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Communicating with our residents  
over the next five years

**Jane Clarke**

Head of Communications



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We all get our  
**information from many  
sources**

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Communication channels  
continue to change  
at a very fast pace

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More and more people are becoming  
**active seekers of  
information not passive  
recipients of information**

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Generation gaps and digital divides

# The population of Kent

8.2% aged 18 to 24

26% aged 25 to 44

26.1% aged 45 to 64

17.4% aged 65+

5% aged 80+

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Kent's population is ageing.  
It is forecast that between 2006 and 2011  
the number of people aged...

18 to 24 will grow by 4%

65+ will grow by 11.2%

80+ will grow by 12.3%

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It's a  
challenging time for  
newspapers

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How do you watch it?

TV or PC?



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# A loss of broadcast local news



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Do not underestimate the  
**power**  
of the single issue

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How we will communicate  
with Kent residents in  
**the next five years**

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Continue to build on our good working relationship with the local print, broadcast and online media



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# An interactive council chamber



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# A responsive website

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle.

You Tube

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, rounded font with a white outline.

twitter



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A single

# Kent-wide publication

for the public sector



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Media releases with  
**sound and video**  
embedded

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Password protected  
**training modules**  
on



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Gateways across Kent and  
**co-ordinated web and  
phone lines**

for the public to use to access  
council services



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