

## **Communications Plan**

### **Leyland Town Deal**

#### **Background**

Leyland was awarded up to £25 million of Government Town Deal funding following a funding bid submission by Leyland Town Deal Board to the Government's Town Fund in 2020. The bid includes three key projects in Leyland Town Centre:

- Town Centre Improvements
- Leyland Market Regeneration
- BASE2 business and skills hub

#### **Communications Objectives**

- To update progress on the schemes
- To offer consultation opportunities
- To update on partners
- To update on contract awards

#### **Key Audiences**

- Stakeholders
- Residents
- Staff
- Councillors
- Regional agencies & partners
- Potential partners
- Board members
- Potential new Board members
- National government and agencies

#### **Communications process**

All communication about the Leyland Town Deal will be issued from the South Ribble Borough Council Communications Team.

All communication will be approved by the Town Deal Board Chair or Vice Chair and (South Ribble Borough Council Leader?)

#### **Communication Channels**

##### **Website**

The site [www.leylandtowndeal.com](http://www.leylandtowndeal.com) has been developed to act as the main source of information on the Town Deal project.

Website content includes:

- Bid details
- The proposed projects
- Board members
- Meetings and reports
- Town Investment Plan
- Latest news
- Get in touch (email address developed)

CGIs of the main schemes are also featured on the site.

The site can be added to at any time and is managed by the SRBC Communications team.

### **Media Releases**

Media Releases have been issued to local, national and specialist business media outlets at significant points in the bid process. Media releases will continue to be issued when project milestones or newsworthy events take place. A media release schedule will be developed to keep Leyland Town Deal in the mind of local partners, investors and residents.

### **Social Media**

Social Media will be issued through the SRBC social channels with a specific hashtag to be decided. (#Leyland #LeylandTownDeal ). Posts can then be easily identified and shared by partners.

Channels for posting – Facebook, Twitter and LinkedIn

Partner organisations can also use the #hashtag on their own channels.

If the traffic on the Social Channels reaches a significant level then setting up dedicated channels can be considered.

### **Internal Communications**

Project updates and news stories will be shared with staff on internal channels.

### **Consultation events**

Consultation events have taken place on the initial proposals in the bid.

The events were very well received and acted as a good way to engage local businesses and residents in the project.

### **Newsletters**

Enewsletters can be developed and sent out. A list of people interested in Town Deal news to be developed.

News stories can also be included in regular resident newsletters.

## Communications Action Plan – in progress

Website design developed  
 Website content developed  
 Website launched – Spring 2021

Enewsletter mailing list to be developed

Develop media release schedule to include:  
 Project progress, milestones, consultations

Social Media – decide #hashtag, develop regular schedule of posts

Date	Action/Event	status
	Letters to impacted businesses <ul style="list-style-type: none"> <li>- Draft letter – w/c 18/10 - done</li> <li>- Approve letter</li> <li>- Letter sent out – w/c 1 Nov</li> </ul>	
	Social Posts introducing the design Consultation phase <ul style="list-style-type: none"> <li>- Draft - done</li> <li>- Post on Facebook, twitter, Linked In</li> </ul>	
	Full schedule of consultation events for week of 22 November to be developed. Venues, times & audience Content for website Content for media release Content for social posts Content for letters	
w/c 8 Nov	Send out letters, media release, social posts for drop in events	
w/c 15 Nov	Reminder social posts for events	
w/c 22 Nov	24 November Consultation <ul style="list-style-type: none"> <li>- Market traders – drop in</li> <li>- Businesses impacted- presentation</li> <li>- Stakeholder meetings</li> <li>- Leyland &amp; Farrington Hub drop in</li> </ul> 25 November <ul style="list-style-type: none"> <li>- Business &amp; Residents drop in</li> <li>- Stakeholder meetings</li> </ul>	

