

## Rutland County Council

### Annual Report Dissemination Plan

#### Audiences

- Residents of Rutland
- Partners and public service providers in Rutland
- Partners and public service providers who support/surround Rutland
- Staff

#### Potential issues for dissemination

None identified at the moment

#### Dissemination channels

Channel	Detail
Rutland County Council website	Landing page set up for document with information about why we are presenting it and key highlights pulled out and displayed on page.
Press release	<p>Issued to key local media:</p> <p><b>Print</b></p> <ul style="list-style-type: none"> <li>- Rutland Times</li> <li>- Stamford Mercury</li> <li>- Leicester Mercury</li> </ul> <p><b>Broadcast</b></p> <ul style="list-style-type: none"> <li>- Rutland Radio</li> <li>- BBC Radio Leicester</li> <li>- BBC East Midlands Today</li> <li>- ITV Central/Look East</li> <li>- Rutland Living</li> <li>- Active Mag</li> <li>- Rutland Pride</li> <li>- Parish magazines</li> <li>- Community newsletters/magazines</li> </ul> <p><b>Trade</b></p> <ul style="list-style-type: none"> <li>- LGC (provided to editor when visiting)</li> </ul>
Social media (Facebook/Twitter)	<p>Tweet announcing publication of annual report</p> <p>Engagement with key public sector partners (NHS/Police) to request syndication of content</p> <p>Key content split and shared on social media</p> <p>Active Rutland and Museum share content on all channels – provided with stats for Instagram accounts</p>
Your Rutland e-Newsletter	Article with visuals from report

**Report No. 133/2018 Appendix B**

Special edition of One Council	Article with visual from report – thank you for staff and asking them to share the report through their channels by email and LinkedIn
Email to Directors and Members	Alerting to report and requesting to share link through their channels, by email to contacts and through LinkedIn to reach partners and wider public sector providers.
All staff email from Helen Briggs	Launching the report to staff and asking them to share widely
One Rutland newsletter	Article celebrating our past successes, thanking staff for their work and highlighting the report
Posters	Council buildings Libraries Drs surgeries
Parish Council network	
Printed items (50-100 atm)	Printed version to all Parish Clerks Library Museum All Cllrs (offer upfront) – cover note from Leader Sir Alan MP – cover note from Leader Customer service