

# **Cabinet**

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# **REPORT**

**Authors: Eric Teagle**  
**Head of Forward Planning and Transportation**  
**01722 434366**

[eteagle@salisbury.gov.uk](mailto:eteagle@salisbury.gov.uk)

**Carolyn Johannesen**  
**Corporate Communications Manager**  
**01722 434341**

[cjohannesen@salisbury.gov.uk](mailto:cjohannesen@salisbury.gov.uk)

**Councillor D Brown, Cabinet Member for Environment and Transport**

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## **PARK AND RIDE – COMMUNICATIONS PLAN**

### **1. Purpose of report**

- 1.1 Two new park and ride sites will open in the early part of 2005. This report makes recommendations about the arrangements for communication, including a publicity and promotion plan for the period leading up to the official openings of both sites, branded material required for the operational success of the services, two separate opening events, and ongoing promotional requirements for park and ride, including the Beehive. It also outlines the budgetary requirements to meet the proposals laid out in the plan.

### **2. Proposals**

- 2.1 New park and ride sites are under construction at Wilton and Britford. Wilton is due to open in February 2005 and Britford in May 2005. To inform motorists about the new services and encourage potential customers to use them, there is a need to initiate a publicity and promotional campaign. A draft strategy has been worked out and this is attached at Annex A.
- 2.2 The opening of a park and ride site is a major event in the development of the Salisbury Transportation Plan. When the Beehive service commenced in March 2001, an opening ceremony was held, the bus service was formerly inaugurated and a reception was held at the Guildhall. It is proposed to hold similar events for each of the Wilton and Britford sites. Representatives of both the District and County Councils would attend and business leaders and other stakeholders would be invited. There is the possibility that a Government Minister could be involved. Proposals for the opening events are attached at Annex B.

### **3. Budget**

- 3.1 The arrangements recommended in the accompanying annexes should be regarded as an investment in the success of the park and ride schemes. It is recommended that a budget of £35,400 should be established to cover publicity and promotion and the two opening ceremonies. This budget would be established within the car parking revenue account and would have no direct impact upon the Council's General Fund.

4. **Recommendations**

4.1 It is recommended:

- (a) That a programme of publicity and promotional activity be undertaken, as set out in the attached Annex A;
- (b) That separate ceremonies be held to mark the formal openings of the Wilton and Britford park and ride sites; and
- (c) That a budget of £35,400 be established within the parking revenue account for the purposes of park and ride publicity and promotion, and to meet the cost of the two opening ceremonies.

5. **Implications:**

- **Financial** : As set out in the report.
- **Legal** : None in respect of this report.
- **Human Rights** : None in respect of this report.
- **Personnel** : None in respect of this report.
- **Community Safety** : None in respect of this report.
- **Environmental** : None in respect of this report.

6. **Council's Core Values:** Providing excellent service; Promoting a thriving economy; Being environmentally conscientious; Communicating with the public.

7. **Wards Affected:** All.

**ANNEX A****Park and Ride – Communications Plan**

To support the implementation of park and ride at Wilton and Britford, through the use of branding, marketing and promotional activities

<b>Project Milestone</b>	<b>Communication Tool</b>	<b>Audience and Benefits</b>	<b>Expected cost</b>
Pre- opening (now until February- May 2005)	<ul style="list-style-type: none"><li>• 'Brand' - initial design concepts for use throughout the campaign</li><li>• information leaflet</li><li>• posters at public venues</li><li>• posters at the sites</li><li>• information pack incl, folders</li><li>• press advertisement (s)</li><li>• adverts in Citizen, What's On</li><li>• targeted radio advertising -local and regional - Spire and Wave</li></ul>	<ul style="list-style-type: none"><li>• potential users - including residents, visitors, commuters, shoppers - raising awareness, changing hearts and minds - impact</li><li>• 200,000 print run - awareness, impact, visibility</li><li>• local businesses and stakeholders</li></ul>	<ul style="list-style-type: none"><li>• allow £1000</li><li>• allow £8,200</li><li>• allow £1500</li><li>• allow £2000</li><li>• allow £1000</li><li>• Allow £1500</li><li>• Allow £1000</li><li>• Allow £3,500 pre-launch</li></ul>
Bus - interior and associated on-street requirements	<ul style="list-style-type: none"><li>• Inner bus frieze - promotional</li><li>• Bus stop vinyls</li><li>• Bus stop flags</li><li>• Bus window vinyls</li></ul>		<ul style="list-style-type: none"><li>• allow £1000</li><li>• }</li><li>• } allow £2700</li><li>• }</li></ul>

Commencement of service - opening events -(February-May 2005)	<ul style="list-style-type: none"> <li>• Citizen article - March edition</li> <li>• Targeted radio campaign</li> <li>• Opening event (2)</li> </ul>		<ul style="list-style-type: none"> <li>• nil cost</li> <li>• allow £4,000 for four month period following launch - April, May, June, July</li> <li>• allow £7,000 for two events</li> </ul>
Ongoing promotional activity (beyond May 2005)	<ul style="list-style-type: none"> <li>• radio campaign</li> <li>• advertisements in Citizen, What's On Guide</li> <li>• Citizen editorial</li> </ul>		<ul style="list-style-type: none"> <li>• nil cost but review need in July 2005</li> <li>• allow £1000 to end 2005</li> <li>• nil cost</li> </ul>
Total projected spend:			£ 35,400

**Note: There is a separate media relations plan which will target local, regional, national and trade media and which will be handled internally at nil cost.**

**Britford and Wilton Park and Ride opening events– early thoughts**

**WHAT?**

- Two events
- A **celebration** of two more major projects achieved – partnership success, corporate success, theme success, keeping the city moving
- A **publicity opportunity** – excellent service, part of the integrated transport plan and green commuting, further advances within a five-site programme, 'something new', good news
- A **'recruitment' drive/open day** – to encourage take-up
- One big impact opening with government minister in attendance - Wilton, followed by secondary event at Britford. Both to be timed once the sites have become operational.

**WHEN?**

- Wilton site - during March 2005
- Britford site - during May 2005
- Between the two dates (open one, visit the nearly completed second)
- A few weeks following the opening of both sites
- Link to the planned Integrated Transportation conference

**WHERE?**

In the following stages:

- At the park and ride site
- Moving on to the park and ride bus
- Arriving in the city centre to the park and ride bus shelter
- Having a reception at the Guildhall (as per Beehive)
- Getting on the bus again
- Arriving at the site again

**HOW?**

- The event management (not the media handling) will be co-ordinated by an externally appointed company, in conjunction with the SDC communications team
- Invited guests gather at the site and park their cars.
- Get on the bus (es), decked in balloons etc, and ride the route into the city, as a cavalcade of 'parkers and riders'.
- Information about the project given over the microphone on the way.
- Arrive at the bus shelter and minister/chosen personality cuts the ribbon the shelter (good focal point, lots of people around).
- Ribbon cutting and brief speech.
- Group walks to the Guildhall for a reception buffet. Speeches. The buses will be parked outside the Guildhall to double up as information points during the reception. People will be welcomed aboard and leaflets will be available.
- Invited guests then get back on buses and ride back to the site.
- Guests get in cars and leave.

**WHO?**

- Transport Minister- invitation in hand through GOSW
- Chairman of WCC, Chairman of SDC
- Cabinet members, group leaders, 'shadow' transportation councillors from opposition groups

- Joint Transportation Committee members
- County Council representatives
- All members
- Robert Key
- Local, regional and national media
- Local business representatives – contact City Centre Management to suggest a number of local business leaders.
- Representatives from Friends Provident and other major employers – as major potential users of park and ride.
- Wilton Town Council, parish councillors etc.
- Local green commuting/environmental lobby groups – via LA21.
- SDC officers who have been involved in the project
- SDC Chief Executive and Policy Directors.
- Contractors who have worked on the project
- Reps from Wilts and Dorset