

Transport Strategy Consultation – Marketing & Communications Plan

Section 1: Governance Details

Strategic Director	David Shepherd, Place
Cabinet Member/s	Cllr Moses Crook, Cabinet Member for Transport and Housing Cllr Munir Ahmed, Portfolio holder Environment and Highways
Strategic Partners (required for quotes/sign off)	
Business Partner	Rebecca Fitton
Senior Comms Officer	Laura Bartholomew
Date of plan	07/08/24
Updated:	14/08/24

Section 2: Project objectives

What does the council/service want to achieve with this activity?

Gather informed responses from identified target audiences within Kirklees and use results of the survey to inform, influence and shape the transport strategy.

Section 3: Campaign objectives

What will communications and marketing do to help achieve the project objectives?

Promote the consultation to target audiences and motivate them to head to the survey interface. 5,000 responses to the survey between 15 October 2024 and 31 January 2025.

Section 4: Project/campaign details

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<p>What is the project about?</p>	<p>Gathering information on how people get around Kirklees, why they travel the way they do (pros and cons) what is important to them on the journeys they take, what they would change and their thoughts and opinions on the proposed visions and objectives of the transport strategy. Responses will inform to inform the Transport strategy and influence transport policies, provision and links in Kirklees.</p>
<p>Who are your audience?</p>	<p>Kirklees resident's representative of the demographic of Kirklees - with a specific weighting on car users.</p>
<p>What do we want our audience to do?</p> <p>e.g. call to action, behaviour change</p>	<p>Feel motivated to take part in the transport consultation.</p>
<p>Where is it taking place</p> <p>e.g. specific location, town etc?</p>	<p>Kirklees wide As part of the consultation drop in sessions will also take place locations/frequency/dates TBC – detail from service</p>
<p>Who is involved?</p>	<p>Lucie Wade, Project Manager, Transport Strategy and Policy Rachael Seymour, Project Manager, Transport Strategy and Policy Rory Davis, Transport Strategy and Policy lead Matthew Ward, Project Officer, Transport Strategy and Policy (Rail) Judith Anderson -</p>
<p>When is it taking place?</p>	<p>Consultation will be live mid-January 2025 to mid 2025 (approximately)</p>
<p>Why is the council doing this?</p>	<p>To inform the transport strategy and prioritise outputs.</p>

Section 5: Evaluation

Campaign Objective 1.

Promote the consultation to target audiences within Kirklees, gaining a **XX% or XX** number of visits to the survey landing page between mid January and mid-April 2025

How will you measure your success at achieving the objective?

Overall click through rate to survey interface/landing page

Individual measurements from each channel/social media platform where possible using unique codes to determine channels.

Campaign objective 2.

XX% Click through rate from survey interface media platform/drop-in sessions to numbers completing the survey between mid January October 2025 and mid-April 2025.

How will you measure your success at achieving the objective?

Comparison of lick through rates from survey interface to completed surveys

Specific questions on the survey should help Identify if the target audience has been represented such as Postcode, age and current and main mode to travel

Section 6: Finance

Campaign Budget:

£20,000

Cost Code:

TBC

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Section 7: How will we let people know about this project?

Select the channels that are most relevant to your project – delete and add to the list to meet the requirements of your campaign.

Marketing and Communications Channels	Audience	Key message	RAG Status	Officer Responsible
Media Relations				
Press Release	Press/residents	Why we're consulting on transport and what it will result in.		
External: Organic social media and web				
Kirklees Together	Residents	Why we're consulting on transport and what it will result in.		
Facebook	Residents	Why we're consulting on transport and what it will result in and link to take part.		
X	Cllrs	Why we're consulting on transport and what it will result in and link to take part.		
Gritter twitter	Residents	Take part in the survey/have your say		
Kirklees Council website (web page)	Residents	Full details of survey and link to take part.		
External: Offline				
Posters type 1:				
<i>Post offices</i>	Residents	Take part in the transport survey		
<i>Dr surgeries</i>	Residents	Take part in the transport survey		
<i>Community centres</i>	Residents	Take part in the transport survey. Support if needed.		
<i>Libraries</i>	Residents	Take part in the transport survey. Support if needed.		
<i>Supermarkets</i>	Residents	Take part in the transport survey		
<i>Religious/community buildings</i>	Residents	Take part in the transport survey		
<i>Colleges</i>	Students and staff	Take part in the transport survey		
<i>University</i>	Students and staff	Take part in the transport survey		
Posters type 2:				

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Marketing and Communications Channels	Audience	Key message	RAG Status	Officer Responsible
Pull up banners	Libraries / Community centres	Have your say on the survey – Drop in sessions/support to complete		
Railing banners in car parks	Car users			
External: Direct mail				
Multi-media				
Animation video – for use in campaigns	Residents/ Commuters/ social media	Positive message about making a real difference to transport/contribute to		
Photos – for use in campaigns	Residents/ Commuters/ social media / Printed	Transport users (all types of transport, demographics, etc)		
E-Marketing/Comms				
Kirklees news	Residents	Details of the survey and why it's important everyone gets a chance to have their say		
Kirklees online account – log in message	Residents	Have your say: Transport survey		
Screensavers – libraries/CSC	Library users	Have your say: Link to transport survey		
Councillor bulletin	Councillors	Share details with your constituents		
External: Paid for media				
Ads: Facebook	Women 45+	Shape the future of transport in your community.		
Ads: Google Ads	Residents	Shape the future of transport in Kirklees		
Ads: Sangam radio (multi language)	South Asian residents (ad played in multiple languages)	Have your say on transport delivery on Kirklees		
Advert: Snapchat	16+ audience	Don't miss out – we want to hear from you too.		
Ad: Yorkshire live media package (printed and online)	Residents – Huddersfield	Shape the future of transport in your community.		Secondary

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Marketing and Communications Channels	Audience	Key message	RAG Status	Officer Responsible
Ad: Dewsbury Reporter (printed and online)	Residents – North Kirklees	Shape the future of transport in your community.		Secondary
Ad: Telegraph and Argus	Residents – North Kirklees	Shape the future of transport in your community.		Secondary
Ad: Asian Standard (printed and online)	South Asian residents	Shape the future of transport in your community.		Secondary
Outdoor Media				
Ad shells train stations	Public transport users	Shape the future of transport in your community.		
bus panels (inside)	Public transport users	Shape the future of transport in your community.		
Town centre screens	High streets/shoppers	Shape the future of transport in your community.		
Petrol pumps	Car users			
Ad shells/bus stops	Public transport users			
Railway/Bus station screens	Rail/bus users			
Post office Adshels	Residents			
Parking machines/foam backed posters	Car users			
Event				
Event: In person - drop in sessions (libraries/community centres)	Residents/offline/ needing support	Shape the future of transport in your community.		
Internal				
Email/briefing to Councillors/MPs	Elected members	Share details with constituents and the importance of taking part		

Prize draws – monthly bus pass rail card or bicycle if take part – could be a number of prizes and winners can choose which best suits their lifestyle.

Photography and b-roll for use in campaign.

Animation video

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Section 8: Campaign Messages/visuals Planner

Date	Channel	Audience	Message	Call to action objectives	Alt Text for image / graphic	Any other information	Image
EG. 10/05/2021		Kirklees residents over 25	Do you know a local hero? Email us at localheroes@kirklees.gov.uk tell us about them, why you think they are a hero and if you can, send us a picture of them doing their bit and we will give them a shout out and say THANK YOU! 🙌 #KirkleesLocalHeroes	Encourage nominations via email localheroes@kirklees.gov.uk	Community champion delivering food parcel to elderly woman at her doorstep.	"Please tag these organisations " Please us the hashtag	

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