

# Public Relations Plan For Changed Arrangements For On Street Parking Enforcement In October/November 2004

## **INTRODUCTION**

Following the joint Borough County Members Steering Group on 30th March 2004 it was agreed that Will Ward and Gerald Cole would work with Steve Fuggles and Borough Councillor Jeff Haas to put together a costed public relations action plan. This plan was discussed at the steering group meeting on 27 April and the final version agreed by both authorities.

## **OBJECTIVES OF THE PUBLIC RELATIONS PLAN**

1. To inform target audiences of the benefits of a more vigorous parking enforcement scheme due to come into operation in the borough in November 2004.
2. To inform target audiences of the basis of the new enforcement scheme, what it includes and what it does not include that will remain the responsibility of the Police.
3. To explain the consequences of ignoring parking restrictions.
4. To promote good news stories and respond to any criticisms or misunderstandings once the new enforcement regime is in place.

Councillor Jeff Haas' notes which gives background to these objectives is attached.

## **TARGET AUDIENCES**

This is the initial list of target audiences. Clearly some of them overlap. The communication plan should endeavour reach them all.

Residents  
Road Users  
Schools  
Police Team  
Borough Members  
County Members  
Residents Associations  
Traders Association  
Parents of School Children  
School Governors  
Newspaper Editors  
Radio Stations  
Adjacent Boroughs/Districts  
Etc. etc.

## **CONSISTENT THEME AND STYLE**

Jeff Haas' suggestion that "clearer streets" should be the consistent theme (and logo?) was accepted by the steering group and will appear on all PR literature and press releases. It is also important that the

(Approved at the Joint Member Steering Group 27 April 2004)

borough and county logo does appear and emphasises the partnership arrangement between the two organisations. However, it should be clear on all literature that it is the Borough Council that is carrying out the enforcement on behalf of the County Council.

**SUGGESTED PR ACTION PLAN/IDEAS**

Ref	Ideas/Action	Who	When	Notes/Outcome	Estimated Cost
1.	Press Releases	DM/SF	Each Committee 24 April 4 June 16 July 10 September 22 October	Items for both committees should be jointly agreed.	N/A
2.	Runnymede version of the leaflet to be produced	SF/GC/ JS	June (identify RBC other deliveries)	Steering Group comments to be taken on board. Jill obtaining cost estimates and distribution options	35k copies to 70k copies £ 910 to £ 1500
3.	Letter Style to be agreed	SF/GC/ JS	May/June	To include every letter anyone will ever get to do with parking enforcement	N/A
4.	Temporary "Advance Warning" signing	DM/WW/ SF	August September October	Template to be agreed signs produced (20) sign erected/moved about	£1000
5.	National, County, Police PR Campaign	JS	Identify forward programme	Particularly close liaison required with Police Press Officers	N/A
6.	Members Signing Borough/County Agreements Ceremony	JF/EW	To be agreed	Need to be sensitive about who is involved/not involved – Steve to agree with Jill	N/A
7.	Other Mile Stones would be a good source of PR	JS/SF to identify	As they occur	e.g. DFT approval, no waiting at any time plates removed, traffic order objections considered, warning letter period. Police hand over	N/A
8.	Period to be agreed for "Warning" Letters – prior to enforcement action being taken	SF Team	October 04	Do the registration numbers of every car that gets a warning letter need to be recorded? Legal issues and letter needs to be considered	say £500
9.	Media contacts to be made available	JS	April 27	Contacts emailed 16 April 04 by JS. Hospital radio to be found	N/A
10.	Produce draft first press release with key	JS	April 27	Draft emailed 16 April for comment	N/A

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	messages				
11.	Member protocol for contact with press to be agreed (purdah from 5 May)	Members	April 27 at steering group	JS and Ian Longmede (RBC) to be main press contacts	N/A
12.	General question/ answers sheet to be produced	WW/DM	April 27	1st draft questions in JS emails 16 April will be used to <b>all</b> sing from same hymn sheet	N/A
13.	Leaflet/info displays in off street car parks	SF	May/June	Investigate feasibility and if viable arrange	£200
14.	Targeting the schools	CU	June/July <b>before</b> break for summer	Put in any school bulletins and design special letter to go out with special leaflet – questions/answers	£500
15.	Future steering group meetings and agendas	BJ	May June July September	Project plan RBC implementation actions to be kept up to date	N/A
16.	Set date for follow up PR sub group meeting	WW	Jeff Haas GC SF JS Ian Longmede	Press opportunity to be planned around. RBC implementation actions/mile stones	N/A
17.	Review success of PR plan	Sub group	October 2005	Borough/County surveys number of positive/negative press coverage	N/A
<b>Total cost estimate</b>					<b>£10,000</b>

BJ	Bill Jones (RBC)
CU	Catherine Usher (SCC)
DM	David Mitchell (SCC)
EW	Elise Whiteley (SCC)

GC	Gerald Cole (SCC)
JF	John Furey (RBC)
JS	Jill Sanders (SCC)
SF	Steve Fuggles (RBC)

WW	Will Ward (SCC)
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Will Ward  
Local Transportation Director - Runnymede