

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

Week 1 23 July – 29 July	Week 2 30 July – 5 Aug	Week 3 6 August – 12 August	Week 4 13 Aug – 19 Aug	Week 5 20 Aug – 26 Aug	Week 6 27 Aug – 2 Sept	Week 7 3 Sept – 9 Sept	Week 8 10 Sept – 16 Sept	Week 9 17 Sept – 23 Sept	Week 10 & 11 24 Sept – 7 Oct	Week 12 8 Oct 16 Oct
<p style="text-align: center;">LTP CONSULTATION OPENS Weds 25 July</p> <p>News Release:</p> <ul style="list-style-type: none"> Opening the LTP4 consultation – send to all local and regional press - an update of release sent following approval at cabinet on Weds 18 July <p>Website:</p> <ul style="list-style-type: none"> LTP survey landing page FAQs News release web page <p>Social Media:</p> <ul style="list-style-type: none"> Mirror announcement copy – link to consultation: Facebook, Twitter, LinkedIn <p>Email:</p> <ul style="list-style-type: none"> Your City, Your Say City News Community News Business News <p>VIPs (see separate list):</p> <ul style="list-style-type: none"> Email to be sent from Mike Harris, Deputy Chief Exec, PO to draft covering note 	<p style="text-align: center;">The Soton Context (30 Jul) & Big Idea 1 Mass Transit System (4 Aug)</p> <p>Post map and stat graphic to highlight top level challenges and opportunities.</p> <p>Followed by focus on first of our 7 big ideas at end of the week.</p> <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News Community News 	<p style="text-align: center;">Major Projects the 1-3 Year Plan</p> <p>Timings TBC dependent on when info available and progress on website</p> <p>News Release:</p> <ul style="list-style-type: none"> Overview of upcoming work and reasons for it – expect disruption <p>Website:</p> <ul style="list-style-type: none"> New highways landing page with city map and graphics for major schemes Links to detail pages for major projects: Millbrook etc News release web page <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News weekly Roadworks list 	<p style="text-align: center;">Big Idea 2 Liveable City Centre</p> <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News Community News 	<p style="text-align: center;">Big Idea 3 Active Travel Zones</p> <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News Community News 	<p style="text-align: center;">Big Idea 4 Cycling Network</p> <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> Standing item in City News weekly bulletin 	<p style="text-align: center;">Big Idea 5 Park & Ride</p> <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News Community News <p>Events</p> <p>Tues 4 Sept – Civic C drop in event - Committee Rm 1 (12noon-6pm).</p>	<p style="text-align: center;">Big Idea 6 Economic Drivers</p> <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News Community News <p>Events</p> <p>Sat 15 Sept Shirley Library 10am – 1pm</p>	<p style="text-align: center;">Big Idea 7 Zero Emissions</p> <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News Community News <p>Events</p> <p>Wednesday 19th September Portwood Library – 4pm - 7pm</p>	<p style="text-align: center;">Millbrook Roundabout START OF WORKS</p> <p>News Release:</p> <ul style="list-style-type: none"> Reminder of upcoming works with finer details on diversions Spokesperson to be available for broadcast media Consider photocall if feasible <p>Website:</p> <ul style="list-style-type: none"> Full updates made to the Millbrook web pages News release web page <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News weekly Roadworks list <p>Events (LTP only)</p> <p>Sat 29 Sept Bitterne Library 10am -1pm</p> <p>Outdoor:</p> <ul style="list-style-type: none"> Consider billboard ads for our strategic transport and major projects message 	<p style="text-align: center;">LTP CONSULTATION CLOSES Tuesday 16 October</p> <p>Social media:</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn <p>Email:</p> <ul style="list-style-type: none"> City News Community News

