

APPENDIX 2

STRATEGIC COMMUNICATIONS PRIORITIES 2022-23



MANCHESTER
CITY COUNCIL

The Content and Strategy team works within an annual work programme of communications and marketing campaigns* that link directly to the service and council's business objectives and help protect and improve the council's reputation.

The work plan is developed by marketing/communications specialists working with service managers ensuring the council's strategic aims and services objectives are reflected in all communications activity. There is a clear line of sight of all work coming into the team that can be prioritised by managers on an ongoing basis and resource is used as flexibly as possible to deliver the priorities and projects emerging.

Our nine Corporate Priorities reflect what we – as a council – need to do and focus on to deliver the Our Manchester vision. Equality, inclusion and sustainability is at the heart of everything we do along with a renewed focus on young people, our economy, health, housing, our environment and infrastructure.

All communications activities demonstrably promote work carried out to achieve the objectives outlined in the Corporate Plan.

The nine priorities are:

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|----------------------------------|-------------------------|
| 1. Zero carbon Manchester | 6. Neighbourhoods |
| 2. Growth that benefits everyone | 7. Connections |
| 3. Young people | 8. Equality |
| 4. Healthy, cared-for people | 9. Well-managed council |
| 5. Housing | |

The broad scope of the team's work is as follows:

- **Priority 1** campaigns are those that will have the biggest impact on council reputation and are vital to the delivery of one of our agreed priorities.
- **Priority 2** campaigns are closely aligned to priorities but have a lesser impact on the reputation of the organisation.
- **Priority 3** activity includes smaller campaigns - either aimed at smaller audiences or supporting time limited activity or events.

*The term 'campaign' means a linked series of activities designed to achieve an agreed objective.

Please note: Activity below is aligned to a main core priority; however, it is clear that a number of projects deliver a number of cross cutting outcomes outlined in the Corporate Plan.

This is a live document that is regularly reviewed and updated based on discussions with services leads and emerging needs.

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PRIORITY 1

Activity	Directorate	Date
Corporate Priority 1: Zero Carbon Manchester		
Zero Carbon Manchester	Corporate Core	Ongoing
Climate Change Action Plan - Transport actions	Growth and Development	Ongoing
Clean Air Zone	Corporate Core	Ongoing
Green & Blue Infrastructure Strategy - Tree planting programme	Growth and Development	Ongoing
Neighbourhoods climate change - comms support for climate change projects	Neighbourhoods	TBC
Corporate Priority 2: Growth that benefits everyone		
Our Manchester Strategy	Corporate Core	Ongoing
Manchester Marmot and levelling up agenda and associated communications engagement activity support (with links to anti-poverty strategy)	Public Health and all	Ongoing
Family poverty/Universal Credit /debt management advice campaign	Neighbourhoods, Children Services, Adults and Corporate Core	Ongoing
Free School Meals/Welfare Provision Scheme/Grants	Corporate Core	Ongoing
Living Wage City	Corporate Core	Ongoing
Work and skills - residents <ul style="list-style-type: none"> Strategic narrative Help and support available for those coming off furlough, made redundant or working fewer hours. 16-19 year old offer and youth unemployment 	Corporate Core and Growth and Development	Ongoing Ongoing
Work and skills - businesses <ul style="list-style-type: none"> Encouraging businesses to access support grants (COVID-19 recovery) Encourage them to take on an apprentice and/or provide a Kickstart opportunity 	Corporate Core and Growth and Development	Ongoing Ongoing
Residential Growth and Regeneration <ul style="list-style-type: none"> Ancoats and New Islington – next phase. Multiple developments over the next 3 years. Eastern Gateway North Manchester Major Investment programme - Victoria North / North Manchester Health Campus 	Growth and Development	Ongoing
City Centre Infrastructure <ul style="list-style-type: none"> Economic recovery - support/publicity around Levelling Up and any other funding bids. Promotion of City Centre and events. Active travel strategy and planning 	Growth and Development	Year round

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<ul style="list-style-type: none"> Transport policy/City Centre Transport Strategy (CCTS) - delivering the strategy High Speed Rail 2 (HS2) Comm's/PR for individual projects – e.g. Mayfield Park in Aug/Sept 22 Local Plan 		
Corporate Priority 3: Young People		
Our Year	Children's Services and all	Ongoing
Launch of the £1.6m Youth Commissioning Fund	Neighbourhoods	TBC
SEND – website and local offer - promotion and access to – a finding from the recent inspection	Children's Services	Ongoing
Social Care workforce – recruitment and retention	Children's Services	Ongoing
Corporate Priority 4: Healthy, cared for people		
Transformation of health and care system programme - Better outcomes, better lives - in partnership with the MLCO	Adult Social Care	Ongoing
Adult Social Care – Commissioning Plan	Adult Social Care	Ongoing
Adult Social Care – recruitment and retention campaign (including Social Worker Day – 16 March)	Adult Social Care	Ongoing
Adult Social Care – safeguarding	Adult Social Care	Ongoing
Flu vaccination campaign	Public Health	Sept - Feb
Covid vaccination campaign	Public Health	
Covid-19 Response and Recovery and associated engagement activity support – testing, vaccinations, staying well – working in partnership	Public Health	Ongoing
Health Equity – building on themes throughout the pandemic	Public Health	Ongoing
Integrated Care System (ICS) transition - in partnership with MHCC	Public Health	Ongoing
Corporate Priority 5: Housing		
Strategic Housing and residential development <ul style="list-style-type: none"> Housing delivery pipeline New Housing Strategy (links to Homelessness Strategy, Enabling Independence Strategy, Age-Friendly Manchester) Zero/low carbon retrofit – green skills This City – launch, Rodney consultation, next phases Project 500 Extra Care schemes Reactive - closure of traveller site Silk St - start on site Fire safety 	Growth and Development	Ongoing

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<ul style="list-style-type: none"> Private Sector Housing (plus short term lets) Selective Licensing 		
Northwards Housing Operations (NHO) <ul style="list-style-type: none"> Integration of services into the council New strategy for NHO 	Growth and Development	Ongoing
Homelessness – focus on: <ul style="list-style-type: none"> Prevention (and post pandemic support) Working in Partnership Winter Communications (Rough Sleeping) Promoting our Work and Successes 	Neighbourhoods	Ongoing
Corporate Priority 6: Neighbourhoods		
Waste and Recycling Including: <ul style="list-style-type: none"> Service messages for bins Flytipping Grounds Maintenance Litter / Street Cleansing Enforcement 	Neighbourhoods	Ongoing
Keep Manchester Tidy Campaigns Promoting targeted campaign and annual Great British Spring Clean	Neighbourhoods	Ongoing
Corporate Priority 7: Connections		
Highways <ul style="list-style-type: none"> Deansgate – phase 1 and phase 2 Alan Turing Way Corridors Moving traffic offences – consult and implement Bus gates Clean Air Zone implementation 	Neighbourhoods	Year round
See also growth and development projects under priority 2		
Corporate Priority 8: Equality		
Equalities runs throughout all activity, ensuring inclusion is a key part of service planning both internally and externally. This applies to how we develop and share messaging, the channels and networks we use, and how we listen to feedback.		
Corporate Priority 9: Well-managed council		
2022 Local election campaign	Corporate Core	Feb 22- May 22
Planning for Local Election 2023	Corporate Core	
Voter ID in advance of Local Election 2023**	Corporate Core	TBC
2023 Budget consultation	Corporate Core	Oct – Feb
Activity that cuts across all priorities		
Internal <ul style="list-style-type: none"> Our Manchester Strategy/ behaviours /Listening in Action (LiA) Future Shape of the Council Corporate plan Race Equality Action Plan & Workforce Equality Strategy 	Corporate Core	Year round

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<ul style="list-style-type: none"> Zero Carbon staff engagement Age friendly Staff Survey and results Staff Comms and Engagement plan Budget consultation (internal) 		Dec - Jan
Digital <ul style="list-style-type: none"> Resident and Business Digital Experience Project (RBDXP) – digital first Accessibility/SCULPT training/e-learning Government Digital Service (GDS) Audit response / any work needed Content management system upgrades Intranet support 	Corporate Core	Ongoing
Other		
Arena Attack Memorial	Corporate Core	May
Covid memorial	Corporate Core	TBC

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Activity	Directorate	Date
Corporate Priority 2: Growth that benefits everyone		
Our Town Hall Project	Corporate Core	Ongoing
Social Value	Corporate Core	Ongoing
Adult Education (Manchester Adult Education Service) <ul style="list-style-type: none"> Enrolment Campaigns Service support	Corporate Core and Growth and Development	Ongoing
Work and skills – residents <ul style="list-style-type: none"> Adult skills - focus on encouraging residents with lower skills to develop Digital inclusion/digital skills Business enterprise and business start-up advice for young people 14-24 years of age (including Manchester Youth Market) Skills for Life 	Corporate Core and Growth and Development	Ongoing
Work and skills - businesses <ul style="list-style-type: none"> Work with the Business Sounding Board on getting offices open and people back into the City Brexit Social Value 	Corporate Core and Growth and Development	Ongoing
City Centre Infrastructure <ul style="list-style-type: none"> Future Manchester – development narrative Electric Vehicle charging strategy and planning Business comms and engagement Comms collateral to support lobbying/funding bids 	Growth and Development	Ongoing

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<ul style="list-style-type: none"> Piccadilly Gardens – design, funding and delivery Public realm/placemaking Places for Everyone 		
Corporate Priority 3: Young People		
Fostering - recruitment and retention campaign – and links to potential GM campaign	Children's Services	Ongoing
Adoption – recruitment campaign	Children's Services	Ongoing
Children and young people - start well agenda	Children's Services	Ongoing
School holiday activity campaign: Loads to do	Neighbourhoods	Feb, Easter, May, July/Aug, Oct
Summer reading challenge	Neighbourhoods	July/Aug
Parks (summer) activity programme	Neighbourhoods	July/Aug
Corporate Priority 4: Healthy, cared for people		
Adult Social Care – co-production with VCSE	Adult Social Care	Ongoing
Winning Hearts and Minds – improving long term heart and mental health	Public Health	TBC
Corporate Priority 6: Neighbourhoods		
Neighbourhoods Annual Awards <ul style="list-style-type: none"> Be Proud Sport Culture 	Neighbourhoods	Ongoing
Major events including: <ul style="list-style-type: none"> Remembrance Sunday Manchester Day Queen's Platinum Jubilee 	Corporate Core and Neighbourhoods	Oct – Nov June Year-round activity – main event - June
Neighbourhood Investment Funds Promotion	Neighbourhoods	TBC
Support for the Bringing Services Together for People in Places model	Neighbourhoods	Ongoing
Neighbourhoods improvements projects	Neighbourhoods	Ongoing
MCR VIP (Volunteer Inspire Programme) <ul style="list-style-type: none"> Support the relaunch 	Neighbourhoods	Ongoing
Licensing/Planning: <ul style="list-style-type: none"> Local Plan - Open Space Survey Planning reform 	Neighbourhoods	Ongoing
Christmas campaign 2022	Neighbourhoods	Oct - Dec
Corporate Priority 7: Connections		
Highways <ul style="list-style-type: none"> Walking and cycling schemes x 7 <ul style="list-style-type: none"> Northern Quarter Rochdale Canal North Eastern Gateway Chorlton Levy & Burnage Low Traffic Neighbourhood Fallowfield Loop Beswick 	Growth and Development	Ongoing

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<ul style="list-style-type: none"> • Consultation approach refresh • Bee Network roll out in the city • Streets for All 		
Corporate Priority 8: Equality		
Equalities runs throughout all activity, ensuring inclusion is a key part of service planning both internally and externally. This applies to how we develop and share messaging, the channels and networks we use, and how we listen to feedback.		
Major events including: <ul style="list-style-type: none"> • International Women's Day • Int Day for Disabled People 	Corporate Core and Neighbourhoods	Jan – Mar Dec
Age Friendly recovery <ul style="list-style-type: none"> • Campaign • Communications Standards • Events programme – International Day of Older Persons (1 Oct) 	Health and cross cutting links embedded	Ongoing
Corporate Priority 9: Well-managed council		
Annual billing (Council Tax & Business Rates)	Corporate Core	Feb – Mar
State of City Report	Corporate Core	August - Dec
Annual canvass campaign	Corporate Core	July – Nov 21
Activity that cuts across all priorities		
Internal <ul style="list-style-type: none"> • Awards for Excellence/Long Service Awards • Intranet • Staff Surveys – across the year • Leadership Summit • Health and Wellbeing comms and campaign development 	Corporate Core – Internal	Year round
Digital Comms <ul style="list-style-type: none"> • Civica – payment forms upgrade • Accessibility upgrades <ul style="list-style-type: none"> • Help & Support Manchester • Modern.gov • Planning portal 	Corporate Core	Ongoing
Other		
Operation Bridges (as required)	Corporate Core	TBA

PRIORITY 3

Activity	Directorate	Date
Corporate Priority 2: Growth that benefits everyone		
The Factory	Corporate Core	Ongoing
Gorton Hub	Neighbourhoods	Ongoing
Corporate Priority 3: Young People		
Serious Youth Violence - work/initiatives taking place to divert and avoid	Children's Services	
Private Fostering	Children's Services	
Support for Schools Hub/Portal	Children's Services	Ongoing
School attendance – links to vaccination programme	Children's Services	Ongoing

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Corporate Priority 4: Healthy, cared for people		
Adult Social Care - helping people to live independently at home	Adult Social Care	Ongoing
Maintaining services and safeguarding – working with MHCC	Public Health	Ongoing
Corporate Priority 6: Neighbourhoods		
Highways <ul style="list-style-type: none"> Business as usual - resurfacing, gully cleansing, potholes etc 	Neighbourhoods	Year round
Events Programme (including World Para Swim, European Taekwondo Championships, Women Euros etc)	Neighbourhoods	Year round
Refurbishment of New Smithfield Market	Neighbourhoods	TBC
Piccadilly Market refresh	Neighbourhoods	TBC
Sports Awards	Neighbourhoods	June (nominations) Nov (event)
MCRactive <ul style="list-style-type: none"> New membership scheme MCRactive.com new release Promotion of £100m Cap projects 	Neighbourhoods	TBC
Cultural Impact Survey	Neighbourhoods	TBC
Loadstodo.co.uk resident facing promotion	Neighbourhoods	Ongoing
Cultural partnership grants	Neighbourhoods	May (consultation) Aug/Sept (launch)
Manchester Art Gallery campaign support	Neighbourhoods	ongoing
Libraries <ul style="list-style-type: none"> Library Live Promotion of new/refurbed facilities (Gorton, Crumpsall, Chorlton, Queens Park, Platt) Support BIPC programmes Reconnecting services/venues with neighbourhoods 	Neighbourhoods	Ongoing
Public Space Protection Order (PSPO) city centre consultation	Neighbourhoods	Autumn 2022
Serious Violence Duty consultation	Neighbourhoods	Summer 2022
Corporate Priority 8: Equality		
Equalities runs throughout all activity, ensuring inclusion is a key part of service planning both internally and externally. This applies to how we develop and share messaging, the channels and networks we use, and how we listen to feedback.		
Hate Crime annual programme	Neighbourhoods	Oct and Feb
Domestic Abuse – targeted awareness raising	Neighbourhoods	Jan-June
Activity that cuts across all priorities		
Digital Comms <ul style="list-style-type: none"> Search upgrade Web feedback upgrade Business as usual activity 	Corporate Core	Ongoing

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Internal <ul style="list-style-type: none"> • Staff bulletins: Forum/Wellbeing Wednesday/ Staff Spotlight/Team Talk/ Ad hoc updates/Intranet updates • General Data Protection Regulation (GDPR) • Cyber security • ICT • Information Governance 	Corporate Core	Ongoing
Other		
Civic (ongoing comms support)	Corporate Core	Ongoing