



GREATER CAMBRIDGE PARTNERSHIP

Growing and sharing prosperity
— Delivering our City Deal —

COMMUNICATING GREATER CAMBRIDGE'S FUTURE

GREATER CAMBRIDGE PARTNERSHIP
COMMUNICATIONS STRATEGY 2018-19

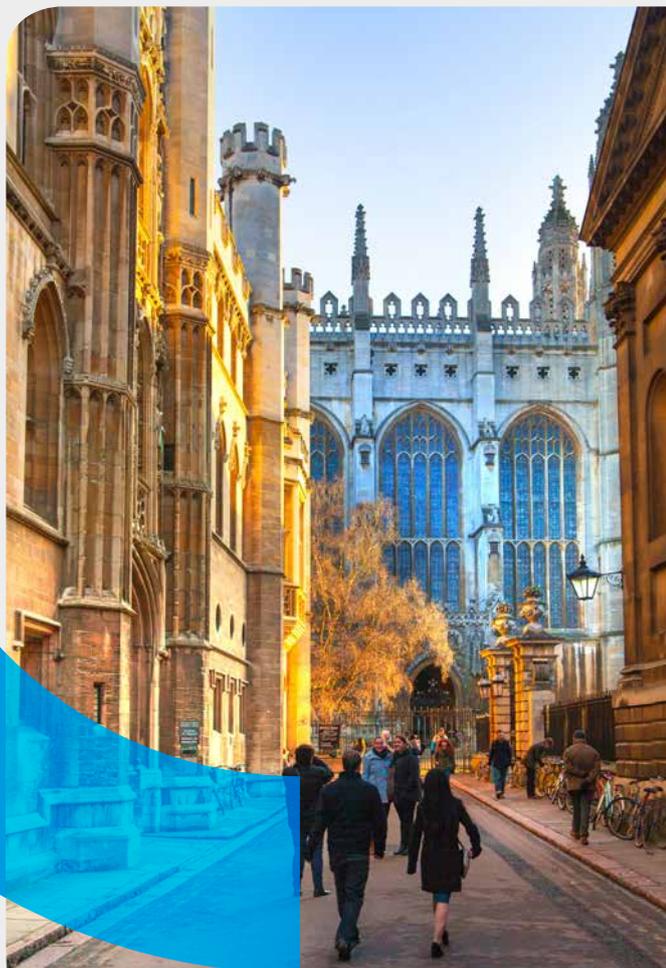
GREATER CAMBRIDGE IS EXPERIENCING SIGNIFICANT GROWTH AND PARTNERS ARE BRINGING FORWARD A PACKAGE OF INVESTMENT TO SUPPORT THIS.

These changes will bring lasting benefits to the city region, Cambridgeshire and the UK, and support the creation of 44,000 new jobs, 33,500 new homes and hundreds of training opportunities over the coming years.

The Greater Cambridge Partnership is working with partners to support vital improvements in infrastructure, public transport, travel and smart technology, and in housing development and skills provision.

Public engagement is a vital part of ensuring that this work is understood, supported and is ultimately successful. That's why we have developed a comprehensive communications approach, which looks at how best to engage our stakeholders and give them every chance to have a say about our activity.

This document summarises our communications strategy.



OUR VISION AND AMBITION

Our strategy is shaped by Greater Cambridge Partnership's vision and ambitions for the future.

OUR VISION:

Working together to grow and share prosperity and improve quality of life, now and in the future.

OUR AMBITIONS:

- ✓ **Transport:** Creating better and greener transport networks to connect people to their homes, jobs, study and opportunity.
- ✓ **Housing:** Accelerating housing delivery and homes for all.
- ✓ **Skills:** Inspiring and developing our future workforce to enable businesses to grow.
- ✓ **Smart:** Harnessing and developing smart technology.
- ✓ **Economy and environment:** Maximising sustainable growth - balancing economic growth with protecting the environment.

Rules of engagement: Our communications approach

The scale and pace of the activity we are undertaking means it is vitally important that we communicate with everyone who is interested in, or impacted by, the plans.

We aim to:

- ✓ **Inform** stakeholders to build awareness of our plans.
- ✓ Ensure everyone can **engage** in a two-way discussion: we're listening to your views and **responding** to queries or concerns.
- ✓ **Inspire** residents, commuters and businesses in and around the region to support the vision of an economically vibrant Greater Cambridge.

Delivering our priorities in 2018-2019:

Informing: Building upon recent improvements, we are developing communications which reach our stakeholders, so we can keep them informed and engaged. In 2018-19, these will include:

- ✓ Regular public meetings, briefings and engagement events, targeting a range of audiences, and attending pre-existing events such as business events and pop-up information stands.
- ✓ Providing updates by email to stakeholders who have agreed to stay in touch with us.
- ✓ Up-to-date online content, social media posts and updates in local and regional news outlets.
- ✓ Comprehensive public engagement and consultation programmes to support the development or delivery of specific schemes.

Engaging: We appreciate how much knowledge is held within our local community. We want to tap in to this wisdom and experience and give our stakeholders the chance to influence how they travel to and from their places of work or study and where they spend their leisure time.

We also know that the improvements we are suggesting mean that it can get quite complicated for some people, some of the time. For these reasons, we want to ensure we communicate with a wide variety of people who live and work in Greater Cambridge and beyond. We won't just sit and wait for our stakeholders to come to us. We are committed to going to the places they spend their time to meet with them and find out their views.

Whatever method we use to communicate, we will always give people an opportunity to feedback on our activity.

Responding: We will respond openly and honestly to any questions or feedback we receive, working to Cambridgeshire County Council's Customer Service Standards. As well as meeting people at events and at our Community Forums, we have set up Facebook, Twitter, Instagram and LinkedIn accounts - which have thousands of followers so that we can engage in online conversations about our work. If our stakeholders want to send us a message, an email, call or meet us at an event, we will be happy to chat, listen and answer queries.

Inspiring: We are working to improve the quality of life for those living and working in Greater Cambridge. With the rise in population of the area, it is important we act now. We need stakeholders' help to support this work. Our communications will help us do this by enabling people to understand and visualise what the future could look like or help them, with or without the improvements we propose.

Who we are talking to:

The improvements which will be brought by the work we will be carrying out will benefit a wide range of people.

In order for our communications to reach the people we want to speak to, we will use the most relevant and effective channels to meet the needs and preferences for each stakeholder group. This includes local residents, commuters, businesses, community groups and elected members (e.g. parish, district, county councillors and MPs).

We are very aware that many of those who will benefit from the improvements also live slightly further afield, for example in satellite towns and villages. It will be important to liaise with employers in the area to give messages to their staff and use innovative ways of communicating to commuters as the pass through specific areas.





How we communicate

Reaching out to people: Projects are happening across Greater Cambridge. To ensure all stakeholders can get a full picture of what is happening where they work, live or visit, we will increasingly carry out 'place-based' communications in local areas across the city region.

We will communicate about the following existing projects in these areas:

Greater Cambridge (North) – A10, Milton Road, Histon Road, Chisholm Trail, Greenways and City Access

Greater Cambridge (East) – Newmarket Rd, Greenways and City Access

Greater Cambridge (South) – Cambridge South East Transport Study, Greenways, Chisholm Trail, M11/Junction 11 Park & Ride, Cambridge South Station

Cambridge Central – City access, cycling projects, Making Space for People

Greater Cambridge (West) – Cambourne to Cambridge, M11/Junction 11 Park & Ride, Greenways, A10 Royston to Cambridge foot and cycleway

Some of our projects cross-over all areas including our proposals to reduce congestion and improve sustainable travel and public transport in Cambridge, for more Rural Travel Hubs in South Cambridgeshire, our plans to make travel 'smarter' using technology, and our support for the Mayor and Combined Authority's development of a new metro system.

We will hold regular community forums in these areas, which give the public the chance to hear updates from the teams that work on the projects in the area, ask questions and talk things through with us. We will use pre-existing meeting structures where possible, allowing stakeholders to gain an update about their area in one place. In areas where existing meetings are not currently held, we will find a similar, alternative option.

We will also communicate in the following ways across the city region:

- ✓ Through our website – www.greatercambridge.org.uk - where details of all our events can be found
- ✓ Holding our own community meetings and events and attending relevant events held by other bodies.
- ✓ Placing pop-up information stands at central community locations, including high streets, well frequented community buildings and public spaces.
- ✓ Signage or information at relevant commuting hot spots, like bus stops, Park & Rides, train stations, roads, and on buses.
- ✓ On our Facebook page (@GreaterCam) through Twitter (@GreaterCambs), Instagram (@greatercam) and LinkedIn (Greater Cambridge Partnership)
- ✓ Through local, regional, broadcast and online media.
- ✓ Using bespoke leaflets.

As well as communicating in and around your local area, we will also continue to inform and ask for relevant stakeholder opinions on specific projects. For example, we will hold project-specific workshops and meetings, as well as running consultations to gather information and views from local stakeholders before making key decisions.

Plain-speaking: our commitment to clarity

It's important to us that everything we say is accessible and easily understood by all. If any of our communications are needed in an alternative format, we will provide this as soon as possible. We will always act ethically and lawfully.

Finding out what our stakeholders think, listening to their ideas and answering their questions is vital. We will be open, honest and transparent in our conversations and will respond as quickly and accurately as possible to queries.

FIND OUT MORE AND GET INVOLVED

Call: 01223 715454

Email: contactus@greatercambridge.org.uk

 greatercambridge.org.uk

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 Greater Cambridge Partnership

 Events: greatercambridge.org.uk/events



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