Date	Promotional item	Comment	Who
w/c 16 Jan	Press Release/narrative 1. Health and Safety 2. Demolition 3. Feasibility of development of a hub	Quote from Moira-Ann Grainger	NC
w/c 16 January	Develop promotional material: Website page developed with QR code Map of town to show car parks Highlight short stay/long stay carparks & distances Pre-empt/prepare Q&As Brief promotional material: • Posters (feature QR code) Closure date/alternative car parks • Social media cards • windscreen leaflets • update website • Large version of map for market stall/arrange support	Agree narrative: • Reasons for closure – safety/costs • Displacement • Safety/accessibility • Air Quality/carbon footprint • Vision for the site • Park & stride campaign/Choose how you move Agree role of rangers	NC/HJ
	Put FAQs together	Who are they being sent to? What is the process?	All
16 January	 Book market stall 29 January Brief promotional material Postcards for the market/businesses - free parking on one side: map & QR code on other side (survey) Promote date on social media Ask CJs to promote in their publicity 	For 27 January	HJ/Media

W/c 16 January	Email to update Executive Email to update Ward councillors and All Councillors	Provide narrative FAQs	НЈ
w/c 16 January	Send out letters (display in basement) to the Space tenants Season Ticket Holders		NB/ZC
	re Closure, displacement to permit holders with alternative options	QR code to link to website	
w/c 16 January and ongoing	 Briefings to key stakeholders – use Transformation Board for most 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 – - 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

Sunday 29 January	Public engagement 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

Monday 13 February	Contractors on site all week ahead of 20 Feb half term break	hoardings – investigate opportunity for some advertising/messages here from Bid/local businesses and simple map/QR code linking to	NB
	Narrative to focus on: - demolition - timescales - feasibility and design of Hub	alternative car parks	