

Appendix 5.20 SBCD Communications and Engagement Schedule 2021/22

Introduction

The communications and engagement schedule set out below is based on estimated SBCD portfolio and programme/project key milestones in FY 2021/2022. This schedule is part of the:

- SBCD Communications, Marketing and Engagement Plan as endorsed by the SBCD Programme/Portfolio Board in November 2020 and will be updated periodically
- SBCD business engagement Framework and Plan (revision forthcoming in 2021/22)

Further plans are being developed to further strengthen engagement and communications, including:

- SBCD programme/project communications and engagement sub-groups
- Engagement with the SBCD Economic Strategy Board, Programme Board or Joint Committee
- PoMO proactively working with and responding to media, business or stakeholder enquiries
- Delivery phase pipeline for several SBCD projects

Key milestone announcements will be followed-up with endorsements from business and community leaders where appropriate to help generate further awareness through positive media coverage and bilingual social media reach for the SBCD portfolio.

Where appropriate, content for the media and social media will include video footage, further bringing the SBCD portfolio to life. This will include animated images, drone footage, flythroughs, interviews, and other visually compelling content.

All written content based on key milestones will be uploaded bilingually to the SBCD website, which was updated in Q4 2020/2021.

Business engagement will focus on:

- Supporting programmes/projects through the procurement phase i.e. meet the buyer, supply chain development and community benefits activities
- Providing projects with pre- and post- delivery support
- Supporting the ESB with regional initiatives
- Responding to business enquiries
- Promoting the SBCD at events and stakeholder meetings

The schedule is live and will be updated regularly to reflect the dependencies required for engagement and communications. Some of the proposed engagement activities are dependent on the easing of restrictions related to Covid-19. Alternative, innovative digital events will be planned in their place if face-to-face engagement is not possible.

Quarter 1 04 – 06 (21)	Activity (not in chronological order)	Owner
Q1- 2021/2022	Finalised Business Engagement Framework and submit to SBCD ESB/PB/JC	SBCD Business Engagement Manager (BEM)
	Follow up actions from scheduled Procurement event in March 21	BEM/ Business Wales / Sell2Wales
	Release of further £18m to the SBCD portfolio – PR and supporting social media	SBCD Comms & Marketing Officer (CMO), working with UKG and WG
	UKG/WG approval for the Pentre Awel project - PR and supporting social media	CMO, working with UKG, WG and CCC
	UKG/WG approval for the Digital Infrastructure programme - PR and supporting social media	CMO, working with UKG, WG, CCC and other regional LAs
	Award of contract for 71/72 The Kingsway construction in Swansea - PR and supporting social media	CMO, working with SCC and successful contractor
	Supporting Tier 1 contractor and project team as appropriate	BEM
	Planning application submitted for Innovation Matrix in Swansea - PR and supporting social media	CMO, working with UWTSD and SCC
	Appointment of contractor for Pentre Awel - PR and supporting social media	CMO, working with CCC and successful contractor
	Supporting Tier 1 contractor and project team as appropriate	BEM
	Supporting PDM contractor and project team as appropriate	BEM
	Award of planning consent for PDI element of PDM - PR and supporting social media	CMO, working with MHPA and PCC
	Start of work on the PDZ element of PDM – PR and supporting social media	CMO, working with MHPA, PCC and project partners
	Regional approval of Campuses project - PR and supporting social media	CMO, working with Swansea University, Swansea Council and JC
	Establishment/re-establishment of sub-project/programme communications, engagement, and marketing workstreams for Pentre Awel, Digital, Waterfront and PDM	CMO, supported by programme and project partners and BEM
	UKG & WG approval for Supporting Innovation and Low Carbon Growth - PR and supporting social media	CMO, working with NPTC and UKG/WG
	Regional approval for Skills & Talent project - PR and supporting social media	CMO, working with CCC, RLSP, JC and all regional LAs
	E-newsletter to the regional business community, including business representative groups	CMO
	SBCD updated portfolio video to feature on Swansea city centre big screen	CMO, via Swansea Council
	Video and text to all primary partner organisations for use on internal intranets. This will highlight Q1 achievements and forthcoming milestone	CMO, working with primary partner organisations
	Plan SBCD annual conference for Q3	PoMO
Ongoing engagement with Business representative and support groups	BEM	
Re-establishment of LA business engagement officers group	BEM / LA officers	

Quarter 2 07 – 09 (21)	Activity (not in chronological order)	Owner
Q2 - 2021/2022	Complete arrangements and deliver Annual conference	PoMO
	Start of works on Pentre Awel site - PR and supporting social media	CMO, working with CCC and successful contractor
	Supporting Tier 1 contractor and project team as appropriate	BEM
	Start of work for specialist steel & metals industry facility forming part of the Low Carbon programme - PR and supporting social media	CMO, via NPTC
	Commencement of the Industrial Futures project as part of the Low Carbon programme - PR and supporting social media	CMO, via NPTC
	Supporting Tier 1 contractor and project team as appropriate	BEM
	UKG & WG approval for Campuses project - PR and supporting social media	CMO, working with Swansea University, Swansea Council, UKG & WG
	UKG & WG approval for HAPS project - PR and supporting social media	CMO, working with NPTC, UKG, WG and regional LAs
	Start of work for HAPS project, with project team in place - PR and supporting social media	CMO, working with NPTC and regional LAs
	Supporting Tier 1 contractors and project team as appropriate	BEM
	Start of Pembroke Dock Infrastructure works forming part of the PDM project - PR and supporting social media	CMO, working with PCC, MHPA and other relevant project partners
	Establishment/re-establishment of sub-project/programme communications, engagement and marketing workstreams for Campuses, Low Carbon and HAPS	CMO, BEM, supported by programme/project partners
	E-newsletter to the regional business community, as well as business representative groups	CMO
	SBCD updated portfolio video to feature on the big screen in Yr Egin reception	CMO via Yr Egin and UWTSD
	SBCD roadshow event in Pembrokeshire, supported by marketing assets	CMO / BEM
	Video and text to all primary partner organisations for use on internal intranets. This will highlight Q2 achievements and forthcoming milestones	CMO, working with partner organisations
		Ongoing engagement with Business representative and support groups

Quarter 3 10 – 12 (21)	Activity (not in chronological order)	Owner
Q3 - 2021/2022	Completion of the Swansea Arena forming part of the Swansea City & Waterfront Digital District - PR and supporting social media	CMO & BEM working with SCC, ATG, Buckingham Group and other project partners
	Start of work at the Innovation Matrix forming part of the Swansea City & Waterfront Digital District	CMO & BEM, working with UWTSD and SCC
	Start of delivery for the Digital Infrastructure programme	CMO, working with CCC and other regional LAs
	UKG & WG approval for the Skills and Talent project	CMO, working with CCC, RLSP, UKG and WG
	Establishment of comms, engagement and marketing workstream for the Skills & Talent project	CMO, supported by project partners
	E-newsletter to the regional business community, as well as business representative groups	CMO
	SBCD portfolio video on internal screens at all eight partner organisations	CMO, working with all primary partner organisations
	Video and text to all primary partner organisations for use on internal intranets. This will highlight Q3 achievements and forthcoming milestones	CMO, working with partner organisations
	SBCD roadshow events in NPT and Carmarthenshire, supported by marketing assets	CMO & BEM
	Ongoing engagement with Business representative and support groups	BEM
	Review 2021 Activities	CMO & BEM

Quarter 4 01-03 (22)	Activity (not in chronological order)	Owner
Q4 - 2021/2022	Assess review of achievements 2021– look ahead to Q4 and 2022 expected milestones & outcomes: PR and supporting social media content – update comms and engagement plans	CMO / BEM / PoMO
	Completion of the decarbonisation element of the Low Carbon programme	CMO, working with NPTC
	Official opening of Swansea Arena as part of Swansea City & Waterfront Digital District project	CMO & BEM, working with SCC, ATG, Buckingham Group and other partners
	Video and text to all primary partner organisations for use on internal intranets. This will highlight Q4 achievements and forthcoming milestones	CMO, working with partner organisations
	SBCD roadshow event in Swansea city centre, supported by marketing content	CMO & BEM
	E-newsletter to the regional business community, as well as business groups	CMO
	Ongoing engagement with Business representative and support groups	BEM