

Comms Action Plan – Covent Garden Closure

W/c 16 January	Email to update Executive Email to update Ward councillors and All Councillors	Provide narrative FAQs	HJ
w/c 16 January	Send out letters (display in basement) to the Space tenants Season Ticket Holders re Closure, displacement to permit holders with alternative options	QR code to link to website	NB/ZC
w/c 16 January and ongoing	Briefings to key stakeholders – use Transformation Board for most <ul style="list-style-type: none"> • Town Council • Chamber of Trade • Events team • Shakespeare’s England • Intranet/5 things for staff • Town centre businesses • WCC – highways – separate HJ • BID – separate - CE/HJ 	Agree format for these Who will attend? What documents/info do we need?	HJ
From 29 Jan	Public engagement – <ul style="list-style-type: none"> - Press Release - Webpage live - Social media - Put up posters in Covent Garden/town centre - Leaflets/posters - Residents’ newsletter - Weekly update from AD/CE 	Countdown type messages: We are closing on 12 Feb, 6pm We are closing on Sunday We are closing tomorrow This car park is now closed	HJ/Media

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Sunday 29 January	Public engagement <ul style="list-style-type: none"> - market stall or presence at Covent Market - posters in Covent Garden - visit businesses in person 	Hand out postcards Need large scale map for alternative car parks Choose how you move info Collect and update FAQs on website	ZC/NB
1 Feb	Build up messages the week before Posters Leaflets put on cars parked in Covent Garden – closure date/QR code	Countdown type messages: We are closing on 12 Feb, 6pm We are closing on Sunday We are closing tomorrow This car park is now closed	Media
1 Feb	Press release/website update Share closure process, which gates will have access, how long they have to get out etc. What is happening to the car park? Locked/demolition/no access/not safe etc...	Alternative car parks Free parking at RSH- weekdays Message to staff about parking at RSH	NB/Media
Friday/Saturday 10/11 Feb	Weekend of closure Posters at site High Social media presence Tag all linked accounts/groups Residents' newsletter	This car park is closing on Sunday 12 February at 6pm Alternative car parks What happens if your car is inside after the date?	All
Sunday 12 Feb, 6pm	Covent Garden Closes Press release – details of displacement plan Social media Website updates Newsletters	Link to alternatives Park and stride Vision for the car park – feasibility study	All

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Monday 13 February	Contractors on site all week ahead of 20 Feb half term break Narrative to focus on: <ul style="list-style-type: none">- demolition - timescales- feasibility and design of Hub	hoardings – investigate opportunity for some advertising/messages here from Bid/local businesses and simple map/QR code linking to alternative car parks	NB
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