

Valley Gardens draft communications plan November 2016

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 Design Stage	Dec 2016 – Dec 2017	Reminders of project key objectives, funding and timescales, developing a construction management plan.	Technical working group, Project Board, Transport Partnership meetings, formal consultation for TROs, and planning permissions. Project newsletter circulation.	Internal officers, Council Members, key stakeholders including Emergency Services, Project newsletter to interested parties.
4. Confirmation of Construction start dates	Late 2017	Progress update: likely timeframe of various stages.	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
5. Construction stages	Feb/ March 2018	Reminders of background and objectives. Progress updates. Information about likely disruption.	Website update News updates through media; social media; emails On-site hoardings, Project newsletter circulation.	Residents, road users and other stakeholders
6. 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

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

GROUP	ORGANISATION
Stakeholders BHCC (Internals)	Project Board Ward Members particularly within the following wards; Regency Ward, St. Peters & North Laine, Hannover & Elm Grove, Queens Park. City Parks Projects, Highway Engineers, and Road Safety Teams Network Management Teams Parking and TRO Teams Maintenance Teams Events and Premises Teams Planning Legal Services Communities & Equality Team Public Health
Stakeholders BUSES	Brighton and Hove Buses Big Lemon Compass Stagecoach National Express (including operator/manager of Pool Valley) Brighton area Buswatch Bus Users UK
Stakeholders TAXIS	205205 Brighton Taxis A1 Radio Cabs

	Streamline Taxis GMB Taxis Streamline Taxis Brighton & Hove City Cabs Brighton & Hove Radio Cabs GMB Taxis
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 and Circus Street development) City College Possibility People (formerly The Fed)
Stakeholders CYCLISTS	Bricycles Bike Share operator
Stakeholders PEDESTRIANS	Living Streets

GROUP	ORGANISATION	GROUP	ORGANISATION
Community Groups	Bike Train Project = Lewes Road for Clean Air = Bike Hub at Field (Preston Barracks) City Gate Community Projects	Business	University of Brighton B&W Stores Baker St Bikes

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

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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