We will work towards the Government Digital Service's standards for digital publishing.

- Continue to bring microsites for council services, such as those for events and Idea Stores, into the corporate website or CMS.
- Continue delivery with customer service and the transformation Programme Management Office (PMO) to move transactions online. Services should ensure their back office systems are fit for purpose.

8. Social media treated as a customer service tool as well as communications:

- Customer service queries on social media to be better measured and the process reviewed to ensure faster responses from services to public queries and issues.
- Increase the use of film for social media posts. This includes gifs as well as in-house films by the communications team and services.
- More detailed tracking of social media through the new Orlo system
- Looking for opportunities, where deemed appropriate, for services to manage social media through Orlo.

9. Internal communications – a strategic driver in transformation and culture change:

- Continue to support key transformation campaigns including Smarter Together, our new town hall, customer service standards and becoming a more sustainable workplace.
- Provide key input through the organisational and culture board and working with HR on senior leadership and management forum meetings, the managers' conference, staff conference and chief executive roadshows.
- New intranet launched.
- Increase the number of Yammer users so officers can have the power to engage with each other themselves on issues.
- Start to look into better communication and engagement with frontline workers – a crucial part of our public face.

Campaigns

We are using the government's OASIS campaign model in order to achieve better outcomes and better value.

OASIS stands for **objectives, audience/insight, strategy/ideas, implementation and scoring/evaluation.**

Our internal and external campaigns are based on delivering our corporate priorities. Our communications work should only support our campaigns. We will consider work outside the campaigns on a case-by-case basis, if there is capacity to do it.

Three months is needed to plan an effective campaign. However, it is important to agree our campaigns at the start of the financial year so that we can stagger our workloads.



We have split our campaigns and activity for 2018/19 into three levels:

Gold – Major campaign and multiple channels and milestones throughout the year. Budget needed for expenditure such as design, print and the purchasing of advertising space.

Silver – Medium campaign for a specific purpose such as an event. These campaigns are important but not priority, and budget is likely to be needed.

Bronze – Small campaign, generally co-ordinated media and social media work, although also reflected in the council's other free channels.

Campaigns from 2018-19 to be carried over:



Our channels

External channels:



Railing banners



LYN app



CIP 6-sheets



Our East End



Phone boxes



Refuse/recycling vehicles



Big Belly bins



Website and social media

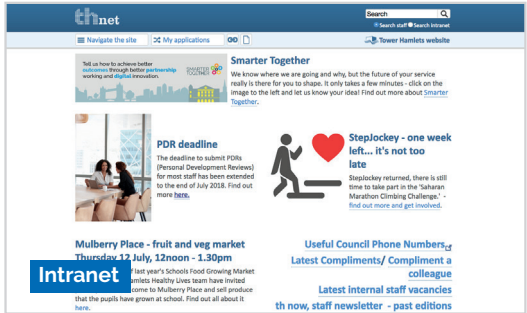


e-newsletter



External plasma screens

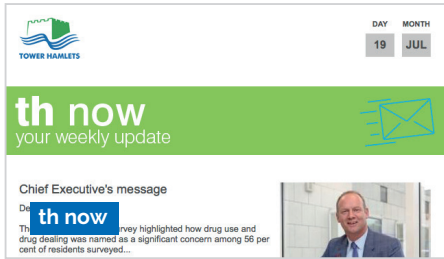
Internal channels:



Intranet



Internal plasmas



th now

Our campaigns

External campaigns	People are aspirational, independent and have access to equal opportunities	A borough that our residents are proud of and love to live in	A dynamic outcomes-based council using digital innovation and partnership working	Cleaning up our streets, cleaning up our air	Tackling the housing crisis	Putting young people and families at the heart of all we do	Reducing poverty, inequality and improving health	Making Tower Hamlets safer
Place (G)	✓	✓						
Safer Together (G)		✓						✓
Love Your Neighbourhood (G)*		✓		✓			✓	✓
Breathe Clean (G)		✓		✓			✓	
Tackling poverty (G)						✓	✓	
Go online (G)	✓		✓					
Transport strategy (S)		✓		✓			✓	
Housing and regeneration (G)	✓				✓		✓	
Town hall (S)		✓	✓					
Direct payments (S)			✓				✓	
Major events (S)**	✓	✓				✓		
Brexit (S)	✓	✓					✓	
Tower Hamlets venues (S)		✓	✓					
Apprenticeships (S)	✓						✓	
Borough of culture bid (S)	✓	✓				✓		
Budget	✓	✓	✓	✓	✓	✓	✓	✓

Note: Children and young people will be a key focus gold and silver campaigns

*Love Your Neighbourhood includes waste strategy (internal and external), Liveable Streets and Big Clean Up

**Major events includes Summer events, Mela, Fireworks and All Points East/In the Neighbourhood

Internal campaigns	A borough that staff are proud to work in and for	A dynamic outcomes-based council using digital innovation and partnership working
Smarter Together		✓
Recruitment		✓
Customer service promise		✓
Staff wellbeing offer	✓	
Volunteering – 48 hours	✓	
Chief executive roadshow, staff conference and awards	✓	✓
Sustainable Workplace	✓	✓

The best way to plan communications is to email,
communications@towerhamlets.gov.uk

We want to know milestones for your project. They could be outputs or outcomes like construction milestones, new data, events and special national days.

The more notice you can give us, the bigger noise we can make.

