

SUPERTRAM RAIL REPLACEMENT PHASE II COMMUNICATIONS PLAN

(Note: Communications Plan for Feasibility and Design Stages now complete)

COMPLETION OF TENDER ACTIONS

ACTIVITY	AUDIENCE	DATE	STRATEGY
External relations	Stakeholders	Up to December 2017	- Keep stakeholders up to date on funding/tender returns, etc

PRE-CONSTRUCTION ACTIVITY

ACTIVITY	AUDIENCE	DATE	STRATEGY
External relations	Stakeholders Residents	December 2017 to March 2018	<ul style="list-style-type: none"> - Email to all stakeholders reminding them of the start of works - Face-to-face briefing sessions with key stakeholders (including elected members, businesses, community groups) informing of details of project - Letter drop to line-side stakeholders and residents effected by works informing of project and tram replacement services
Media relations	Media	February/March 2018	- Press release to local, regional and trade media informing of project
Digital	Public Stakeholders	February/March 2018	<ul style="list-style-type: none"> - News story and dedicated webpage on project partner websites informing of project - Social media posts sharing website news story - Email newsletter sharing website news story
Marketing	Public Stakeholders	From February 2018	<ul style="list-style-type: none"> - Leaflets on Supertram informing of project and rail replacement services - Leaflets to stakeholders (including businesses, schools) informing of project and tram replacement services, for internal distribution - Posters on Supertram, at stops and in Interchanges informing of project and tram replacement services - Flags at Supertram stops informing of project and tram replacement services - Banners at work sites informing of project and tram replacement services
Events	Public Residents	From February 2018	- Public information roadshow events informing of project and rail replacement services

ACTIVITY DURING WORK

ACTIVITY	AUDIENCE	DATE	STRATEGY
External relations	Stakeholders	April 2018 to September 2019	<ul style="list-style-type: none"> - Update email to all stakeholders citing project progress - Updates provided via face-to-face briefing sessions with key stakeholders (including elected members, businesses, community groups) citing project progress as necessary
Media relations	Media	April 2018 to September 2019	<ul style="list-style-type: none"> - Update press release to local, regional and trade media citing project progress
Digital	Stakeholders Public	April 2018 to September 2019	<ul style="list-style-type: none"> - News story and updates to dedicated webpage on project partner websites citing project progress - Social media posts sharing website news updates - Email newsletter sharing website news updates
Marketing	Public Stakeholders	April 2018 to September 2019	<ul style="list-style-type: none"> - Updated leaflets on Supertram as necessary - Updated leaflets to stakeholders (including businesses, schools) as necessary, for internal distribution - Updated posters on Supertram, at stops and in Interchanges as necessary - Updated flags at Supertram stops as necessary - Updated banners at work sites informing of project and rail replacement services as necessary - Distribution of 'how are we doing' customer feedback forms on Supertram

POST WORK ACTIVITY

ACTIVITY	AUDIENCE	DATE	STRATEGY
External relations	Stakeholders	From October 2019	<ul style="list-style-type: none"> - Update email to all stakeholders re successful project completion
Media relations	Media	October 2019	<ul style="list-style-type: none"> - Update press release to local, regional and trade media re successful project completion
Digital	Public Stakeholders	October 2019	<ul style="list-style-type: none"> - News story and updates to dedicated webpage on project partner websites re successful project completion - Social media posts sharing website news re successful project completion - Email newsletter sharing website news re successful project completion
Marketing	Public	October 2019 (TBC)	<ul style="list-style-type: none"> - Distribution of 'how did we do' customer feedback forms on Supertram

Marketing activity to be lead by Stagecoach Supertram. Unless specified otherwise, digital/social media, internal and stakeholder communications will comprise as Fig.1 for each listed activity.

FIG. 1	
Digital/social media	<ul style="list-style-type: none"> ▪ Share press release and photos across partner Facebook and Twitter platforms. ▪ Re-tweet (Twitter) and share (Facebook) any resulting coverage from news release ▪ Press release placed on partner news sites (where appropriate) ▪ News article in e-newsletters (where appropriate)
Internal communications	<ul style="list-style-type: none"> ▪ Intranet article ▪ E-bulletin article ▪ Front Line Brief (where appropriate)
Stakeholder communications	<ul style="list-style-type: none"> ▪ Press release copied to stakeholders

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