

Appendix J: Communications Plan



Communications Plan

Building on experiences from a range of other relevant projects, this outline marketing and

To inform specific groups about

conditions. People will be able to leave their bike safely as they go to work or meet friends, either in the city or in our suburban centres. New cyclists will find it easier to find information on how to start cycling and we will work with partners in our business sector to ensure that the Birmingham Cycle Revolution supports our city's continued economic growth.

Outline Communications Strategy

Our outline communications strategy is set out in the table below. The strategy will be a live document under constant review that will seek to respond to change as the project progresses, and be responsive to new opportunities as they arise, particularly as supporting initiatives and smarter choices campaigns are scoped in more detail.

The initial focus would be on celebrating a successful bid and capitalising on any associated publicity. This will be coupled with informative messages to those that will have a relatively strong interest in the project and those who will be involved in project delivery. As the project progresses, local communities will be consulted and communicated with in line with the phasing of infrastructure delivery. Once infrastructure comes on line, there will be more specific focus on promoting the opportunities for cycling with wider members of the public in line with the Smarter Choices activities that will be delivered.

There is already a significant amount of work being undertaken in Birmingham and across the West Midlands to promote cycling, including:

- § Training, events, campaigns and activities carried out as part of the Bike North Birmingham project and along ten key corridors as part of the West Midlands LSTF programme;
- § Events, campaigns and activities undertaken by project partners, in particular Sustrans and CTC;
- § Regular safety campaigns such as the HGV/large vehicle campaign and Be Seen Be Safe;
- § Ongoing work with Workplaces / Top Cycle Locations;
- § The provision of Sustrans Bike It and Bikeability training in schools;
- § Annual Sky Rides and Sky Ride Local;
- § Women on Wheels; and
- § BeActive by Bike.

Our strategy is therefore to link in to these activities, maximising their visibility and promoting uptake in order to increase their overall effectiveness, rather than to create a brand new approach that may compete with these activities as part of a more fragmented approach.

It should be noted that the activities contained in the communications strategy are in addition to those set out under the governance arrangements i.e. the regular communications and meetings that will take place between the various groups that make up the delivery team.

Communications Activity	Objectives	Target Audience(s)	Timescale/Frequency
<i>High Level Strategic Communications</i>			
<p>Dedicated project email address Set up a dedicated project email address for sending out global emails and to use as the main point of contact for general queries/comments about the project.</p>	<p>Provide a main general point of contact for incoming and outgoing project communications.</p>	<p>Internal stakeholders External stakeholders Members of the public</p>	<p>Upon notification of the successful grant application. Internal email management procedures to be reviewed on a regular basis.</p>
<p>Finalise branding guidelines Finalise the Birmingham Cycle Revolution brand / straplines that will be used on all communications.</p>	<p>Develop a cohesive, consistent brand for use on all communications and ensure that all members of the delivery team are aware of how to use it.</p>		

Communications Activity	Objectives	Target Audience(s)	Timescale/Frequency
<p>Officer attendance at Ward Committee meetings Attendance at meetings as required to provide updates on the project and to answer any questions that may arise.</p>	<p>To inform attendees about the project and to respond to any issues arising at a ward level.</p>	<p>Local councillors External stakeholders, such as local community groups</p>	<p>As required for the project duration. Upon request.</p>

Email updates

Regular progress

updates/newsletters sent via email to the following:

-Elected Members

-Representatives from relevant directorates

-Subscribers of the Birmingham Bulletin (a monthly Council email with more than 100,000 subscribers)

-Other email databases including

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Communications Activity

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Communications Activity	Objectives	Target Audience(s)	Timescale/Frequency
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Public awareness campaign

A combination of outdoor advertising and press advertising will be used as part of a general public awareness campaign.

Communications Activity	Objectives	Target Audience(s)	Timescale/Frequency
<i>Targeted Informative Messages</i>			
<p>Formal public consultation Formal public consultation to be undertaken with local communities as part of the development of the Full Business Case for specific schemes.</p> <p>-Consultation guidelines to be developed based on Birmingham City Council best practice that will be applied as standard for each scheme element including: household letter drops to households within identified buffer zones for each scheme element; consultation exhibitions/events; and seeking to capture feedback to be used in scheme design.</p>	<p>To consult with local communities on specific scheme elements, particularly where there may be some degree of opposition e.g. in relation to changes to TROs.</p> <p>To raise awareness and local knowledge of infrastructure improvements taking place in local areas.</p> <p>To provide a formal process through which community feedback can be obtained and reflected in scheme design.</p>	<p>Members of the public</p> <p>External stakeholders such as community groups, PCSOs and local businesses/business groups.</p>	<p>During the development of the Full</p>

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<p>Link to wider cycling events and campaigns Build on the considerable amount of events and campaigns that are currently taking place in and around Birmingham, for example:</p> <ul style="list-style-type: none"> -National Bike Week activity; -Sky Ride; -School activities including Bikelt and Bikeability training; -Women on Wheels; -Be Active Cycle Hubs / Big Birmingham Bikes; -Top Cycle Location (workplaces); and -Be Safe Be Seen safety campaigns 	<p>Maximise the effectiveness of existing events and campaigns by linking them to a wider range of projects.</p> <p>Promote cycling to a wide range of audiences as part of creating a general 'buzz' around cycling.</p>	<p>Members of the public, specifically commuters, school, college and university attendees, women, community groups and those 'hard to reach' groups who traditionally do not cycle.</p>	<p>Throughout the life of the project, in accordance with events and activities taking place.</p>