

Leisure Complex and Bus Station Programme Board: March 22

Communications Update

The communications team continues to work within the scope of the bus station communications strategy, which is committed to providing clear, transparent and timely information about all aspects of the redevelopment project. Activity continues to focus on:

1: Communicating all key decisions

We ensured key stakeholders, passengers and the wider public were fully aware of the decision to temporarily suspend plans to close Exeter Bus Station.

A co-ordinated approach was taken with our development partner, the Crown Estate, as well as Stagecoach, Exeter BID and others to ensure passengers and the wider public were fully aware of the decision and the reasons behind it.

The information was distributed through social media, the council's website and the local media, with a series of interviews with the lead councillor on TV, radio and in print.

The council's short video highlighting the decision and the reasons behind it was viewed by thousands of people on Facebook and Twitter.

All key information is made available on the council's website.

2: Communication with shops and businesses

Several businesses in Sidwell Street recently expressed concerns about the length of time work was taking on the temporary bus facilities in the city centre.

The communications team were able to provide regular updates on the progress of the work and speak to those affected, by liaising with contractors and the project team.

Information is being provided for business directly affected by the wider redevelopment plans wherever possible. We will help to highlight and give publicity to businesses in Paris Street who are relocating.

3: Communication with key stakeholders

We are working closely with key stakeholders including the Crown Estate, Stagecoach, Exeter BID, Princesshay, passenger and transport user groups over all aspects of the redevelopment.

The Crown Estate continues to make good progress with its plans for the redevelopment and communications are being coordinated with them to highlight key milestones.

4: Communicating directly with Exeter residents and the wider public

Information is being provided and distributed through social media, the council's website and the local media.

The council ensures timely and accurate information is distributed about key events like the Emergency Meeting at the Guildhall on Tuesday night, using social media and the council's website.

The communications team also assisted in ensuring residents with disabilities were able to attend the event by prior arrangement.

Through the dedicated phone line for questions about the project – 01392 265880 – the communications team continues to deal with queries concerning all aspects of the development from the public and businesses.

5: Communicating with the media

Key information is provided to the media and has helped to contribute to widespread coverage, particularly of recent events.

There is a huge appetite for information about the project from the local media and they are assisted in providing that coverage as much as possible.

The Express & Echo recently published a lengthy open letter from the Council Leader highlighting the current issues surrounding the project.

The media remains a key communications partner and their continued interest in this key development is appreciated.

6: Future communications

We will continue to ensure the public and key stakeholders are kept fully informed of all the latest developments in a timely and transparent manner.

A coordinated approach with our development partner the Crown Estate will continue, to highlight and promote this hugely important redevelopment and the work being done to ensure its successful delivery.