

Appendix 6

Valley Gardens Communications plan May 2017

Objective

To maximise support for the Valley Gardens scheme among residents and stakeholders by keeping them up-to-date with progress and developments, and informed about any necessary disruption caused during the work.

Vision

Our vision is for Valley Gardens to become:

- an attractive, flexible, safe space that enhances the city centre's environment
- a place that will attract residents and visitors at all times of the day and year, with something for everyone to enjoy
- a meeting place, connecting the city efficiently and safely however people travel

Strategy

- To promote the vision of the scheme and the benefits of the redevelopment
- To inform about the public engagement work carried out on the scheme design
- To inform and update progress on all public work carried out as part of the scheme

Communications plan (to be updated as project progresses)

Stage	When	Message	Activity	Audience
1. Concept development stages	2012 – 2016	Reminders of background, objectives and funding. Feed into the developing concept designs	Consultations, Roadshows, Events, Workshops, presentations	Internal Officers, key stakeholders, businesses, residents and local interest groups.
2. Initial Design stage (including review)	October 2016 to Nov 2016	Reminders of background, objectives and funding. Updates of work start dates.	Reports, internal working groups, presentations, news updates through media; social media; emails; meetings; conversations	Internal officers, Council Members and identified stakeholders including from The Transport Partnership.

3. Technical Highway Design (Stage 4)	Dec 2016 – Dec 2017	Reminders of project key objectives, funding and timescales, developing a construction management plan.	<p>Every 2 weeks Technical working group,</p> <p>Every 4 weeks Project Board,</p> <p>Every 6 weeks Updates to the Transport Partnership,</p> <p>Every 4 weeks Highlight Reports Strategic Project Board</p> <p>Every 4 Weeks TMB Reports</p> <p>Every 4 weeks Corporate Investment Board Highlight reports</p> <p>Every 12 weeks QBP project updates,</p> <p>Every 3 months LEP quarterly reports,</p> <p>Formal consultation for TROs, and planning permissions and section 268 (check).</p> <p>Targeted Stakeholder workshops</p> <p>Project newsletter circulation.</p> <p>Web page updates</p>	<p>Internal officers, Council Members, Key stakeholders including Emergency Services, businesses and residents groups see list below.</p> <p>E-mail list to interested parties.</p> <p>Website updates</p> <p>Possibly tweets</p>
4. Developed Design Stage – Greenspace Lead up to Committee for greenspace design approval	June 2017	Lead up to Committee to authorise greenspace designs. Key objectives and greenspace benefits. Update on Highway Design and reinforce message about TM plans moving	<p>Fortnightly internal technical working groups coordinating HW & GS,</p> <p>Monthly Project Board</p>	<p>Key people City Parks, Events and Property Teams</p> <p>Highway & Green space design</p>

		forward.	Meetings, Monthly consultants progress meetings Member meetings and site visits offered Create Gabions / Pillars within the greenspace with links to updates	consultants Member site visits and presentations Valley Gardens users
5. Development of Traffic Management Plans	Mid 2017	Valley Gardens key objectives. Early planning to limit disruption and maintain access where possible.	Meetings with stakeholders and workshops with members Media updates and newsletters.	Members Networks management Events Teams Emergency Services Disabled groups / vulnerable groups Transport Operators (Travel Plan Partnership & QBP's) Business and residents groups
6. Committee for approval to procure and Confirmation of Construction start dates	Late 2017	Progress update: likely timeframe of various stages. Report to committee on Procurement approach and any TRO objections	Website update News updates through media; social media; emails Update meetings. Stakeholder working group meetings set up. Project newsletter circulation.	Internal officers & Council Members, residents, road users and other stakeholders
7. Construction stages	Feb/ March 2018	Reminders of background and objectives. Progress updates.	Website update News updates through	Residents, road users and other stakeholders

		Information about likely disruption.	media; social media; emails On-site hoardings, Project newsletter circulation. On site supervisor	
8. Completion Stage	Late 2019	Promote benefits of redeveloped space/s & other improvements	News updates through media; social media; emails Project newsletter circulation Opening/launch event.	All previously contacted parties
9. Monitoring and evaluation reports	2021	Identify outputs and demonstrate changes/ improvements	Reports and webpage updates	All

Suggested Group Engagement list which will continue to develop and grow over the course of the project.

GROUP	ORGANISATION	Names / contact email s
Stakeholders BHCC (Internals)	Project Board	See project governance
	Regency Ward, (green) St. Peters & North Laine (green) Hannover & Elm Grove, (Lab.&Green) Queens Park. (Lab.)	Tom Druitt, Alex Philips Lizzie Deane, Louisa Greenbaun, Pete West Emma Daniel, David Gibson, Dick Page Karen Bartford, Daniel Chapman, Adrian Morris
	ETS Members	<ul style="list-style-type: none"> Gill Mitchell (Chair) Saoirse Horan (Deputy Chair) Councillor Tony Janio (Opposition Spokesperson) Councillor Louisa Greenbaum (Group Spokesperson) Councillor Peter Atkinson Councillor Lizzie Deane Councillor Joe Miller Councillor Alan Robins Councillor Geoffrey Theobald OBE Councillor Lee Wares
	Communications Team	Emma Moore – Virtual communication lead Alan Stone – Media communication lead

	Transport Projects & Engineers & Maintenance	David Parker (Head) Tracy Beverley (PM) Yann Vochelle (Lead Engineer & Contract Manager) Phil Osbourne – Project Engineer Stuart Wilson – Highway Asset mgt/ maintenance
	Transport Strategy	Andrew Renault (PMB) Vacant post – linking VG with wider network
	Network Management Teams	Jeff Elliott - head of Network Mgt Sean Power – Traffic Signals/ ITS Caroline Painting – Works Permit Coordinator Mike Wright ?
	Parking Strategy & TRO team	Paul Nichols – Strategy Charles Field – Strategy Laura Field -TRO Development
	Legal Services (Legal advice developing TRO's, Section 256's and land swap and stopping up.)	Stephanie Stammers
	Procurement - Responsible for providing advice on all aspects of procurement	Tom Bayley
	Property & Design Team (Responsible the maintenance of Mazda fountain, hardscaped paths through the gardens and the recording studio within the gardens)	Andrew Batchelor (Corporate Asset Manager)
	City Parks & Maintenance - Upkeep and Maintenance of the greenspace and Street Trees	Richard Bradley (SMT) Paul Campbell Strategic lead Rob Walker operations
	Public Health – Air Quality – Provide guidance on ensuring the project meets AQ	Samuel Rouse

	targets and.	
	Planning – Pre application planning advice and case officer.	(Who)
	Communities & Equality Team – Assistance with the development of the project EqIA.	Diane Coe
	Events - Ensuring the requirements of the events are considered throughout the design development. Potential responsibility of the 3-way power supply, events space reinstatement and continual viability of events through the gardens	Ian Taylor (Events Manager) Daniel Watson (Events Officer)
Stakeholders BUSES	Brighton and Hove Buses, Big Lemon Compass, Stagecoach, National Express (including operator/manager of Pool Valley) Brighton area Buswatch, Bus Users UK	See separate contact list
Stakeholders TAXIS	205205 , Brighton Taxis, A1, Radio Cabs Streamline Taxis, GMB Taxis, Streamline Taxis, Brighton & Hove City Cabs, Brighton & Hove Radio Cabs, GMB Taxis	See separate Contact list
Stakeholders OTHER	LAF Peoples Parking Protest Motorcycle Police Community Works Sussex East Coast Ambulance Service East Sussex Fire & Rescue Road Haulage Association (SE Region) Freight Transport Association Federation of Small Businesses Brighton & Hove Chamber of Commerce Brighton & Hove Economic Partnership Clinical Commissioning Group) University of Brighton existing central sites	See Separate Contacts list

	and Circus Street development) City College Possibility People (formerly The Fed)	
Stakeholders CYCLISTS	Bricycles Bike Share operator	See separate contacts list
Stakeholders PEDESTRIANS	Living Streets	See separate contacts list

GROUP	ORGANISATION – separate contact list	GROUP	ORGANISATION – separate contacts lists
Community Groups	Bike Train Project = Lewes Road for Clean Air = Bike Hub at Field (Preston Barracks) City Gate Community Projects Justlife (One Church Brighton) Lewes Road for Clean Air No Holds Barred North Laine Community Association One Youth Brighton Round Hill Society Sylvan Hall Residents Association Triangle Community Group City Gate Community Projects Ditchling Rise Area Residents Association London Road LAT Hanover & Elm Grove LAT St James's Community Action Group & LAT Turner Area Partnership Regency Society Phoenix Rise Residents Association Albion Hill Residents Association Hanover Community Association Friends of Preston Park Brighton & Hove Friends of the Earth Community Works	Business	University of Brighton B&W Stores Baker St Bikes Oakley CiP Recruitment Rayner Taylor HB Ironmongery AIB HISBE Carilto Burrito One Eyed Jacks St Peter's Church Lyons Bennett King & Queens MeatLiquor Mobbu Lange Lees N Laine Pub Nordic Coffee Moksha Onca Pendragon Framing Graves Jenkins Print Room

			Richard Thorn Solicitors Ross Pharmacy Shuffle Bar DEBRA St Giles St Peters Library Swift Sports Tiffany's Softwareindustries.com Valley Gardens Hostel Steine Café Loving Hut Café Market Diner, Circus Street Coach park (at Sussex Place) Freedom Leisure for Prince Regent pool Probation service (fronts Grand Parade) Courts (specialist transport needs) Albion Street Surgery Oxford Street Surgery Regency Surgery Pavilion Surgery Park Crescent Health Centre Lewes Road Surgery
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