

# West Yorkshire devolution consultation

## Communications and marketing plan

DRAFT  
MAY 2020



## 1. Background

## 2. Objectives

Overall objectives:

- **Communicate** what having a mayor will mean for people and what devolution is, the key aims of the consultation and the importance of taking part.
- **Engage** with key audiences through digital channels, the media and paid-for advertising including those hardest to reach in the current climate.
- **Encourage** at least 1,000 people across West Yorkshire to take part in the consultation, with a particular focus on seldom heard groups (targets to be established using ACORN model).

### Targets/ KPIs

- 50 regional/local media mentions (print and online)
- Five regional broadcast mentions (TV and radio)
- 1,000 click-throughs to the Your Voice page via social media or website referral

## 3. Audience insight

Audience segment	Specific audiences/ stakeholders	What do they want from us?
People	General	Clear information on what the deal means for them, the potential benefits and how to take part in the consultation. Additionally, why the consultation is taking place now.
	Young people	How the deal will affect their future and how to take part in the consultation.
	Hard to reach groups	Additional information on how they can take part in the consultation if they don't have internet access or have accessibility issues.
Businesses	SMEs	Clear information on what the deal means for their business and employees, the potential benefits and how to take part in the consultation. Additionally, why the

		consultation is taking place now.
Government	Relevant departments	Reassurance that we are delivering a thorough consultation and communication campaign that meets statutory requirements.

## 4. Strategy

### Overarching key messages:

- **More decisions about West Yorkshire taken in West Yorkshire:** devolution is a chance for the people of West Yorkshire to have a much greater say over the issues that affect them, including by directly electing the first West Yorkshire Mayor.
- **More investment for the things that matter to you:** the devolution deal will give our region more powers and funding to address the issues that people really care about, like transport improvements, skills and education, climate change and creating good quality jobs that give people a decent standard of living.
- **More opportunities for our region:** the devolution deal will provide us with more of the tools to help the region recover from COVID-19 and put us at the front of the queue for further devolution of funding and powers in future.
- **Have your say:** this consultation is your chance to have your say on this important deal which will shape the future of our region for generations to come.

### Activity:

The following will be developed in house by the Combined Authority's Communications team. All assets will be co-branded by the Combined Authority and the five West Yorkshire councils and the PCC, so that they can be used consistently by all partners.

- **Digital content** - updated animation and associated assets explaining what devolution means in simple, accessible language
- **Website** – updated web page on the Combined Authority website, linking to the consultation on the Your Voice consultation hub
- **Social media** – including paid Facebook content and Facebook live Q&A sessions
- **Press releases** - targeting local and regional media
- **Media interviews** – opportunities targeting local/regional TV and radio
- **Advertising** – local print and online media outlets as well as radio
- **Development of a toolkit** – enabling councils and other partners can promote the consultation via their channels. To include assets that can be used easily by all partners across their channels.

- **Direct engagement** - community networks and equalities groups to improve accessibility
- **Direct e-shots** – targeting an extensive stakeholder list
- **Stakeholder briefing notes** – core templates that can be used and updated by local partners as required.

The following will be done by our partner, Ipsos-MORI:

- Postal surveys distributed to a representative sample of households across West Yorkshire

## 5. Implementation

### Devolution deal communications

Please see Appendix A for the activity planner. .

### Key milestones

- Eight-week consultation launch – May 25<sup>th</sup> (May Bank Holiday)
- Consultation communications launch – May 26<sup>th</sup>
- One month to go communications – June 19th
- One week to go communications – July 13th
- Consultation closes
- Post-consultation statement – July 20th

### Budget/ resources

- Budget:
  - £15,074 – local media advertising
  - £4,000 – paid social media (maximum)
  - Optional: £14,650 local radio advertising
- Staff:
  - Head of Communications and Engagement
  - Head of External Affairs
  - Design Team
  - Digital Team
  - Communications and Marketing Officer

## 5. Risks

- COVID-19 – the global pandemic will have severe restrictions on the activities of the Consultation Team and prohibit any face to face engagement. It may also represent reputational risk in terms of conducting a high-profile public consultation in this context. Measures being taken to address the accessibility issues are set out in the Consultation plan, and communications messages will frame the consultation in the context of supporting the region's recovery from COVID-19.

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