

tie Limited

Paper to : **tie Board**
Subject : **Communications Update**
Date : **24 October 2006**

1. Corporate Communications

1.1 Internal Communication

Internal Communications have been issued on:

- A project update from Willie
- tie Culture Club achievements.

1.2 Stakeholder Communications

John Boyle has joined tie to further complement the Stakeholder and Communications team. As Director of External Affairs John will be working closely with Mike Connelly, Stakeholder Relationship Manager and Suzanne Waugh, Head of Corporate Communications to develop and deliver the Stakeholder and Communications Strategies.

Work in the last month has concentrated closely on the Princes Street Association, The Chamber of Commerce, the FSB and Transform Scotland.

1.3 Reward & Recognition

The next reward and recognition announcement will be at the end of October.

1.4 tie Corporate Team Meetings

The first lunch session was hosted by Willie on 18 October. A review of thoughts and feedback is underway.

1.5 Staff Newsletter

We are now four newsletters in and working to deliver the fifth, feedback has been excellent. Detailed feedback will be gathered in the fifth edition to ascertain preferences and required content.

1.6 Website

The new look tie website will launch on 27 October. Photography was completed on 2 October and looks excellent. A second tranche of photography of the Non Exec Directors will take place over the coming weeks.

1.7 Intranet

Work to deliver an intranet has started and plans continue to be developed through HR, Comms and IT.

2. Tram Public Relations & Media

2.1 Tram Press

A lower level of coverage has been delivered over September and October. Negative coverage concentrated on possible delays with delivery of the project and calls for the utility work to be delayed until post election. Letters were balanced with criticism over advertising with positive letters printed correcting and responding to negative letters.

Further trade coverage received on the MUDFA contract award.

Proactive media work has concentrated on press releases for the addition of the timetable of works on the tram website and the next round of Community Meetings

2.2 Newsletters

The next tramtime newsletter is being issued the first week of November.

Three new weekly stakeholder newsletters have also been issued this month.

2.3 Strategy

Work to deliver the 'hearts and minds' campaign for trams continues.

Delivery this month included radio adverts airing on Radio Forth, 98 sheet billboard advertising, an ad van circling the city, posters and information stands for the Western General Hospital, bus and bus shelter advertising campaign throughout the city and factsheets being added to the current suite bringing the total to nine.

Work to deliver the Communication Strategy that feeds into the draft final business case has been completed and will be formatted and feedback received over the coming week.

2.4 Stakeholders

Meetings with Cllrs continue to be scheduled and attended by Willie Gallagher. With Parliament back in business meetings with MSPs and MPs are scheduled for October and November.

A trip to Dublin took place on 19 October and was well received. A further visit to Nottingham is planned for 14 November.

2.5 Consultation

The next round of consultation meetings showing the preliminary design to frontagers started this month with the two Roseburn Corridor meetings being held. This is the second meeting frontagers will have had. 16 meetings are planned between now and the end of the year.

The first of six public tram events takes place. The event for the Roseburn Corridor area takes place on 26 October. 5,500 invites were issued and 400 laminated posters put up throughout the area and the corridor to advertise along with a press release to the Evening News. Information stands and been developed specifically for these events.

3. EARL

3.1 Media

EARL has received a large amount of coverage in September relating to the Preliminary Stage Report and Debate. During October the debate has continued in the press, specifically focussing the SNP stance, tunnelling and the SNP referring to EARL as 'Holyrood Project Mark II'. Positive pieces, however, have been supportive letters and editorials from Cllr Ewan Aitken, promoting the benefits of EARL; a supportive article by Bill Jamison, underlying the positives that the scheme will deliver and a letter to the editor from Cllr Donald Anderson defending EARL.

Key messages have been re-worked with Transport Scotland and a further workshop is being held on 26 October to develop a fresh approach to EARL communications with the media and stakeholders. EARL factsheets are also being produced.

3.2 Parliament

It is anticipated that the Consideration Stage hearings will take place in mid to late November. An assessor has been appointed and this will involve a short, intensive period where evidence will be given four days per week.

The EARL communications team will ensure the findings are conveyed to stakeholders and the media, and any media coverage is managed.

3.3 Stakeholder

Continuing the stakeholder communications process, the team attended Newton Community Council's monthly meeting in September and Kirkliston Open Day on 17 October, providing a project update and answering any questions. Flyers, posters and mail drops were completed along with local advertising. Ratho Community Council meeting was held on 23 October, Cramond took place on 19 October.

Other meetings due to take place in November include Winchburgh Community Council Meeting and Ratho Open Day on 15 November.

The communications team are pulling together a paper, identifying the appropriate MSPs, Businesses and Councils which **tie** should be talking to and meeting with during The Consideration Stage.

3.4 Emerging issues

Now the scheme is in The Consideration Stage, the Communications team is focused on gaining coverage of objection removals. We have issued press releases on 4 objection removals.

3.5 BAA

Negotiations with BAA continue and may attract attention once more.

4. SAK

4.1 General

Public contact with the SAK Project Team has focused on the following areas:

- General construction
- Vibration as a result on ongoing track formation
- General questions

4.2 Website

The “work in progress” section of the website has been updated with new photos and copy. This will continue to be updated on a monthly basis.

4.3 Media

Transport Scotland is producing a DVD to educate, inform and promote its remit, aims and objectives and wanted to include the SAK project. This DVD will be shown at various events, including the 13th World Congress on Intelligent Transport Systems and Services, which is being held in London later in October.

4.4 Media Opportunity

Tavish Scott visited SAK on Thursday 28 September to witness the laying of new track. The media opportunity went well, with good coverage. A meeting with Willie Gallagher followed.

Prepared by: Suzanne Waugh

Date: 24 October