

## Highways work on Torwood St. & near Wheatridge Lane Communications and Engagement Plan

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### Introduction

Torwood Street is in need of full reconstruction, which means the road will be closed and diversions in place for approx. three months. Full reconstruction means digging down over 2ft and then building up again, finishing off with two or three layers of tarmac. Positives, this does mean capital investment, longer term benefits and provision of jobs.

Network Rail also need to replace the bridge over the railway line in Livermead, next to Wheatridge Lane. Again diversions will be in place and the works will take three months to complete.

Both schemes are starting early January 2022.

Comms and engagement involvement will be to ensure the residents, those that use these roads and the local businesses are informed about the work, what the timescales are and are kept up to date on regular basis on how the works are progressing.

Timescales for the two schemes:

#### **Network Rail**

Torbay Road closed - Monday 3 January – Tuesday 8 March 2022 – hours worked - 7am – 6pm

The railway will be closed from

00:20 Saturday 8 January 22 - 05:25 Monday 10 January

00:20 Saturday 15 January 22 - 05:25 Monday 17 January

#### **Torwood Street**

Road to be closed from the Clocktower to the lights at the junction of Parkhill Road and The Terrace.

Highway signs to go out two weeks before work starts – w/c 20<sup>th</sup> December

Work to start on Thursday 6<sup>th</sup> January

### Objectives

The aim of this campaign is to inform as many residents, visitors and businesses who use these roads as updated on what is happening, why the work needs to take place and when.

The objectives of this campaign/project are:

- Ensure all users of these roads are kept informed

- Ensure businesses/schools/organisations who will be impacted are kept as updated as possible
- Provide regular updates (could be weekly/bi-weekly/monthly) of the work including photos/videos

## Audience

We will target the following groups:

- All businesses on Torwood Street, ensuring those that will be impacted the most have all the information – These businesses will need to inform those who visit and deliver to their premises
- Residents who live in the area (Torwood Street/Wheatridge Lane) – including those on the diversion routes so they are aware of the works and the impact it will have on them
- All users who use these roads – inc. residents, visitors, delivery drivers, Stagecoach- drivers and those walking (it will mainly impact those walking from Hollicombe to Livermead as the pavements are fully open on Torwood Street).

## Strategy

What is the messaging?

- Why we are doing the work
- Benefits for doing the work – if there are any!
- Apologies for inconvenience – short term pain for long term gain
- Share clearly what the diversions are
- Advise drivers to think about where they need to get to and changing their routes if need be
- Advise drives to factor in a little bit more time for your journey
- Network Rail's messages

What are we going to do?

Write to businesses in Torwood Street who will be directly impacted – give a contact email/telephone number so they can feel heard about issues/concerns – ask them to share with their delivery firms – hand deliver these letters in December with the Public Liaison Officer from the contractor.

Write to other businesses in Torwood Street/around Harbour who could be impacted due to road closed, as well as those on the diversion routes – ask to share with their delivery firms

Write to residents who will be directly impacted – as above re contact details

Write to residents on diversion routes to explain there will be more traffic – as above re contact details in case issues with rise in traffic

Work with partners – Network Rail, Stagecoach – to ensure same messages are being shared

Webpage about the work with regular updates

Press release – before and during – joint with Network Rail – speak to Radio stations to put on traffic bulletins

Social media posts – from a month before, 2 weeks before, days before, weekly/bi-weekly updates during work – use photos/videos (of the contractors talking about the works, what’s going on etc.)

Relevant Facebook Pages/Groups – Spotted, walkers/dog walkers,

One Torbay – articles one month before, 2 weeks before, bi-weekly/monthly updates

Staff News – as above

Large employers to share with staff – Police, NHS (emergency services should be informed anyway via highways re road closures)

Ward Councillors

MP

Community Partnerships

Messaging on fencing around the works

Notices on digital Highway boards around Torbay

Highway boards informing of closure placed further away i.e. in Preston so traffic can go up Preston Down Road to avoid the area/By Kings Drive on seafront and for Torwood Street – signs by Belgrave Road and Wellswood.

What channels will we use?

Print media – Herald, Torbay Weekly, Preston Beach Hut, Riviera Pages

Radio

Social media – posts and Facebook Live

Face to face/virtual meetings with businesses on Torwood Street

eNewsletters

Member Briefings

Notices/Highway boards

Boards explaining works on fencing around sites

Emails

Letters

Internal Comms

Torbay Council Website

## Implementation

When	What	Who
w/c 15 <sup>th</sup> November	Draft webpage for both schemes	Jo P
w/c 22 <sup>nd</sup> November	PR and Social Media re Facebook Live	Jo P
25 <sup>th</sup> November	Staff News	Jo P

26 <sup>th</sup> November	One Torbay	Jo P
	Draft letters to businesses in Torwood Street	Jo P Kirsty (South West Highways)
	Letter sent to residents around Wheatridge Lane	Network Rail
Thurs 2 <sup>nd</sup> December	Facebook Live – panel inc. AMB, Ian Jones, Cllr Long, Network Rail	Jo P
w/c 6 <sup>th</sup> December	Deliver letters to businesses on Torwood Street	Jo P Kirsty (South West Highways)
	Draft text for Jan edition of Beach Hut/Riviera Pages (needed by 10 <sup>th</sup> Dec)	
	Members Briefing/Ward Cllr's/MP/Community Partnerships	
w/c 13 <sup>th</sup> December	Virtual session with businesses for Torwood Street	Jo P Kirsty (South West Highways)
	<del>Prepare boards to fencing</del>	<del>Jo P</del> Graphics
	Briefing for schools to pass to parents	Jo P
17 <sup>th</sup> December	One Torbay	Jo P
w/c 20 <sup>th</sup> Dec	PR – works start in 2 weeks	Jo P
	Social media – works start in 2 weeks	Jo P
23 <sup>rd</sup> December	Staff News	Jo P
w/c 3 <sup>rd</sup> January	PR and social media reminding schemes are starting this week	Jo P
Thurs 6 <sup>th</sup> January	Staff news	Jo P
Friday 7 <sup>th</sup> January	One Torbay	Jo P
January	Update for Feb's Beach Hut/Riviera Pages	Jo P
	Bi-weekly social media posts (review regularly)	Jo P
	Members Briefing/Ward Cllr's/MP/Community Partnerships	Jo P
	Face to face/virtual meeting with business in Torwood Street	Jo P

		Kirsty (South West Highways)
February	PR and social media to update	Jo P
	Staff News	Jo P
	One Torbay	Jo P
	Update for March's Beach Hut/Riviera Pages	Jo P
	Members Briefing/Ward Cllr's/MP/Community Partnerships	Jo P
	Face to face/virtual meeting with business in Torwood Street	Jo P Kirsty (South West Highways)
March	PR and social media to update	Jo P
	Staff News	Jo P
	One Torbay	Jo P
	Update for March's Beach Hut/Riviera Pages	Jo P
	Members Briefing/Ward Cllr's/MP/Community Partnerships	Jo P
	Face to face/virtual meeting with business in Torwood Street	Jo P Kirsty (South West Highways)

## Scoring/Evaluation

<b>INPUTS</b> (This is the work you do before or during the campaign planning).	<b>OUTPUTS</b> (What is delivered and audience reached)	<b>OUTTAKES</b> (responses to content – what qualitatives can be measured i.e. no. of consultations completed, no. of webpage hits, press coverage)	<b>OUTCOMES</b> (what is the result you want? How will you know the campaign has been a success?)
Communications planning	Facebook/LinkedIn and Twitter posts	Reach on our corporate social media channels including Facebook and Twitter (shares, likes, retweets, views).	Residents and businesses have felt informed about the schemes
Insight	Facebook Live		Enhancing Torbay Council's reputation.
Evaluation of previous Highway works	Facebook groups	Conversion rate / click-throughs from our social	

Audience segmentation	Press releases – print and radio	media channels through to corporate website.	Strengthening Torbay Council's links with local residents, businesses and community groups.
Researching channels and opportunities	Internal communications messages	Feedback and sentiment from followers on our Facebook and Twitter channels.	
Liaising with communications leads in partner organisations.	GovDelivery bulletins – One Torbay, Staff News etc	Webpage views	
Graphic design for social media posts and other channels	Partner organisations sharing our messages and engaging with the Review via their own channels.	Press coverage	
	Letters to businesses	Residents/businesses informing others	
Drafting content	Articles in Beach Hut & Riviera Pages	Reduction in traffic in areas of works	
	Members/MP/Community groups briefings	Reduction in number of complaints about not being kept up to date.	
	Face to face/virtual meetings with businesses	Reduction in customer service telephone calls	

Jo Penhaligon

5<sup>th</sup> October