

COMMUNICATIONS PLAN

Date: 17.12.18

Project name: Clean Air Zone Business Case

Service Area: Air Quality

Client Contact: Steve Guppy

Marketing Contact: Maz Garside/Sam Gibson

Timing plan: See attached

1.1 Executive Summary

This multi-channel communications campaign will be implemented to improve air quality in Southampton. It aims to raise awareness of the importance of clean air and the steps that people can take to contribute to improving air quality. This plan includes communication activity in support of the additional measures and related projects that support a non-charging Clean Air Zone (CAZ) and promotes wider integration across council services and with partners.

This communication plan is based on the business case to ensure air quality in Southampton is improved by:

- Articulating clear goals and objectives
- Building on established relationships with various audiences in order to determine the most effective way to communicate with them
- Identifying and implementing a variety of communications activities to transmit key messages
- Defining the council's role and that of stakeholders and partners in the communications process; helping to manage associated roles and responsibilities
- Allowing opportunities to include stakeholder input in the communications process
- Evaluating how well key messages have been delivered to stakeholders and identifying any areas in need of strengthening.

The communications plan will focus on measures set out within the overarching business case, clearly identifying timings and targets.

1.2 Where are we now?

Analysis

The overarching business plan identifies a range of measures, and this communications plan sets out how these can be effectively delivered.

The specific schemes covered directly in this plan include:

- Lower Emission Taxi Incentive Scheme
- Clean Bus Technology Fund

- Taxi Licensing condition
- Try before you buy EV scheme for taxis
- HGV: delivery and service planning
- HGV: Eco stars fleet accreditation scheme
- HGV: sustainable distribution centre
- Traffic regulation condition for public service vehicles
- Clean Air City brand

As identified in the business case there are other brands and projects that overlap with this one, where measures set out in those indirectly affect the success of this plan. These include, but are not limited to, the Clean Air Network and My Journey, and mechanisms exist in order that effective crossover working, synergy and value-for-money is achieved.

These and other additional measures continue to positively affect air quality in Southampton.

1.4 What are we trying to achieve?

As set out in the Clean Air Strategy 2016-2025, our council objectives are as follows:

PRIORITY	OUTCOME
Improve air quality in the city	Adopt an effective programme of measures to reduce emissions of nitrogen dioxide, particulates and other pollutants in Southampton
Supporting businesses and organisations	Work with businesses and organisations to promote the uptake of low emission technology and change travel behaviours

Collaborating with communities and residents	Work with and support the education of communities and individuals to identify and support behaviours which improve air quality
Promoting sustainability	Southampton City Council will be an exemplar of sustainable working practices in relation to reducing emissions and improving local air quality

1.5 Who are we talking to?

Over the last 12–18 months, we have liaised and worked with a diverse and wide-ranging group of stakeholders. More specifically during the highly successful 12 week consultation period, an ideal opportunity arose for far greater accessibility and engagement with important stakeholders in order to acquire valuable information, views and suggestions.

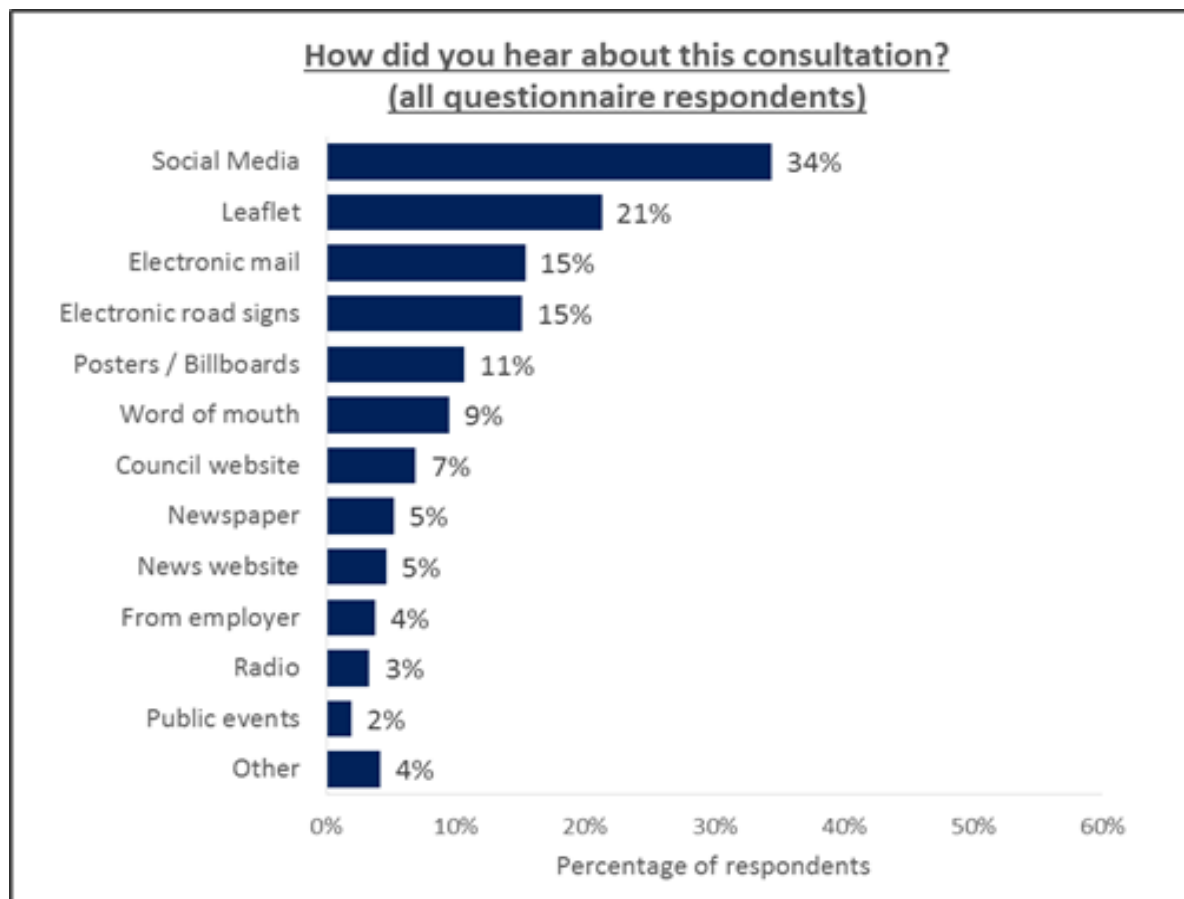
Some of these stakeholders include:

- Cabinet Members
- Councillors
- Staff
- Unions
- Associated British Ports
- DP World
- G&W
- Freight Transport Association
- Hammersons
- Carnival
- Adams Morey
- John Lewis
- Red Funnel
- Taxi drivers and operators
- Road Haulage Association
- Freight Transport association
- Go South Coast
- First Bus

- Waterside Tours
- Confederation of passenger transport
- Local media
- National media
- Client Earth
- Friends of the Earth
- Clean Air Southampton
- British Heart Foundation
- Asthma UK
- Hampshire County Council
- Isle of Wight Council
- Eastleigh Borough Council
- Portsmouth City Council
- Joint Air Quality Unit

The 12-week consultation provided useful insight into the most effective marketing channels. These will be utilised for implementation of this communications plan. A breakdown of these can be found in table one:

Table 1:



It is worth highlighting that the top four channels of communication are: social media, leaflets, electronic mail and electronic road signs

In addition we have a further breakdown of this information that relates which of these channels was most effective with certain ages and gender groups. This can be found in table two:

Table 2

	Gender		Age						
	Female	Male	Under 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
Social Media	36%	33%	57%	46%	44%	36%	26%	16%	9%
Leaflet	21%	22%	15%	15%	16%	20%	24%	32%	33%
Electronic mail	16%	15%	5%	7%	9%	15%	20%	29%	27%
Electronic road signs	15%	15%	16%	20%	17%	16%	15%	10%	6%
Posters / Billboards	11%	11%	12%	11%	13%	13%	10%	8%	4%
Word of mouth	10%	9%	12%	14%	9%	9%	7%	7%	10%
Council website	6%	7%	7%	5%	5%	6%	8%	10%	13%
Newspaper	4%	6%	3%	3%	4%	4%	6%	8%	12%
News website	3%	6%	4%	4%	5%	4%	5%	5%	4%
From employer	5%	3%	7%	6%	5%	4%	3%	1%	0%
Radio	3%	4%	2%	2%	4%	4%	4%	4%	5%
Public events	2%	2%	4%	2%	2%	1%	2%	2%	2%
Other	3%	4%	2%	3%	4%	5%	4%	3%	3%

The insight provided by both tables one and two provides us with an opportunity to inform this subtenant communications plan, and that it reaches the widest audience possible in the most effective way.

1.6 What action will we take?

Business case communication action plan

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
Engage with stakeholders	To ensure key stakeholders including the general public are aware of the outcome of the proposed CAZ for Southampton	General public, business & community groups	Social media	In-house social media	-	208	<ul style="list-style-type: none"> • Impressions • Engagement • Reach • Shares / Retweets 	April 2019 – April 2022
			Digital marketing	<ul style="list-style-type: none"> • Ezines • Website pages updated • Web headers 	£90 design	52	<ul style="list-style-type: none"> • Open rates • Clicks through • Page hits • Unique views 	April 2019 – April 2022
			Outdoor promotion	Variable Messaging System JC Decaux 6-sheets	£800 design & print	104	Estimated viewing numbers	Apr – June 2019
			Public relations	Press releases Media interview opportunities	- - -	104	Coverage Number of interviews Number of	April 2019 – April 2022

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
				Customer services script Case studies in collaboration with key stakeholders e.g. The Port measure for improved air quality	-		complaints	
			Meetings	Presence at relevant forums, public meetings. Timetabling and setting up meetings / events for specific target audiences e.g. <ul style="list-style-type: none"> • Port community • environmental groups • Clean Air 	Venue hire circa £175 x 8 = £1400 -	104	Number of meetings and number of attendees	April 2019 – April 2022

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
				Network • Travel Plan Network • Chamber of Commerce • Schools, colleges & universities				
Admin	Facilitate implementation of comms plan and delivery of individual measures	All stakeholders	<ul style="list-style-type: none"> • Correspondence / enquiries • Coverage • Media point of contact • Monitoring • Ongoing social media • Briefing Senior officers & councillors 			312	KPIs achieved	April 2019 – April 2022
Taxi Licensing condition	Ensure taxi operators are aware and understand change in licensing policy regarding all vehicles needing to reach emission standard Euro IV by 2023	Private hire and hackney drivers, firms and operators. Trade representatives and neighbouring local authority	Licensing committee			26	Attendance at meetings	April 2019 – April 2020 2x per year
			Taxi notice board	In-house posters	£100 design	26		
			Website pages updated	Home page banners	£100 design	13	<ul style="list-style-type: none"> • Open rates • Clicks through • Page hits • Unique views 	April 2019 – April 2020

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
		licensing teams	Consultation	Flier	£600 design, £1500 print	13	Engagement numbers	April 2019 – April 2020
			Social media	In-house organic social media	-	26	<ul style="list-style-type: none"> • Impressions • Engagement • Reach • Shares / Retweets 	April 2019 – April 2020
			Licensing forums	Fliers/posters 1000 leaflets 50 posters	£150 design Print £300	26	Enquiries made	April 2019 – April 2020
			Public relations	Press releases Media interviews Script for customer services		13	Coverage Number of interviews	April 2019 – April 2020
			Digital	Ezines Website pages updated		13	<ul style="list-style-type: none"> • Open rates • Clicks through • Page hits • Unique views 	April 2019 – April 2020
Try before you buy EV	Raise awareness of try before you	Taxi drivers and	Managed by appointed				Consultant secured &	April 2019 – April 2023

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
scheme for taxis	buy scheme with taxi operators	operators	consultant				achieving agreed KPIs	
Expanded incentive scheme for taxis	Raise awareness that the incentive scheme has been extended	Taxi drivers and operators	Digital	<ul style="list-style-type: none"> • Film • Ezines • Web pages updated 	£2000	13	<ul style="list-style-type: none"> • Open rates • Clicks through • Page hits • Unique views 	April 2019 – April 2020
			Public relations	<ul style="list-style-type: none"> • Press releases • Media interview opportunities • Customer services script • Case studies 		26		April 2019 – April 2020
			Social media	In-house organic social media		13	<ul style="list-style-type: none"> • Impressions • Engagement • Reach • Shares / Retweets 	April 2019 – April 2020
			Events			26	Number of enquiries	April 2019 – April 2020
HGV: Delivery and service	To encourage and promote engagement with	HGV operators, hauliers and	Digital	<ul style="list-style-type: none"> Film Ezines 	£2500	13	<ul style="list-style-type: none"> Open rates Click throughs Page hits 	Jul 2019 – April - 2022

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
planning	delivery and haulage companies;	distributors Companies and businesses receiving goods from outside of the city		Web pages developed			Unique views	
			Public relations	Leaflet Press releases Case studies	£600 design, £1500 print	26	Coverage and numbers of engagements	Jul 2019 – April - 2022
			Social media	In-house organic social media	-	26	<ul style="list-style-type: none"> • Impressions • Engagement • Reach • Shares / Retweets 	Jul 2019 – April - 2022
HGV: Eco stars fleet accreditation scheme	To encourage and promote engagement with delivery and haulage companies;	HGV operators, hauliers and distributors Companies and businesses receiving goods from outside of the city	Digital	Film Ezines Web pages developed	£2500	52	Open rates Click throughs Page hits Unique views	Jul 2019 – April - 2022
			Public relations	Leaflet Press releases Case studies	£600 design, £1500 print	26	Coverage and numbers of engagements	Jul 2019 – April - 2022
			Social media	In-house organic social media	-	26	<ul style="list-style-type: none"> • Impressions • Engagement • Reach • Shares / Retweets 	Jul 2019 – April - 2022
HGV:	To promote the use	HGV	Digital	Film	£2500	13	Open rates	Jul 2019 –

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
Sustainable distribution centre	of the Sustainable Distribution Centre	operators, hauliers and distributors Companies and businesses receiving goods from outside of the city		Ezines Web pages developed			Click throughs Page hits Unique views	April - 2022
			Public relations	Leaflet Press releases Case studies	£600 design, £1500 print	26	Coverage and numbers of engagements	Jul 2019 – April - 2022
			Social media	In-house organic social media	-	26	<ul style="list-style-type: none"> • Impressions • Engagement • Reach • Shares / Retweets 	Jul 2019 – April - 2022
Traffic regulation condition for PSVs (public service vehicle)	Ensure bus operators are aware of introduction of traffic regulation condition	Bus operators	Public relations	Events Press releases		13	Annual CAN survey Coverage Attendance	
			Digital	Ezines Web pages developed		13	Open rates Click throughs Page hits Unique views	
			Social media	In-house organic social media	-	13	<ul style="list-style-type: none"> • Impressions • Engagement • Reach • Shares / 	

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
							Retweets	
Clean Air City brand	<p>To ensure that the Clean Air City brand is inherently recognised alongside local measures for improving air quality</p> <p>Idea = create and promote a collective drive towards improving air q within the city community</p>	General public	Outdoor promotion	<p>Welcome signs</p> <p>Lamppost flags</p>	<p>£500 design</p> <p>£30k Installation</p> <p>£100 design, rental</p> <p>£1,500</p>	13	Signage to be in place by May 2019	Jan – May 2019
			Clean Air Network	CAN branded, folders, web pages, leaflets etc. to be updated with new brand	<p>£500 design</p> <p>£2000 print</p>	13	Revised CAN brand in place by June 2019	Jan – Jun 2019
			Public relations	<p>Internal communication</p> <p>Press releases</p> <p>Media interviews</p>		20.8	<p>Staff awareness</p> <p>Times brand is referred to in coverage and / or interviews</p>	Jan 2019 – Jan 2022
			Social media	Headers and logos for CAN social media	£300 design	20.8	<ul style="list-style-type: none"> • Impressions • Engagement • Reach • Shares / 	Jan 2019 – Jan 2022

Measure	Objective	Audience	Channel	Marketing Collateral	Cost	Officer hours (annual)	Evaluation	Timeline
				platforms			Retweets	
Total					£53250	=1,523 (i.e. 1FTE @ 80% productivity)		

CLIENT APPROVAL

Authority to proceed is given once this plan has been approved by the budget holder.

Approve either by:

1. Completing **ALL** the boxes below and emailing the estimate direct to your Marketing Contact with the **Name, Cost code** and **Date** boxes completed.

Signature:	Name:	Client cost code / reference:	Date:
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