

Appendix 3

Publicising Ward Forum meetings

Below, are the current various communication channels/ methods employed by the Neighbourhood Governance Team to publicise and promote ward forum meetings.

Channel	Occurrence	Form
Neighbourhood newsletter (Attached)	Annually	A5 sized, four page colour glossy newsletter distributed to all households within each ward.
Word of mouth	Daily	Ward councillors', Resident Associations', council services and regular attendees informing others of meeting dates and ward issues.
Council web site	Daily	www.ealing.gov.uk/wardforum containing meeting dates, agendas, notes of meetings, newsletters and other related information for each meeting. www.ealing.gov.uk/committees . All ward forum dates in annual programme of committees meeting.
Neighbourhood web site notice (Attached)	Periodical	Details of forthcoming meetings in What's on sections/ calendars.
Email	Daily	mywardmatters@ealing.gov.uk for general correspondence. An email from this general account and from each Neighbourhood Governance team member includes a direct link to the online ward forum page.
Twitter (Attached)	Periodical	Notification of ward meetings and agenda items via the Ealing Council twitter feed.
Council magazine (Attached)	Monthly	Series of full and half page sections in Around Ealing magazine featuring articles on ward successes and forthcoming meetings.
Local press	Occasionally	Featured articles on local achievements or on topical issues.
Posters (Attached)	Periodical	Large colour posters on council maintained noticeboards in high streets, commercial premises and public spaces such as libraries and parks.
Mailshots (Attached)	Periodical	A5, double-sided notification flyer distributed to all household properties within each ward. Email mailshots to those residents on the mailing list with an email address. Postal letter mailshots inviting residents on the mailing list that have previously attended a ward forum meeting, but are without an email address.
Ward forum leaflet	One-off	General leaflet explaining the remit of ward forums.
Telephone	Daily	(020) 8825 5453. General telephone number

Appendix 3

Below, are forthcoming or proposed communication channels/ methods to be considered to publicise or promote ward forum meetings.

Channels	Occurrence	Form
E- newsletter	Periodical	Electronic newsletter sent to residents and community groups on the mailing list.
Council intranet	Daily	Intranet page for council officers.
Noticeboards	Periodical	Ward forum procured poster boards primarily in residential areas. The boards would be prioritised for the display of ward forum/ council or police notices.
Local press	Periodical	Series of advertisement space bookings to publicise ward meeting dates.
Other forms of internet	Periodical	YouTube videos recordings of meetings. Directional web site links from the web sites of community/ voluntary and faith groups
Public consultation documents	Periodical	Formal consultation documents such as CPZ reviews, major projects, etc. Detailing next ward meeting date as an opportunity to discuss/ clarify issues with ward councillors'.
Community radio	Periodical	Series of radio advertisements to publicise ward meeting dates.