

## Town Investment Plan: Communications Protocol

### 1. Town Investment Plan Communications and Engagement Plan

The Town Investment Plan Communications and Engagement Plan is a dynamic document which is delivered on behalf of the King's Lynn Town Deal Board. The activities contained within it are reported to the Town Deal Board, subgroups as relevant, and officers. The Communications and Engagement Plan aligns with the key milestones and priorities of the Town Investment Plan and ensures that a wide cohort of participants are engaged with the Plan's development and delivery.

It is built around three guiding principles for engagement:

- **Make it safe;**
- **Make it easy;**
- **Make it accessible.**

### 2. Branding and Positioning

All communications and engagement activities delivered for the Town Investment Plan are under the 'Vision King's Lynn' umbrella. The descriptor for Vision King's Lynn is: *Vision King's Lynn is the collective name for the plans and funding for King's Lynn town.*

Vision King's Lynn encompasses funding programmes and schemes benefitting the town, including **Town Deal the Heritage Action Zone, and Space to Innovate Enterprise Zones.**

All communications delivered under Vision King's Lynn should use the Vision King's Lynn logo and direct to the online presence:

- [www.visionkingslynn.co.uk](http://www.visionkingslynn.co.uk)
- Twitter: @vision\_lynn
- Facebook: Vision King's Lynn
- Instagram: @visionkingslynn

No additional branding or individual logo should be added to communications unless it is a funding requirement.

### 3. Narrative and Key Messages

*The Town's Fund is a once-in-a generation opportunity to access investment to transform King's Lynn. The fund was set up to drive the economic regeneration of towns to deliver long-term economic and productivity growth. The Vision King's Lynn Town Investment Plan, which is shaped with insight from the community, sets out our vision, priorities, and activities for this funding. The vision is for:*

- *New opportunities for skills and jobs for our young people and all those affected by Covid-19 and needing to reskill, linked to demand from local employers and opportunities in local sectors*
- *Growing innovative businesses - attracted by our connectivity and high quality of life and supported by the networks and collaborative support that businesses need*

- *A repurposed town centre with new experiences and businesses - increasing footfall, enhancing cultural opportunities, with its different parts better connected*
- *A high-quality residential and leisure offer in the historic town core and riverfront - attracting new people to live and work in the town centre, whilst protecting our unique heritage.*
- *A sustainably connected town - through reduced congestion and better connectivity between the town, its catchment area and residential growth areas, creating safer walking and cycling routes and supporting remote working*

The key messages should be used in all communications around the Town Investment Plan. Similarly, descriptors around the Space to Innovate / Nar Ouse Enterprise Zone and the Heritage Action Zone should be used within communications that reference these schemes:

- **Heritage Action Zone**

*King's Lynn has designated Heritage Action Zone (HAZ) status by Historic England. This aims to reinforce the economic, social, and environmental vitality of the town. Through this scheme – which allows access to grant funding - we identify sites and buildings with development potential and historic importance and ensure that refurbishment or new development reflects the local character. We also look creatively at new economic uses for underused historic buildings.*

- **Nar Ouse Enterprise Zone**

*Nar Ouse Enterprise Zone – a great place to invest and do business.*

All partners to use the key messages and narrative in relevant communications.

#### **4. Approvals**

All relevant partners – for example, New Anglia LEP, Discover King's Lynn, Norfolk County Council, Historic England – will be invited to approve communications which relate to them and where they are referenced. Approvals will be sought within a set timescale (7 days, unless stated otherwise) to ensure the delivery of communications in a timely manner.

All quoted spokespeople will be invited to feedback and approve quotes and comments within stated timescales.

Ultimate approval for all communications will be with Sharon Clifton, Communications Manager.

#### **5. Board, Cabinet Member, MP, and Communications**

The Town Board, cabinet members, and the MP are priority participants and should receive advance notice of key milestones and communications activities, for example, in the form of briefing notes. It is vital that these participants feel informed and engaged and able to address queries that may arise.

## 6. Town Board Subgroups

The Town Board subgroups are:

- **Skills Working Group:** This group will be led by Norfolk County Council. This will be chaired by Tom Humphries.
- **Youth Forum:** This group is open for community membership for people ages 16-30 years.
- **Town Centre Repurposing & Public Realm Working Group:** This will be chaired by Vicky Etheridge, of Discover King's Lynn (the King's Lynn BID).
- **Guildhall and Creative Hub Stakeholder and Community Group:** This will be chaired by Michael Baldwin (Vice Chair of the Town Deal Board). This group is open for community membership.
- **Guildhall and Creative Hub Advisory Group:** This will also be chaired by Michael Baldwin.

The chairs of these subgroups will be priority participants and should receive briefing notes and advance notice of key milestones and communications activities. The chairs will be invited to circulate information to subgroup members and report back to the Town Deal Board, as appropriate.

Subgroup chairs will be invited to provide comment in proactive and reactive press releases when the content is related to their group and/or area of work. This will be agreed in conjunction with the council's Communications Manager. Only subgroup chairs will be designated spokespeople for the groups.

As relevant, specific and targeted communications will be issued to members of the subgroups when developments and activities relate to the area of their work.

## 7. Proactive Media Relations

All press releases to be circulated to partners for approval where partners are named. Partners will be informed of forthcoming proactive press releases and will be invited to feedback.

Proactive media releases will be approved by relevant spokespeople – from the Town Deal Board and subgroups - and relevant officers, and Sharon Clifton.

Final and approved proactive media releases will be shared for information with the spokespeople as well as with the board members - and subgroup chairs and members, as appropriate - upon issue to the media.

Proactive media releases will be shared via the Vision King's Lynn website and the Borough Council's website. Partners will also be asked to share the media releases, as appropriate.

## 8. Reactive Media Relations

All reactive media enquiries should be directed to Sharon Clifton or Tim Baldwin to determine the nature of the response, and the relevant spokesperson. Dependent on the subject matter, these enquiries will also be directed to partners for responses. A copy of any response by partners to be shared with the borough council communications team. A log of enquiries to be kept and shared as appropriate.

The Town Deal Board chair and vice-chair, subgroup chairs, and borough council will be the lead spokespeople for the project, with other spokespeople brought in as relevant and appropriate; Sharon Clifton and her team will determine who should be the spokesperson for each communication. The nominated spokespeople are:

Name	Job Title	Organisation
Councillor Graham Middleton	Cabinet Member for Business Development	Borough Council of King's Lynn and West Norfolk
Graham Purkins	Chair	Town Deal Board
Tom Humphries	Skills Policy Manager	Norfolk County Council
Michael Baldwin	Vice-Chair / Chair Guildhall and Creative Hub Stakeholder and Community Group / Guildhall and Creative Hub Advisory Group	Town Deal Board / Town Board Subgroups
Vicky Etheridge	BID Manager / Town Centre Repurposing & Public Realm Working Group Chair	Discover King's Lynn / Town Deal Board Subgroup
We would liaise with the following key partners to determine spokespeople from their organisations, as appropriate:		
Esther Blaine	Communications Manager	Historic England (for Heritage Action Zone)
Hayley Mace	Head of Communications	New Anglia LEP
Michael Travers	Communications Manager	Norfolk County Council

Only the nominated spokespeople should speak on behalf of the project.

All officers and partners should flag up to [communications@west-norfolk.gov.uk](mailto:communications@west-norfolk.gov.uk) any potential or emerging issues, such as negative feedback or concerns raised. This will allow for mitigating and managing any potential issues that arise.

## 9. Stakeholder Engagement

The borough council will lead on stakeholder engagement, and specifically the political stakeholder engagement.

A stakeholder mapping exercise will ensure that all key stakeholders are engaged. This should be reviewed and updated on a quarterly basis, to ensure that it is up to date and inclusive. This will be done by sharing the contacts database amongst the relevant internal officers, ensuring compliance with GDPR.

## 10. Consultation

Consultation will be delivered under the Vision King's Lynn brand to ensure the findings can be applied across any of the projects, schemes, or funding strands under the Vision King's Lynn umbrella.

Any consultation will be delivered on behalf of the borough council with the council having priority access to and use of the findings. Consultation findings will be shared after every consultation exercise in targeted communications for all of the Vision King's Lynn participants to ensure inclusivity and transparency. Prize draw winners will be made public with winners' consent; there will be terms and conditions made available for every prize draw on the Vision King's Lynn website.

Any future face-to-face consultation will be subject to a Covid -19 risk assessment.

## **11. Subscribers**

A database of Vision King's Lynn subscribers will be kept, subject to GDPR. These are the consultation participants who have consented to receive communications from Vision King's Lynn. Information about the Town Investment Plan – and funding for this - the Heritage Action Zone, and the Enterprise Zone comes under this remit.

Subscribers will be given the option to unsubscribe at any point, including in any communications they receive.

The opportunity to sign up to the subscribers mailing list will be made at every consultation point.

## **12. Harder to Reach Groups**

There is a commitment to engage with harder to reach groups and in every communications and consultation exercise, there will be a focus on engaging harder to reach groups. The quarterly stakeholder mapping exercise will ensure that the relevant organisations and groups are involved in the plan.

## **13. Businesses**

Businesses will be informed and engaged in the Town Investment Plan through the public channels but also through targeted communications and engagement activities, such as business consultation. This will also be delivered in partnership with organisations such as Discover King's Lynn, the LEP, and Norfolk Chambers of Commerce.

## **14. Staff**

Staff will be kept informed of progress and activities connected to the Vision King's Lynn in a timely manner. This will be led by Sharon Clifton and her team.

## **15. Partners**

Targeted content will be prepared for specific partners to share around each milestone. For example, an email for BID members. This will ensure a joined-up approach across all partners.

## **16. Social Media and Online**

The Vision King's Lynn social media channels will provide the lead channels for the project. Content will also be shared across the Borough Council of King's Lynn and West Norfolk and Invest West Norfolk social media channels

Partners can also share content to their social media channels in line with the parameters of the Communications and Engagement Plan, and the narrative and key messages.

Social media users who are abusive, use offensive language, or make slanderous comments will be blocked from the channels in accordance with the borough council's acceptable use policy. This is not a decision that will be taken lightly, but rather a 'last resort.'

The Vision King's Lynn website is owned and managed by the borough council. All new communications should be shared via the site and it should be updated regularly.

## **17. Enquiries and Comments**

All enquiries via the website or social media channels will be addressed by the borough council Communications team or any consultants acting on their behalf. There will be a commitment to respond within two working days to any enquiries. Information to address queries should be sought from the relevant officer. A summary of enquiries should be shared with the relevant officers for an insight into public sentiment and concerns.

Comments on social media channels will not be responded to unless a specific query is being made or there is a point that is clearly and seriously incorrect.

## **18. Confidentiality**

All partners will adhere to the confidentiality of all activities under Vision King's Lynn, and the timescales. Restrictions around confidentiality will guide communications and what information is made available, ensuring that all communications are handled sensitively.

## **19. Management of Communications and Engagement**

All communications and engagement activities will be managed and overseen by Sharon Clifton working with relevant external partners and consultants.

There will be regular review and updates from the internal officers to ensure the plan is dynamic and relevant.

## **20. Review**

This protocol will be reviewed bi-annually (next review date October 2021) to ensure that it remains appropriate.