

## Comms and engagement update – 21 July 2023

Key outputs – May – July 23	Evaluation	Project specific
Your Local Paper Column: Schedule reset to start again in September	n/a	KL Youth and Retraining Pledge: Final push for take up of summer school and transition events in the autumn. Case studies to be published August/September
Lynn News Column: Schedule reset to start again in September	n/a	
KL Magazine feature: Feature on MUCH published 1 July	<b>Positive response to context setting feature</b>	Public Realm: Planning apps delayed due to change in advice. Will pick out items we can promote now rather than rolling all together
Press Releases: Contractor for Guildhall announced Recruitment of board members		
Social Media: coverage of above	Positive response	
Website review and updates:	Work in progress	Active and Clean Connectivity: Animation briefed and commissioned, video for employers almost complete. Interactive map underway – all close to completion and ready for promotion. Start on hubs delayed and outcomes from travel planning work also delayed
<b>Planned activities – August/September 2023</b>	<b>Issues</b>	Riverfront Regeneration: design and QS consultants appointed – hope to have content to promote soon
Your Local Paper Column: next column due September	<ul style="list-style-type: none"> <li>• Protocol to be updated</li> </ul>	Guildhall and Creative Hub: Spec to secure external mar/comms support has been published Next KL Mag feature will be on history of Guildhall Promoting summer events now
Lynn News Column: next column due September	<ul style="list-style-type: none"> <li>• Links between projects need to be developed and communicated</li> </ul>	
KL Magazine Feature: Guildhall Hall	<ul style="list-style-type: none"> <li>• Comms Plan to be updated</li> </ul>	
Press releases: Guildhall activities, MUCH contractor announcement, Artists and Digital Advertising for Rail to River, animation and interactive map for ACC.	<ul style="list-style-type: none"> <li>• Ongoing work to develop narrative</li> </ul>	Multi-User Community Hub: Comms and Engagement Plan produced by County. Plans underway for comms on this, including announcement of contractor, purchase of building, timelines? And video content to bring project to life
Social Media: to support above	<ul style="list-style-type: none"> <li>• Consideration to be given to risks raised for each project</li> </ul>	
Website Review: ongoing		
Vinyls: Working on replacements – now contractor in place, need to work with them to tell the story of what's planned for MUCH		

