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**Project Communications Plan (March
2015)**

Blackburn to Manchester Rail Scheme - Communications Strategy & Action Plan*

* This is a live document that will be regularly reviewed and amended as required at key project milestones.

Communications Strategy

This document outlines the proposed communications strategy to support the communication and engagement process required for delivery of the Manchester to Clitheroe rail scheme project.

Activity will broadly focus on the following key areas:

Engaging with the media Strong relationships with the media are important for cascading information to the varied audiences affected by the scheme.	Engaging with the public Effective engagement with both rail and non rail passengers.	Engaging with stakeholders Effective engagement with stakeholders will be key in ensuring there is continued support for the scheme.
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Audiences

<ul style="list-style-type: none">• Local communities<ul style="list-style-type: none">• Rail passengers• Non rail passengers (general public)	<ul style="list-style-type: none">• Key influencers and stakeholders<ul style="list-style-type: none">• Community Rail Lancashire (Clitheroe Line Community Rail Partnership)• Local Councillors• Local MPs• Local businesses
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- **Action Plan**

Objective	Audience	Activity	Suggested Date
Engaging with political stakeholders	Politicians and local elected members	<p>Briefing notes</p> <p>1. <u>Project overview</u></p> <p>Distribute regular briefing notes for members – reiterating what the project is about and proposed project programme/timescales.</p> <p>Distribute briefing notes to MPs</p> <p>Briefing notes on the councillor portal on the council intranet and staff intranet.</p> <p>Regular updates on progress.</p> <p>2. <u>Milestones</u></p> <p>Updates on progress and when key milestones have been reached</p> <p>Face to face briefings As and when necessary for key stakeholders</p>	<p>2015</p> <p>Communication will be required through the construction phases</p>
Engaging with the public	Rail passengers, general public and businesses	<p>Regular Update Reports To update the general public on progress during the construction phase. This will be on the Councils' websites and through usual PR channels</p> <p>Intranet Maintain web presence for the project to include latest news, frequently asked questions, downloadable plans and project timetable.</p> <p>Social media Publish key progress on the scheme via twitter and linked to community facebook pages – linking back through to the Councils' web pages.</p> <p>Deposit locations</p>	<p>2015 onwards -</p> <p>Information on the project will be vital during the construction phase informing rail passengers, non rail passengers and businesses of planned works to</p>

Objective	Audience	Activity	Suggested Date
		placement of plans in libraries and other key locations where necessary Ensure Council contact centres are fully briefed on programme and progress and develop any FAQ's on a continuing basis.	mitigate disruption and inconvenience.
Engaging with the media	Media relations and trade press	News releases Issue joint press releases throughout the project Updates when key milestones achieved	2015 onwards
Engage with stakeholders		Regular meeting with the project team and key stakeholders where appropriate throughout the project Community Rail Lancashire (Clitheroe Line Community Rail Partnership)	2015 Communication during and following construction phases.

Action plan

PR	Messages	Audience	Timescale	Action	Lead
To promote the overall key message about the scheme and the investment	From April to October, train services on the Clitheroe to Manchester rail line will be affected by planned engineering work as part of the delivery of our local rail priority and Northern Hub and NW electrification.	Local Community Stakeholders Media	March 2015	Press briefing with LT and BN – with timescales (does this need to include Bolton News)	LH/JS – BwD
	Over £1bn is being invested in the North's rail network over the next 5 years as			Information to members Presentation to RVR (Sat 14 th March Clitheroe) PR to include: BwD Shuttle info	JS JS LH

	<p>part of a plan to improve travel between Manchester, Liverpool, Preston, Leeds and York in order to support the regions long term economic growth.</p> <p>Major engineering works are now required at Farnworth tunnel to deliver a twin track electrified network through the up bore in order to create an electrified network for the Preston –Bolton – Manchester corridor.</p>		<p>Social media inc community sites and partner sites – using agreed hashtag #</p> <p>Websites – BwD, BwD CONNECT, partner websites, Community Rail Lancashire</p> <p>Meet the manager events at Darwen and Blackburn rail stations in partnership with Network Rail and Northern Rail ahead of the planned disruption. These will take place in April/May</p> <p>Letter drop for all properties backing onto the line affected by the work prior to commencement of Darwen passing loop works in July.</p> <p>Information to local businesses and business networks inc BID and Darwen Town Centre Partnership</p> <p>Community rail noticeboards</p> <p>Council intranet –</p> <p>Schools bulletin (however the service disruption for our works will be during Summer break so information more for parents during holiday period)</p>	
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				Info also to: College and university centre HIVE Partner organisations like RB Hospital, CVS,	
Rail line will be affected by planned engineering work	Rail replacement bus services to Manchester from Blackburn	Local community Media	Sunday March 29	As above	
Rail line will be affected by planned engineering work	Rail replacement bus services from Blackburn to Manchester	Local community Media	Easter weekend: Friday April 3rd – Monday 6th:	As above Community Rail Lancashire presentation at Management Board in April	
Rail line will be affected by planned engineering work	Rail replacement bus services from Blackburn to Manchester	Local community Media	April weekends: 11th/12th, 18th/19th, 25th / 26th:	As above	
Rail line will be affected by planned engineering work	Weekdays: hourly rail service only from where? Weekends: rail replacement bus services from where?	Local community Media	May – October (Saturday 2nd May – Sunday 4th October)	As above	
Rail line will be affected by planned engineering work	From May 17 th a new service will be in operation which will provide direct rail access to Manchester from Blackburn.	Local community Stakeholders Media		As above	

	This is the new Blackburn Accrington, Burnley Manchester Rd Todmorden curve service.				
Rail line will be affected by planned engineering work	<p>Major milestone</p> <p>Additional blockage for Darwen to deliver the necessary infrastructure to create an extension to the passing loop at Darwen.</p> <p>Rail replacement Blackburn – Manchester during this period Mon – Sun</p>	Local community Stakeholders Media	July 18th – August 24th	As above	