

APPENDIX 2

Safely Reopening the High Street Communications Strategy June 2020

Contact: Jordanna.rawlinson@tameside.gov.uk Thomas.evans@tameside.gov.uk
Communications@tameside.gov.uk

1. Introduction

As lockdown restriction ease and more non-essential businesses are able to open, a public information campaign is crucial to ensure employers feel supported, and employees and customers feel confident that it is safe to reopen.

We will utilise campaign materials and messages developed/delivered/supported by GM partners: the Growth Company, GMCA, LEP, LAs, TfGM, business organisations, Marketing Manchester and health bodies. We will adapt these to any specific Tameside messaging

The campaign will focus on three areas: **workplace, travel and public realm** and will work towards the underpinning ethos of building back better.

The campaign will also target different times of year as we recognise there will various times to remind people of the messages and in different ways. This would include a campaign around Christmas time and promotional efforts in autumn when people will be making more regular journeys by car.

2. Campaign Aims

- a. To encourage business owners, staff and customers to follow government guidelines
- b. To have the safe return of staff to work and the general public to safely return to more normal ways of life
- c. To encourage customers to shop safely and responsibly
- d. Build trust and confidence in a 'Safe Tameside'
- e. Promote Safe Tameside over the next 12 months including Christmas

3. Campaign Objectives

- a. Raise public awareness of the importance of the safety measures and guidelines in place for the safe opening of businesses and utilising those businesses
- b. Raise awareness with employers/business owners of the steps they need to take and can take in order to make their premises COVID safe for opening
- c. Raise public awareness of measures in place to support safe access and travel to shops/work
- d. Build back the local economy and livelihoods with an increased number of businesses open and operating safely

4. Target Audiences

- a. Employers
- b. Employees
- c. General public/customers

5. **Overarching Key Messages**

- a. Safely Reopening Tameside
- b. For information advice and support visit www.tameside.gov.uk/safetameside
- c. Supporting employers, employees and customers so they are aware of the information they need to work, travel and shop safely during the continuing pandemic
- d. Working together to build back our economy safely
- e. Play your part
- f. Shop local, shop safely
- g. Welcome back
- h. Let's look after each other

6. **Strand specific key messages**

Workplace messages

- Tameside Council is working closely with its partners in the business community to support safe practices in the workplace
- Businesses are putting safety measures in place and should have advice and information readily available to staff and customers
- Where possible businesses are encourage to offer flexible working patterns for their employees. This includes staggered start times and encouraging working from home where possible
- Employers are urged to provide good hygiene facilities
- A selection of downloaded materials include posters and risk assessments are available for businesses to use through the following link <https://www.tameside.gov.uk/safetameside/toolkit>
- Provide mental and physical health support for employees
- Businesses are encouraged to take all reasonable steps to ensure staff can maintain a social distance in the workplace. In cases where there is not possible everything practical must be done to prevent risk of transmission
- Restaurants, bars and takeaways are encouraged to follow updated guidance on how to [keep workers and customers safe](#).
- For more information on working safely in Tameside please visit www.tameside.gov.uk/safetameside

Commuting messages:

- Stay at home as much as possible.
- Only travel if necessary – work from home and staying local is encouraged where possible
- It's important to protect public transport for those who cannot make the journey another way
- Residents are encouraged to cycle or walk to work if they can
- Due to social distancing there will be limited space on transport services and people may have to wait. Residents are encouraged to please plan ahead, avoid the peaks and be patient when travelling.
- Face coverings are now mandatory when travelling on public transport. It will be the individual's responsibility to provide this, and can be a simple scarf or bandana.
- Please wear a face covering (such as a mask or scarf) if you find yourself in a busy public area and when using public transport.
- Everyone is expected to wear a face covering if they can, but exemptions include children under the age of 11, anyone with a disability or condition which means they are unable to wear one, transport staff and emergency services.
- From 22 June Metrolink services will now run every 10 mins instead of every 12 mins

- Hand sanitiser dispensers are being placed at bus stations and interchanges from mid-June and this could be expanded to other stops
- Travel prices for people working flexibly and traveling less often will be discounted to reflect the changing patterns
- For more information on travelling safely in Tameside please visit <https://www.tameside.gov.uk/safetameside/travelsafely>

Public places messages:

- Shoppers are advised to maintain a social distance of at least 1m between other shoppers and staff, this also includes why queuing to enter a store.
- Shoppers are encouraged to follow any new guidelines or layouts set out by the store they are visiting.
- Customers are encouraged to shop responsibly and leave the area once they have the items they need
- Tameside libraries will begin a phased reopening from [date]
- Restaurants, bars, pubs hair salons and barbers will reopen in Tameside from [date]
- Playgrounds in Tameside's parks will be in public use again from [date]
- Portland Basin Museum and Astley Cheetham Art Gallery will also be open again from [date]
- Cinemas, community centres, social clubs, outdoor gyms and places of worship across the borough will be able to open from 4 July
- Welcome back to [town]. For information on shopping local and shopping safely please visit www.tameside.gov.uk/safetameside
- Residents must not leave the house or head to the shops with any of the following symptoms: a persistent dry cough, a high temperature, shortness of breath or a loss of taste or smell.
- Please wear a face covering like a mask or scarf if you're in a crowded area or using public transport.
- Tameside Council is working with shops and retail locations to where pinch points are developing but shoppers are advised to be responsible when joining queues.
- You can report any concerns of businesses not operating safely or any arising public space issues by emailing publicprotection-es@tameside.gov.uk
- For information on shopping local and shopping safely please visit www.tameside.gov.uk/safetameside.

7. Strategies

- a. Utilise GM branding and assets available and adapt to Tameside specific messaging
- b. Use mostly visual means to put the message out and ensure any wording is jargon free and understandable
- c. Draw on civic pride to add a sense of community which is missing from national messaging.
- d. Use communications channels as below to share messaging ensuring a broad range of online, print and broadcast so that the messaging is accessible
- e. Vary voice/tone/pitch depending on target audience
- f. Use consistent, clear messaging to build confidence in a safe GM and safe Tameside
- g. Use active community members and stakeholders to support getting the message out
- h. Produce a business support pack to send to all businesses within the borough including information leaflets
- i. Run the campaign in a set of tranches for different seasons, which will have different aims. This includes a campaign around Christmas time and a campaign when the roads are busier and we can expect a different set of customers in our town centres
- j. Make the campaign highly visible in and around the 6 shopping town centres

9. Channels

Timing	Channel	Audience	Notes
Ongoing	Website	All	Ongoing Needs 'Travel Safely' button adding and content. Needs content adding to shop safely button
Ongoing	Social Media	All	Messages scheduled and toolkit shared with partners. Pinned post Social media cover pictures Have a focus each week
Monday 8 June	Press release	All	Launch of campaign
w/c 22 June	Tameside Radio	All	News Bulletin advert directing to the webpage before ever hourly news report
18 June Ongoing	Tameside and Glossop reporter	All	Half page Advert (repeat with different ongoing messaging)
July	Tameside Correspondent	All	
As needed through campaign	Purple Wifi E-shots	Residents, workforces and visitors. Over 16,000 signed up. Can filter and target audiences	Once per month or bi-monthly
As needed through campaign	E-News	All (those who are signed up) 417 people as of 18 May 2020.	Issued monthly, could promote bi-monthly
As needed through campaign	Information Ambassador Network E-Newsletter	over 300 local community groups/shopkeepers etc	Issued weekly. Could aim for monthly/bi-monthly
As needed through campaign	Head Teachers E-Newsletter	Teachers, parents, pupils	Quarterly
As needed through campaign	Partnership Engagement E-Newsletter	Key Stakeholders	Issued monthly, could reference bi-monthly
As needed through campaign	Leader's Stakeholder briefing	Key partners	Issued each week but could include reference monthly/bi-monthly
As needed through campaign	Leader's Blog	All. Online and column in the Tameside Reporter	Blog is weekly but could include campaign reference monthly or bi-monthly

As needed through campaign	Ashton Market Video Screen	Residents/customers and traders	Ongoing
As needed through campaign	Steven's brief	All staff	Use for each tranche of campaign
As needed through campaign	CCG Update	GPs, practice managers, practice nurses and Single Commission staff	Could promote bi-monthly from health angle
As needed through campaign	Live Wire	All Staff	Promote in Wire for each tranche of campaign
As needed through campaign	Staff portal/Intranet	All Staff	Promote monthly or bi-monthly depending on
Christmas	The Citizen	All	Next edition at Christmas will feature considerable info on shopping

10. Evaluation

- Media and channel coverage
- Social media analytics
- Web page hits
- Number of businesses/traders safely operating
- Number of reports of concerns

11. Cost Plan

Item	Cost	PO Number/budget	Frequency
Full page Advert About Tameside	£275 x4 (£1100)	High Street	Every quarter
Half Page Advert Tameside Correspondent	£245 x4 (£980)	High Street	Every quarter
Full Page Ad Tameside Correspondent	£450 x4 (£1800)	High Street	Every quarter
Probash Bangla Online TV Advertising	£480 x4 (£1920)	High street	Running every quarter
Tameside Radio 4 adverts a day over a 4 week period	£550 x4 (£2200)	High Street	Every quarter
30 railing banners (3000mm x 600mm) general call to action to visit website for info	£930 per set of 60 Repeat with new messages x 4 TOTAL £3720	High Street	Use for each quarterly tranche of campaign
Bollard Covers x 300	£4153.50	High Street	Summer/Christmas
Leaflet print and distribution to all	Asked Rob Briggs	High Street	As soon as possible

businesses			
300 A4 posters and 20 A1	£320	High Street	New set of posters per quarter
2000 A5 flyers	£420	High Street	Use flyers later in campaign Might not be able to use flyers
2 billboards and 7 adshells	£3000 x3	High Street	Three times through campaign
Full page ad Reporter	£575 x4 (£2300)	High Street	Every quarter
Half page ad Reporter	£350 x4 (£1400)	High Street	Every quarter
Boosted Facebook posts	£2000	High Street	Use £500 ads at 4 times during campaign
Half page ad MEN Tameside	£600 x4 (£2400)	High Street	Every quarter
Photographer for 1 hour	£140	High Street	Book for either Christmas or summer theme
30 bus backs	£3500 x3 (£10500)	High Street	Use for Christmas/Autumn/Spring tranches of campaign
Video	£1000 approx x4	High Street	A new video for each quarter
Motorway screens/other commercial signage	£3600 x3 (10800)	High Street	Autumn, Christmas and Spring usage
Building height banners	£250 x12 (£3000)	High Street	To go up as soon as possible and remain through campaign
Advertising on Reporter website (homepage takeover)	£750 x4 (£3000)	High Street	Every quarter
Advertising on Correspondent website	£80 x 4 (£320)	High Street	Every quarter
Additional digital advertising	£5000	High Street	
400 correx signs (use on lampposts)	£1000	High Street	Running from carparks to town centres
400 floor stickers	£1560	High Street	Through town centres, remaining during campaign
Emails to businesses in borough (targeted)	Get quote	High street	4x through campaign
Banners on lampposts	Get quote (potential cherry picker quote needed too)	High Street	Leave banners up, change 4x through campaign
Total	£73033.5		