

Comms and engagement update – 15/02/24

Key outputs – January 24 / February 24	Evaluation / considerations	Project specific
Communications strategy and protocol finalised and published; delivery plan updated and in use	Regular meetings taking place to ensure delivery plan remains up to date	KL Youth and Retraining Pledge: Updating communications collateral ahead of extension of scope to west Norfolk. Photo shoots taken place and press release to be drafted around expanded remit from 1 st April. Discussing closing out communications for Boost as a Town Deal project.
King's Lynn Town Deal logo in development	Meetings taking place with board members to inform development of logo	
Press release - King's Lynn Town Deal Board holds special session for college students – issued: King's Lynn Town Deal Board Holds Special Session for College Students Borough Council of King's Lynn & West Norfolk (west-norfolk.gov.uk)	Desire to build on youth engagement activities; offer included in press release to other educational establishments for dedicated sessions	Rail to River: Drafted KL magazine article which focuses on Rail to River. Press release planned around the pop-ups.
Communications mapping (attached)	Agree financial commitments within mapping exercise	
KL Magazine article produced (for March issue)	Discuss continued involvement in KL magazine (as above)	Active and Clean Connectivity: Communications meeting and updated communications plan. Developing a behavioural change brief for tender. Produced narrative around active and clean. Working on press release about Baker Lane bike storage and liaising with Greenyard on Active Travel Plan content / press release.
Planned activities – March / April 24	Issues	Riverfront Regeneration:
Finalise new logo and create new website; transfer content to new website	Vision King's Lynn future role	Riverfront regeneration consultation underway, consultation web page created and boards produced. Press release about consultation issued and significant coverage generated: New vision for transformation of King's Lynn's riverfront and Custom House unveiled (lynnnews.co.uk) Social media content also produced around consultation.
Board changes communications		Guildhall and Creative Hub: Agency drafted press release around exhibition by CT Page. Exhibition social media content created.
Riverfront regeneration consultation – follow-up communications		
ACC – promote films and prepare and issue press releases		Multi-User Community Hub: Social media content created around hoardings. Meeting to taking place around communications for engagement. Newsletter issued by Mace to local residents/businesses.
Engagement plan development		
19th March – Placemaking workshop		