

SBCD COMMUNICATIONS AND ENGAGEMENT SCHEDULE 2021/2022

Updated January 2022

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 communications and engagement schedule will be guided by:

- The SBCD communications, marketing and engagement plan as endorsed by the SBCD Programme/Portfolio Board on November 26, 2020. The communications, marketing and engagement plan will be refined and updated throughout 2021/2022 as the portfolio's programmes and projects move into delivery.
- The SBCD business engagement Framework and Plan deferred by Programme Board until the SQW regional framework is approved and the situation regarding Corporate Joint committees is clearer.

Additional activities may also arise from:

- the programme/project communications and engagement sub-groups (referred to in the schedule)
- the SBCD Economic Strategy Board, Programme Board or Joint Committee
- The PoMO in response to media, business or stakeholder enquiries.

As part of the communication schedule, wherever possible key milestone announcements will be followed-up with endorsements from business and community leaders, helping generate further 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, fly-throughs, interviews and other visually compelling content.

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.

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 consist 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

NOTE:

The schedule described below will be subject to a number of factors beyond the control of the Comms & Marketing Officer and the Business Engagement Manager. Should activities be delayed or rescheduled the plan will be adjusted accordingly.

| Quarter 1 04 – 06 (21) | Activity (not in chronological order) | Owner | Update |
|------------------------------|---|--|-----------|
| | Release of further £18m to the SBCD portfolio – PR and supporting social media | SBCD comms & marketing officer, working with UKG and WG | completed |
| | UKG/WG approval for the Pentre Awel project - PR and supporting social media | SBCD comms & marketing officer, working with UKG, WG and CCC | completed |
| | UKG/WG approval for the Digital Infrastructure programme - PR and supporting social media | SBCD comms & marketing officer, working with UKG, WG, CCC and other regional LAs | completed |
| | Award of contract for 71/72 The Kingsway construction in Swansea - PR and supporting social media | SBCD comms & marketing officer, working with SCC and successful contractor | completed |
| | Appointment of contractor for Pentre Awel - PR and supporting social media | SBCD comms & marketing officer, working with CCC and successful contractor | completed |
| | Supporting PDM contractor and project team as appropriate | Business Engagement Manager (BEM) | Ongoing |
| | Award of planning consent for PDI element of PDM - PR and supporting social media | SBCD comms & marketing officer, working with MHPA and PCC | completed |
| | Start of work on the PDZ element of PDM – PR and supporting social media | SBCD comms & marketing officer, working with MHPA, PCC and project partners | ongoing |
| | Ongoing engagement with Business representative and support groups | BEM | ongoing |

| Quarter 2 07 – 09 (21) | Activity (not in chronological order) | Owner | Update |
|------------------------------|--|--|--|
| | Finalised Business Engagement Framework submitted to PB/JC | Business Engagement Manager (BEM) | Submitted but Deferred by PB until SQW report agreed by LA's and situation with CJC's becomes clearer. Moved to Q4 from Q1/2 |
| | UKG & WG approval for Supporting Innovation and Low Carbon Growth - PR and supporting social media | SBCD comms & marketing officer, working with NPTC and UKG/WG | completed |
| | UKG & WG approval for HAPS project - PR and supporting social media | SBCD comms & marketing officer, working with NPTC, UKG, WG and all other regional LAs | completed |
| | Start of Pembroke Dock Infrastructure works forming part of the PDM project - PR and supporting social media | SBCD comms & marketing officer, working with PCC, MHPA and other relevant project partners | ongoing |
| | Ongoing engagement with Business representative and support groups | BEM | ongoing |

| Quarter 3 10 – 12 (21) | Activity (not in chronological order) | Owner | Update |
|------------------------------|---|--|-------------------------|
| | Award of contract for 71/72 The Kingsway Supporting Tier 1 contractor and project team as appropriate | Business Engagement Manager (BEM) | ongoing |
| | Regional approval of Campuses project - PR and supporting social media | SBCD comms & marketing officer, working with Swansea University, Swansea Council and JC | Approved Dec 21 |
| | Plan SBCD annual conference for Q3 | PoMO | underway |
| | Start of works on Pentre Awel site - PR and supporting social media | SBCD comms & marketing officer, working with CCC and successful contractor | Awaiting start of works |
| | Pentre Awel Supporting Tier 1 contractor and project team as appropriate | Business Engagement Manager (BEM) | In progress |
| | SILCG Supporting Tier 1 contractor and project team as appropriate | Business Engagement Manager (BEM) | In progress |
| | UKG & WG approval for Campuses project - PR and supporting social media | SBCD comms & marketing officer, working with Swansea University, Swansea Council, UKG & WG | Approved Dec 2022 |
| | Regional approval for Skills & Talent project - PR and supporting social media | SBCD comms & marketing officer, working with CCC, RLSP, JC and all regional LAs | Complete |
| | Start of work for HAPS project, with project team in place | SBCD comms & marketing officer, working with NPTC and all other regional LAs | complete |
| | HAPS Supporting Tier 1 contractors and project team as appropriate | Business Engagement Manager (BEM) | underway |
| | Start of delivery for the Digital Infrastructure programme | SBCD comms & marketing officer, working with CCC and other regional LAs | underway |
| | UKG & WG approval for the Skills and Talent project | SBCD comms & marketing officer, working with CCC, RLSP, UKG and WG | complete |

| Quarter 4 01-03 (22) | Activity (not in chronological order) | Owner | Update |
|-------------------------|--|---|-----------------------------------|
| Q4 - 2021/2022 | Construction sector workshop to discuss construction costs and supply chain issue | BEM/ CECA /CEW/ projects | Planning stage |
| | 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 | SBCD comms & marketing officer / BEM / PoMO | |
| | Complete arrangements and deliver Annual conference | PA/HR/HH & PoMO | 3 rd March |
| | Establishment/re-establishment of sub-project/programme communications, engagement and marketing workstreams for Campuses, Low Carbon and HAPS | SBCD comms & marketing officer, BEM, supported by programme/project partners | |
| | Establishment of comms, engagement and marketing workstream for the Skills & Talent project | SBCD comms & marketing officer, supported by project partners | |
| | Completion and official opening of the Swansea Arena forming part of the Swansea City & Waterfront Digital District - PR and supporting social media | SBCD comms & marketing officer & BEM working with SCC, ATG, Buckingham Group and other project partners | |
| | Attend 4theRegion Swansea City Centre Expo | PA/HH/JB | 17 th March |
| | Revisit Business Engagement Framework when regional plan approved | Business Engagement Manager (BEM | |
| | Planning application submitted for Innovation Matrix in Swansea - PR and supporting social media | SBCD comms & marketing officer, working with UWTS and SCC | Subject to Change request process |
| | Completion of the decarbonisation element of the Low Carbon programme | SBCD comms & marketing officer, working with NPTC | |
| | Establishment/re-establishment of sub-project/programme communications, engagement, and marketing workstreams for Pentre Awel, Digital, Waterfront and PDM | SBCD comms & marketing officer, supported by programme and project partners and BEM | |

| Quarter 1 04-06 (22) | Activity (not in chronological order) | Owner | Update |
|-------------------------|---|--|-----------------------------------|
| | Start of work for specialist steel & metals industry facility forming part of the Low Carbon programme - PR and supporting social media | SBCD comms & marketing officer, via NPTC | |
| | Commencement of the Industrial Futures project as part of the Low Carbon programme - PR and supporting social media | SBCD comms & marketing officer, via NPTC | |
| | Planning application submitted for Innovation Matrix in Swansea - PR and supporting social media | SBCD comms & marketing officer, working with UWTSD and SCC | Subject to Change request process |
| | Re-establishment of LA business engagement officers group | BEM / LA officers | Discussions underway |
| | Start of work at the Innovation Matrix forming part of the Swansea City & Waterfront Digital District | SBCD comms & marketing officer & BEM, working with UWTSD and SCC | |
| | Attend IntroBiz Expo Swansea | PA/HH | 7 th April |
| | Completion of the decarbonisation element of the Low Carbon programme | SBCD comms & marketing officer, working with NPTC | |
| | E-newsletter to the regional business community, as well as business groups | SBCD comms & marketing office | |
| | Ongoing engagement with Business representative and support groups | BEM | |