

COMMUNICATION	FREQUENCY / DATE	OBJECTIVE	FORMAT	AUDIENCE/SPOKES PERSON
Executive report	21 October	To inform media/residents of the Executive report	<ul style="list-style-type: none"> • Press release to local/regional media and councillors • Social media • Buzz (internal comms) • screens in W/O 	Leader Deputy leader
Executive Meeting	29 October	Asking Executive to review the York Council Tax Support (CTS) scheme including options to consult on whether any changes should be made to the scheme.	<ul style="list-style-type: none"> • Webcast live • Tweeting live 	Executive
Announcing the consultation Drop in dates & venues:	30 October	<ul style="list-style-type: none"> • 4/11 West Offices 2.30 – 7.30 • 12/11 Burton Stone CC 2.30 – 7.30 • 16/11 Haxby Explore 2.30 – 7.00 • 17/11 Acomb Explore 2.30 – 7.30 • 23/11 Tang Hall Explore 2.30 – 7.30 • 24/11 Copmanthorpe Library 2.30 until 6.30 • 26/11 Fulford Explore 2.30 till 5 pm 	<ul style="list-style-type: none"> • Press release to local/regional media and councillors • Social media • Buzz (internal comms) • Information on CYC website • screens in W/O • survey monkey • A4 On-line printable questionnaire (freepost address) • A3 Hardcopy (freepost address) folded to A6 questionnaire produce by external printers (1,000) 	Leader Deputy leader Cllr Runciman

Proactively contacting partners.	30 October	<ul style="list-style-type: none"> • Residents associations emails • Community involvement officers – stakeholders (groups and residents) • Explores and libraries – hardcopy leaflets and questionnaires • Gateway centre (Acomb) • Advice York (incl CAB) who will distribute • Press release and artwork for social media/screens – Comms • Email survey link to Council tax account holders automatically from survey monkey • Engaging Lunchtime series which goes out to community groups and organisations • York CVS • Parish councils 	<ul style="list-style-type: none"> • survey monkey • A4 On-line printable questionnaire (freepost address) • A3 Hardcopy (freepost address) folded to A6 questionnaire produce by external printers (1,000) 	Leader Deputy leader Cllr Runciman
Interviews (TBC)	30 October onwards	To help promote the consultation	<ul style="list-style-type: none"> • Minster FM • BBC Radio York • York Press feature 	Leader Deputy leader Cllr Runciman
Marketing material	30 October	To help promote the consultation	<ul style="list-style-type: none"> • A5 folded leaflet • A4 poster 	
Advertising	30 October onwards	To help promote the consultation	<ul style="list-style-type: none"> • Screens in W/O • Social media • Partners • Leaflets/posters 	