

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](mailto:Communications@eastsoffolk.gov.uk))

## FOR MEDIA ENQUIRIES REGARDING THE PLACE BOARD, THE FOLLOWING 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 Darren Newman Communications Team	Craig.Rivett@eastsuffolk.gov.uk Darren.Newman@eastsuffolk.gov.uk Communications@eastsuffolk.gov.uk
Chair of Place Board	Stephen Javes	stephenrjaves@gmail.com
Vice Chair of Place Board		

## 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)