

# Lowestoft Place Board Communications Protocols

This sets out the agreed communication protocols to be established jointly for all the Partners.

## Aims

- To ensure clear and consistent messages are delivered.
- To equip spokespeople with the information they need to deliver these messages.
- To effectively manage the reputations of all the Place board members
- To increase public awareness of the Lowestoft Place Board, and the benefits it brings
- To manage proactive communications, especially media relations.

It is recommended that this protocol is reviewed every year by the Place Board to assess their effectiveness and plan future developments.

## Traditional Media Releases

For proactive media releases to local, national, and specialist media the following will apply.

- The date and timing of the release of proactive announcements to the media will be jointly agreed by East Suffolk Council and the Place Board Chair.
- Neither East Suffolk Council nor Board members may offer story advances or exclusives to reporters without prior approval / agreement with the other partners.
- All press releases will include a quote from the Chair of the Place Board and East Suffolk Council.
- An agreed format for joint press releases, including a header, and contact details at the end (see consistent branding section)
- To fit within existing media protocols for organisation. Joint press releases will have each set of contact details, as required by each organisation, and - where practicable - be issued to all Partners four hours before release to the media.
- All press releases need to be signed off by East Suffolk Council's communications team (Communications@eastsoffolk.gov.uk)

## For media enquiries regarding the Place Board the following will apply

- Place Board Members are requested to inform the communications staff if they have commented to the media on Place Board matters.
- Responses will be prepared by ESC and will involve the Place Board Chair
- Although media timings may mean that it is not possible for both parties to approve a response before it is issued, this should be aimed for.
- Councillors may be approached for a political perspective and will need to be briefed, which will be done by communications staff.
- Where a joint response is not necessary, or where it has not been possible to issue a joint release due to media deadlines etc, the final response will be emailed to the Chair and the other Board members for information.
- Key spokespeople (councillors and officers) contacts to be shared as well.
- Communications staff to ensure spokespeople are well briefed and know they may be called on for comment.

## Media Spokespeople / communication leads

For the Lowestoft Place Board approved spokespeople. See table below:

| Approved spokespeople | Name                | Contact Email  |
|-----------------------|---------------------|--|
| East Suffolk Council  | Cllr Craig Rivett   | <a href="mailto:Craig.Rivett@eastsuffolk.gov.uk">Craig.Rivett@eastsuffolk.gov.uk</a>     |
|                       | Karen Staples       | <a href="mailto:Karen.Staples@eastsuffolk.gov.uk">Karen.Staples@eastsuffolk.gov.uk</a>   |
|                       | Communications Team | <a href="mailto:Communications@eastsuffolk.gov.uk">Communications@eastsuffolk.gov.uk</a> |
| Chair of Place Board  | Stephen Javes       | <a href="mailto:stephenjaves@gmail.com">stephenjaves@gmail.com</a>                       |

## Sharing Information / materials

- Place board members will advise each other in advance of making any communication about the Lowestoft Place Board providing copies of prepared and /or material at least three working days in advance of their release or before they go to design/print for comment/ sign off.
- If material cannot be easily changed (for example designed/ printed documents) these should be shared with the other members at proof (copy) stage.
- In instances where there is no forewarning of the communication (for example, a media enquiry), the member involved will advise the other members of the communication immediately after the enquiry is made.

## Consistent Branding

- A visual identity has been created for Lowestoft, using the place branding initiative. The Place Board members are required to use this for communications to ensure a consistent look and feel.
- All members will be named (and / or their logos used) in materials and collateral created.
- The Place Board members will send draft versions of **any material** relating to the Lowestoft Place Board to communication leads for approval 7 days in advance of their proposed use or at draft stage.
- The Place Board Chair and East Suffolk Council will then agree if material is suitable for publication and have full editing powers.
- Any branding requests please contact Gabriella Fox [gabriella.fox@eastsuffolk.gov.uk](mailto:gabriella.fox@eastsuffolk.gov.uk)