

This sets out the agreed communication protocols to be established jointly for all Partners.

AIMS

- To ensure clear and consistent messages are delivered.
- To equip spokespeople with the information they need to deliver these messages.
- To effectively manage the reputations of all the Place Board members
- To increase public awareness of the Lowestoft Place Board, and the benefits it brings
- To manage proactive communications, especially media relations.

It is recommended that this protocol is reviewed every year by the Place Board to assess their effectiveness and plan future developments.

TRADITIONAL MEDIA RELEASES

For proactive media releases to local, national, and specialist media the following will apply.

- The date and timing of the release of proactive announcements to the media will be jointly agreed by East Suffolk Council and the Place Board Chair.
- Neither East Suffolk Council nor Board members may offer story advances or exclusives to reporters without prior approval / agreement with the other partners.
- All press releases will include a quote from the Chair of the Place Board and East Suffolk Council.
- An agreed format for joint press releases, including a header, and contact details at the end (see consistent branding section)
- To fit within existing media protocols for organisation. Joint press releases will have each set of contact details, as required by each organisation, and - where practicable - be issued to all Partners four hours before release to the media.
- All press releases need to be signed off by East Suffolk Council's communications team (communications@eastsuffolk.gov.uk)

FOR MEDIA ENQUIRIES REGARDING THE PLACE BOARD, THE FOLLOWING APPLY:

Place Board Members are requested to inform the communications staff if they have commented to the media on Place Board matters.

- Responses will be prepared by ESC and will involve the Place Board Chair and/or the appropriate Place Board sector representative. A list of Place Board members can be found here: www.eastsuffolk.gov.uk/business/regeneration-projects/lowestoft-towns-deal-and-levelling-up.
- If clarification is required as to which person to contact for comment, or for general Place Board enquiries, please contact either thinklowestoft@eastsuffolk.gov.uk or communications@eastsuffolk.gov.uk.
- Although media timings may mean that it is not possible for both parties to approve a response before it is issued, this should be aimed for.
- Councillors may be approached for a political perspective and will need to be briefed, which will be done by communications staff.
- Where a joint response is not necessary, or where it has not been possible to issue a joint release due to media deadlines etc, the final response will be emailed to the Chair and the other Board members for information.
- Key spokespeople (councillors and officers) contacts to be shared as well.
- Communications staff to ensure spokespeople are well briefed and know they may be called on for comment.

SHARING INFORMATION / MATERIALS

- Place Board members will advise each other in advance of making any communication about the Lowestoft Place Board providing copies of prepared and /or material at least three working days in advance of their release or before they go to design/print for comment/ sign off.
- If material cannot be easily changed (for example designed/ printed documents) these should be shared with the other members at proof (copy) stage.
- In instances where there is no forewarning of the communication (for example, a media enquiry), the member involved will advise the other members of the communication immediately after the enquiry is made.

CONSISTENT BRANDING

- A visual identity guide has been created for Lowestoft through the placemaking initiative, Think Lowestoft, and consists of free assets for all to use including imagery, colour palette, logos and fonts to provide Lowestoft with a place brand. Place Board members are encouraged to use this for communications to ensure a consistent look and feel. For further information on the branding and how to use it, please email thinklowestoft@eastsoffolk.gov.uk.
- All members will be named (and / or their logos used) in materials and collateral created.
- The Place Board members will send draft versions of any material relating to the Lowestoft Place Board to communication leads for approval 7 days in advance of their proposed use or at draft stage.
- The Place Board Chair and East Suffolk Council will then agree if material is suitable for publication and have full editing powers.
- Any branding requests please contact East Suffolk's Regeneration team via email, thinklowestoft@eastsoffolk.gov.uk.