Local Transport Plan 4 & Highways Major Projects – Communications Action Plan Draft

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10 & 11	Week 12
23 July –	30 July –	6 August –	13 Aug –	20 Aug –	27 Aug –	3 Sept –	10 Sept –	17 Sept –	24 Sept –	8 Oct
29 July	5 Aug	12 August	19 Aug	26 Aug	2 Sept	9 Sept	16 Sept	23 Sept	7 Oct	16 Oct
LTP CONSULTATION	The Soton	Major Projects	Big Idea 2	Big Idea 3	Big Idea 4	Big Idea 5	Big Idea 6	Big Idea 7	Millbrook Roundabout	LTP CONSULTATION
OPENS	Context (30 Jul)	the 1-3 Year Plan	Liveable	<b>Active Travel</b>	Cycling	Park & Ride	Economic	Zero Emissions	START OF WORKS	CLOSES
Weds 25 July	& Big Idea 1		<b>City Centre</b>	Zones	Network		Drivers			Tuesday 16 October
	Mass Transit	Timings TBC				Social media:		Social media:	News Release:	
News Release:	System (4 Aug)	dependent on	Social	Social	Social media:	<ul> <li>Facebook</li> </ul>	Social media:	<ul> <li>Facebook</li> </ul>	<ul> <li>Reminder of</li> </ul>	Social media:
• Opening the LTP4		when info	media:	media:	<ul> <li>Facebook</li> </ul>	• Twitter	<ul> <li>Facebook</li> </ul>	• Twitter	upcoming works with	<ul> <li>Facebook</li> </ul>
consultation – send	Post map and	available and	Facebook	<ul> <li>Facebook</li> </ul>	• Twitter	<ul> <li>LinkedIn</li> </ul>	Twitter	<ul> <li>LinkedIn</li> </ul>	finer details on	• Twitter
to all local and	stat graphic to	progress on	Twitter	<ul> <li>Twitter</li> </ul>	<ul> <li>LinkedIn</li> </ul>		LinkedIn		diversions	LinkedIn
regional press - an	highlight top	website	<ul> <li>LinkedIn</li> </ul>	<ul> <li>LinkedIn</li> </ul>		Email:		Email:	Spokesperson to be	
update of release	level challenges				Email:	<ul> <li>City News</li> </ul>	Email:	City News	available for	Email:
sent following	and	News Release:	Email:	Email:	Standing	<ul> <li>Community</li> </ul>	City News	Community	broadcast media	City News
approval at cabinet	opportunities.	Overview of	• City News	• City News	item in City	News	Community	News	Consider photocall if	Community News
on Weds 18 July	Followed by	upcoming work	• Communit	Community	News	<b>F</b>	News	Fuente	feasible	
	focus on first of	and reasons for	y News	News	weekly bulletin	Events	Evente	Events Wednesday	Website:	
Website:	our 7 big ideas	it – expect disruption			builetin	Tues 4 Sept – Civic C drop in	Events Sat 15 Sept	19th September	• Full updates made to	
<ul> <li>LTP survey landing</li> </ul>	at end of the	usiuption				event -	Shirley Library	Portswood	the Millbrook web	
page	week.	Website:				Committee Rm	10am – 1pm	Library – 4pm -	pages	
<ul> <li>FAQs</li> </ul>		New highways				1 (12noon-		7pm	News release web	
<ul> <li>News release web</li> </ul>	Social media:	landing page				6pm).			page	
page	<ul> <li>Facebook</li> </ul>	with city map							P.86	
	• Twitter	and graphics for							Social media:	
Social Media:	LinkedIn	major schemes							<ul> <li>Facebook</li> </ul>	
Mirror		• Links to detail							• Twitter	
announcement copy – link to consultation:	Email:	pages for major							LinkedIn	
Facebook, Twitter,	<ul> <li>City News</li> </ul>	projects:								
LinkedIn	<ul> <li>Community</li> </ul>	Millbrook etc							Email:	
Linkeum	News	<ul> <li>News release</li> </ul>							<ul> <li>City News weekly</li> </ul>	
Email:		web page							<ul> <li>Roadworks list</li> </ul>	
• Your City, Your Say										
• City News		Social media:							Events (LTP only)	
Community News		• Facebook							Sat 29 Sept Bitterne Library	
Business News		• Twitter							10am -1pm	
-		LinkedIn								
VIPs (see separate list):		Fmail							Outdoor:	
• Email to be sent from		Email:							<ul> <li>Consider billboard</li> </ul>	
Mike Harris, Deputy		City News							ads for our strategic	
Chief Exec, PO to		weekly							transport and major	
draft covering note		Roadworks list							projects message	