

COMMUNICATION BASED ENGAGEMENT PLAN

Harris Quarter Towns Fund Investment Plan

November 2021 – March 2022



MANAGEMENT

- Nominated Lead(s) from Towns Fund Board
- Head of Policy & External Relations Preston City Council

DELIVERY

- Appointed agency (Agency)
- Preston City Council in-house External Relations team. (PCC)

Following the initial 6 month period, a comprehensive communications plan will be developed for the entire project life cycle of the Harris Quarter Towns Fund Investment Programme.



APPROVAL PROTOCOLS

All bespoke content, such as press releases, video, and print, must be approved by the relevant project manager, with final sign-off from the agreed management structure listed above.

All agreed content is to be shared with the Chair and Towns Fund Board when published.

Day-to-day social media sits outside of this approval protocol due to its fast-moving, reactive pace.

SPOKESPEOPLE

- The key spokesperson on behalf of the Preston Towns Fund Board is the Chair, John Chesworth.
- All PCC-specific projects will include a quote from Council Leader or nominated spokesperson.
- Where possible, opportunities are provided for alternative spokespeople from the Towns Fund Board.

All media enquiries are to be directed to Alison Hughes, Senior Communications & Marketing Officer. 01772 90474, al.taylor@preston.gov.uk

Proactive press schedule & media management	PCC
<p>Schedule of newsletters/newsletter content for the following audiences:</p> <ul style="list-style-type: none"> • Business networks <ul style="list-style-type: none"> ◦ Ie. Shout, Chamber, Downtown in Business, Lancashire Business View, Pink Link Lady, UCLAN Centre for SME • Preston Partnership • Students (via UCLAN) • Community Sector <ul style="list-style-type: none"> ◦ Faith Groups ◦ Third Sector ◦ Community Groups • Parish Councils 	AGENCY
Development of micro influencer network	BOARD
Schedule of website updates, including video & good news stories for the city.	AGENCY
Social media management, including wider city good news stories.	PCC
<p>Bespoke social media content (Twitter & LinkedIn)</p> <ul style="list-style-type: none"> • Project updates (video, photographic, etc.) • Sneak peeks where appropriate • Updates on projects within the Harris Quarter footprint, not just TF. 	AGENCY
<p>Video creation (length and content determined by platform. Ie. Twitter, LinkedIn and website)</p> <ul style="list-style-type: none"> • Interviews / vox pops • Tours • Project updates 	AGENCY
<p>Asset development</p> <ul style="list-style-type: none"> • Brochure for print • Roller banner 	AGENCY (PCC FOR PRINT)

EVALUATION

- Press and media coverage
- Website analytics
- Social media analytics
- Newsletter analytics
- Feedback received

These arrangements will be reviewed monthly by the Nominated Lead(s) from Towns Fund Board and Head of Policy & External Relations Preston City Council, in collaboration with the appointed agency.

