

## KENSINGTON AND CHELSEA PARTNERSHIP STEERING GROUP MEETING ON 17<sup>th</sup> JULY 2002

### REPORT OF THE HEAD OF NEWS

#### LAUNCHING THE COMMUNITY STRATEGY AND NEIGHBOURHOOD RENEWAL STRATEGY

This report informs the Steering Group of the launch plan for the Community Strategy and Neighbourhood Renewal Strategy.

**FOR INFORMATION**

## 1 BACKGROUND

- 1.1 The Kensington and Chelsea Partnership Steering Group approved the Community Strategy and Framework Neighbourhood Renewal Strategy (NRS) in March 2002.
- 1.2 These documents are now ready for publication. Given the extensive consultation and community involvement that was central to the preparation of both documents, careful consideration should be given to how the completion of these documents is publicised.
- 1.3 In addition, membership of the wider partnership is growing at pace, and the launch of these documents provides a further opportunity to publicise this forum. It may also be worth taking advantage of this opportunity to promote the Borough Conference that is planned for later this year.
- 1.4 This paper informs the steering group of proposals for the launch of these documents.

## 2 THE LAUNCH PLAN

- 2.1 Given that most local strategic partnerships are engaged in producing similar documents, our own Community Strategy and NRS are only likely to achieve local media coverage. Nevertheless, the publication of these documents provides an opportunity to heighten the profile of the strategies and of the Partnership's work. In any case, it will be important to disseminate information about these strategies to the people who will be affected by them.
- 2.2 It is therefore proposed that the launch should incorporate the following elements:

- **Use of the local press** The purchase of advertisement space in the local media.
- **Leaflet** The production of a leaflet to tie in with the 'look' of the strategies. This will spell out the 'vision' for the next decade, highlighting key initiatives in the Community Strategy and NRS. People will be invited to become or continue to be involved via the wider partnership and the Borough Conference. Distribution will be to all homes, businesses, information outlets and key public buildings.
- **Website** The website is being used to promote all initiatives and will be updated in line with the text of the leaflet.
- **The wider partnership** The first 'mail shot' to members of the wider partnership promoted the launch of the Strategies and the date of the Borough Conference.
- **Steering Group meeting** The meeting on 17<sup>th</sup> July will provide an opportunity for the Steering Group to celebrate the launch of the Strategies.

### 3. CONCLUSION

3.1 The Steering Group is invited to note the proposals above.

### FOR INFORMATION

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**Background Papers used in the Preparation of this Report:** None

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