

What will we do?	Council Plan - What we want to achieve (if relevant)	Project Stage (if req'd) select from drop down	Key Milestones	Target Date	Project Progress select from drop down	Cabinet Member	Lead Officer	Resources	TC25	GF	LB	PIp	CoL	Comments	
E-billing campaign Boost number of people accessing services online, saving cost and carbon impact by reducing paper bills sent (TC25 referent - TC021)	Continuous improvement in cost-effectiveness	Delivery	Re-design/ reword of sign-up page	01-Feb-24	Started	Cllr Cutler	Jade Mizen / George Draper		✓	✓					
			Simplification of sign up	01-Feb-24	On Track										
			Launch competition & put graphic on bills	09-Feb-24	On Track										
			Email / social media campaign	01-Feb-24	On Track										
Increase email subscribers YCN Significant increase in resident newsletter audience to help raise awareness of council services and improve knowledge of how to access them (TC25 referent - TC021)	An open, transparent, inclusive and enabling council	Initiation	Use emails from MCS for YCN	01-Jun-24	On Track	Cllr Cutler	Jade Mizen		✓						
			Send introductory email to new subscribers to explain change and describe how to unsub	01-Jun-24	On Track										
			Resolve accessibility issues with web-page pop-up sign up form		On Track										
Support digital transformation programme/ TC25 work Continuous improvement, improving access to services (TC25 referent - TC021)	Continuous improvement in cost-effectiveness	Initiation		ongoing	On Track	Cllr Cutler	Jade Mizen		✓						
Central Winchester Regeneration Promote project milestones, boost engagement with project consultation and keep people well informed about project progress	An open, transparent, inclusive and enabling council	Delivery	Stakeholder workshops		On Track	Cllr Tod	Jade Mizen				✓	✓			
			Comms/ engagement plan sign-off												
			comms timeline		On Track										
			Engagement with young people		On Track										
			Project holding web page	Mar-24	On Track										
Periodic newsletters		On Track													
Station Approach Promote project milestones, boost engagement with project consultation and keep people well informed about project progress	An open, transparent, inclusive and enabling council	Delivery	Comms plan sign-off			Cllr Tod Cllr Learney	Jade Mizen				✓				
			Regular newsletters		On Track										
			Updated project logo												
			Stakeholder workshops	Mar-24	On Track										
			promote Engagement on draft concept masterplan	Jun-24											
Waste and Recycling Generate engagement with consultation and communicate changes to collections - food waste and wider recycling	Reduced levels of waste and increased recycling, exceeding national targets	Initiation	Consultation on food waste and possible co-mingling (operation Q's, not strategic decisions)	Autumn 2024	Not Started	Cllr Learney	Jade Mizen			✓	✓				
			Round engagement	TBC	Not Started										
			Comms campaign on food waste	Apr-25	Not Started										
Renewable Energy Project Promote benefits of renewables and generate engagement around any consultation on site selection	The Winchester district to be carbon neutral by 2030	Initiation	Communicate the benefits of renewable energy	Autumn 2024		Cllr Learney	Jade Mizen			✓	✓				
			promote engagement around site selection	TBC	Not Started										
Climate Emergency Ongoing comms around climate /environmental projects - raise profile and awareness promote behavioural change where possible	The Winchester district to be carbon neutral by 2030		Several key areas: Promote Open Forums, active travel, HUG, green grants follow up coverage, green energy (other projects as per the CN project teams meetings	2030!	Started	Cllr Learney	Jade Mizen Harry Osborne			✓					
			District LCWIP consultation	may '24	On Track										
Local Plan - Reg 19 Communicate the Reg 19 consultation	An open, transparent, inclusive and enabling council	Initiation	Digital / multi-channel advertising and promotion of consultation/events	Summer 2024	Not Started	Cllr Porter	Jade Mizen				✓	✓			
Local elections comms support Communicate election information and results	An open, transparent, inclusive and enabling council	Delivery	Communicate election information in run-up to elections	May-24	On Track	Cllr Tod	Jade Mizen								
			Communicate Election results	May-24	Not Started										
General elections comms support Communicate election information and results	An open, transparent, inclusive and enabling council	Not started	Communicate election information in run-up to elections	TBC	Not Started	Cllr Tod	Jade Mizen								
			Communicate election results	TBC	Not Started										
Corporate Peer Challenge			material for the peer team Communicate to staff throughout	July	Started	Cllr Tod	Jade Mizen Simon Howson								

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Resident survey Promote engagement with the survey and publicise results	An open, transparent, inclusive and enabling council	Delivery	Promote the launch of the survey	TBC	Not Started	Cllr Becker	Jade Mizen Simon Howson				✓				
			Communicate results	TBC	Not Started										
Retrofit programme Communicate the benefits / process of retrofitting homes	All homes to be energy efficient and affordable to run	Delivery	Launch council retrofit explainer video	Summer 2024	Started	Cllr Westwood Cllr Learney	Harry Usborne			✓			✓		
			Deliver Warmer Homes communication plan	2025	On Track										
			Ongoing engagement with council tenants through videos, leaflets & other supporting material	Summer 2024	Started										
New Homes programme/ Venta Living Promote new homes to boost uptake, communicate progress on new homes delivery	More young people and families living and working in our district	Delivery	Multi-channel campaign to promote new homes through Venta Living	Spring/ Summer 2024	Started	Cllr Westwood	Jade Mizen				✓				
Grants programmes Promote various grant schemes to boost engagement	Support for those most affected by the cost of living	Delivery	Publicise launch of community grants & subsequent promotion	May-24	Not Started	Cllr Becker, Cllr Thompson	Joanne Stamp Harry Usborne						✓		
			Promote REPF / UKSPF funding opportunities	Spring 2024	Started										
			Promote opening of CIL to applications		Not Started										
			Promotion of green business grant		Not Started										
Community Safety Ongoing comms around community safety partner campaigns, as well as signposting to council services DAHA	Attractive public spaces where people feel safe and secure	Delivery	Publicise relevant community safety campaigns via social media	ongoing	On Track	Cllr Thompson	Joanne Stamp				✓	✓			
			Deliver on DAHA Publicity and Awareness Raising strand	Autumn 2024?	On Track										
NERT / H&W Comms about new facilities and events / work	Well-used and maintained public facilities and green spaces with space to play	Delivery	KGV Pavilion	may '24		Cllr Thompson	Jade Mizen					✓	✓		
			WCFC new pitch												
			half term sports programmes	Aug/Sep '24											
			paralympic PB	Sep-24											
Economy support with communications for projects, funding, initiatives	A stronger, greener, more sustainable local economy	Delivery	UKSPF	Mar-25		Cllr Thompson	Jade Mizen				✓	✓	✓		
			jobs and opps fair	Dec-25											
			UKSPF	Mar-25											
			new market comms	Mar-25											
			green business programme	Mar-25											