

# Communications plan for City Centre Access

To build support the introduction of counter-terrorism measures and engage affected stakeholders in mitigating impact

## Objectives

Residents, businesses and affected groups understand York's duty to protect, and **think** that the measures are necessary, see that York city centre is an increasingly safe place to visit.

Residents, businesses and affected groups **feel informed of** the risks and included in mitigating the impact of the measures.

Affected groups **engage** in processes to understand the impact of the measures and mitigate against them. City retailers and leaders explore the opportunities to support the city centre economy.

## Strategy

- Build advocacy through partner organisations and representative bodies
- Targeted engagement with key affected groups to understand behaviour and develop mitigation ahead of any TRO proposals
- Provide drumbeat to reassure York residents that the council is discharging its duty to protect and taking action to make the city safer, but that there is no specific threat to York (using Servator messaging) and following Safer York partnership comms plan.

- 3 Sep: Portfolio holders/CMT
- 18 Sep: Exec go live
- 27 Sep - Exec
- (Sep)– Scrutiny decision-making
- Ongoing: city centre events and installing temp measures
- Oct: Key Stakeholder engagement
- 1/11/18 – temp measures installed. TRO engagement begins.
- April 2019: report goes to full exec re findings of TRO
- May onwards: design of perm measures
- 12 weeks design
- 16 weeks procurement
- ? installation

# Communications/campaign plan for

## OBJECTIVES

Residents, businesses and affected groups **think** that the measures are necessary, and that York city centre is a safe place to visit. Residents, businesses and affected groups council **feel** informed of the risks and included in mitigating the impact of the measures.

Affected groups **engage** in processes to understand the impact of the measures and mitigate against them. City retailers and leaders explore the opportunities to support the city centre economy.

## AUDIENCE

- Businesses, retailers, market stall holders, hotels
- Emergency services, council services, utilities
- City centre residents
- Blue/green badge holders
- Haulage/deliveries
- City leadership – ward, exec, MP
- Civic trust/heritage groups
- Royal mail and bullion
- Cyclists, taxis and other users identified through baseline research
- NRM (train)
- Minster and other churches

## STRATEGY

1. Build advocacy through partners
2. Targeted engagement with directly affected groups
3. Reassuring drumbeat

## IMPLEMENTATION

**Build advocacy**

- Agree messaging and messenger from the police.
- Early involvement of cross-party political leadership from across the city
- CYC/police brief media ahead of significant engagement work – they hear about plans and measures directly from us, first.
- Work through representative groups and their trusted channels of communication
- Early involvement of Civic Trust and heritage groups in design work
- Senior councillor briefings on consultant recommendations

**Reassuring drumbeat**

- Develop collateral explaining the scheme – police, consultants and affected stakeholders as advocates
- Media briefings (see above)
- Include reference to the experience of security consultants on all comms
- Fold messaging in to all Servator/security messaging through Safer York Partnership

**Targeted engagement**

- Meet with representative groups to introduce the scheme, discuss mitigation and channels to further engage their membership
- Door-knock and letter to every resident living or parking in affected area
- Visit every city centre retailer
- Build database of city centre retailer contacts (after identifying what we already have)
- Build database of delivery companies identified through retailer work
- Build database of blue badge holders through amnesty campaigns and baseline work
- Online and physical survey for stakeholders to complete
- Invite all known stakeholders to workshop exercises with retailers, market stallholders, blue badge holders, delivery companies
- Full TRO engagements

## EVALUATION

**Advocacy:** partners sharing information, registering their supportive comments, securing comments from their members

**Targeted:** # of each stakeholder filling in survey/responding to visits/attending workshops

**Drumbeat:** tbc