

Appendix 2: 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

Dissemination date

W/C 20th August 2019

Potential issues for dissemination

None identified at the moment

Dissemination channels

Channel	Detail	Ready	Complete
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>Print</p> <ul style="list-style-type: none"> - Rutland Times - Stamford Mercury - Leicester Mercury <p>Broadcast</p> <ul style="list-style-type: none"> - Rutland Radio - BBC Radio Leicester - BBC East Midlands Today - ITV Central/Look East - Rutland Living - Active Mag - Rutland Pride - Parish magazines - Community newsletters/magazines <p>Trade</p> <ul style="list-style-type: none"> - LGC - MJ 		

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		
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		
Posters	<p>Council buildings</p> <p>Libraries</p> <p>Drs surgeries</p>		
Parish Council network	Email via Kit		
Printed items (50-100 atm)	<p>Printed version to all Parish Clerks</p> <p>Library</p> <p>Museum</p> <p>All Cllrs (offer upfront) – cover note from Leader</p> <p>Sir Alan MP – cover note from Leader</p> <p>Customer service</p>		