

Clean Air Zone

Communication Strategy

Implementation phase: Nov 2019 to Nov 2020

Summary

CAZ communications and marketing in the year before launch will focus on ensuring everyone affected by the CAZ knows the basics on Bath's Clean Air Zone and where to find support. If charges apply, drivers will be able to talk to an advisor about the support available, including financial assistance.

This will be achieved by a general awareness / 'countdown' campaign across print, press and digital and on supporting both our travel advisors and community liaison team with the publicity and collateral they require to talk to people directly.

As we near switch on, good news and key milestones will be highlighted, particularly around the number of vehicles upgraded as a result of financial support, and the improvements in air quality already made.

Increasingly, the CAZ will be promoted as one of the first steps towards more ambitious sustainable transport and travel policies that will contribute towards tackling the climate emergency and a better environment for everyone in B&NES.

Drop-in events and talking directly to residents and businesses has proved a very effective tool and will continue to be central to our strategy with a 'we're here to help' strapline promoted on video, radio and printed collateral.

Desired outcomes

- Residents, businesses and stakeholders understand the health impacts of NO₂, and why a CAZ is needed
- Residents and businesses in B&NES and neighbouring authorities know the zone's start date and whether they face charges
- All businesses in B&NES have been contacted by ourselves to gather detail on their fleets and be given information and help to access the support package
- Support packages have been vigorously promoted among local businesses and those in neighbouring authorities regularly travelling into Bath
- Residents and local businesses have easy access to information and support about street works
- Complaints and queries are well managed and monitored – improvements are made as a result
- Data on fleets is collected, stored and used to track vehicle upgrades and changes in travel behaviour as a result of the travel advisors' work
- Residents and local businesses are regularly informed of this progress and of good news stories and achievements – including improvements in air quality

- Residents and businesses have regular opportunities to meet and talk with the team
- Drivers of non-compliant vehicles and businesses know how and when to pay and where to find out about payment, enforcement and refund policies (2nd phase, 12 weeks prior to launch)
- We have gathered and are promoting statistics to show improvements in fleets across Bath as a result of our work
- Some wider work on engaging everyone on making conscious choices on sustainable travel and transport is started before the CAZ is launched
- Residents understand that the CAZ is one of a number of things that the council is doing to tackle the climate emergency.

How we'll achieve this

Building on the work done during the development of the business case, we've extended our engagement channels to include a community liaison team and sustainable travel and transport team offering face-to-face support to those affected by the CAZ, .

Publicity and press will be planned and created for:

- **A general campaign** – press and publicity to raise awareness to a wide audience, such as a 'countdown' campaign. This will include supporting the **national campaign**. Themes to be developed
- **The sustainable travel and transport advice team** – to support businesses and individuals affected by charges to access our support package from January 2020
- **The community liaison team** – to support residents affected by the CAZ e.g. street works prior to the launch from January 2020.
- **The project team** – to support engagement with registered taxis/PHVs, scheduled bus companies and local coach operators (already well underway) and other adhoc, general support

General campaign

Target: wide audience of residents, businesses and stakeholders in B&NES and neighbouring authorities

We'll continue to promote awareness of the CAZ and what it might mean for people with a planned 'countdown' campaign, working closely with communications teams in neighbouring authorities. There will be a particular focus on the 6 weeks prior to launch.

Focus/Key messages:

The messages are less specific than for our targeted business audience and will feature a 'countdown' theme where appropriate and possible.

- The CAZ means cleaner air for all across the whole of Bath

- Private cars will not be charged
- Zone boundary (maps)
- How to find out if your vehicle is compliant/access support
- What vehicles will be charged/reminders that private cars will not be charged
- Good news stories/milestones reached
- Infrastructure progress with a focus on minimising disruption and the work of our community liaison officer/localised information programme
- Promotion of the anti-idling and weight restriction enforcement programmes (we may treat these separately)
- The CAZ is just the start of a much wider programme to improve our environment and tackle the climate emergency. Links to be developed
- We're here to help – come and talk to us

Plus in phase 2 (12 weeks prior to launch):

- CAZ basics for switch on: how and when to pay and enforcement details
- Good news: summarise all that we've achieved and better air for Bath
- X weeks to go – Have you checked your vehicle?

Channels/collateral (to be confirmed):

Social media

- Social media campaign will be outsourced and developed for the 'countdown' campaign FB, Twitter and Insta advertisements and council posts. Themes and timing tbc.
- Share national posts (see below)

Video – for web and social

- Early Video 1: the basics outlining who pays, how it will work, where it is, when it starts and what support is available - for website and social media (Now)
- Video 2 – how to check your vehicle and pay the charge (Prior to launch)
- Video 3 – short success video with infographics on how air quality is already improved (on launch)

Print/Web/General Info

- An updated 'all you need to know' brochure (available via PDF online/some print for travel advisors)
- Direct mail: final postcard sent to all homes OR/AND targeted letter to non-compliant vehicle drivers after soft launch of cameras (but before launch) – arranged through DVLA
- Quarterly newsletter to subscribers – email (Mailchimp)
- Supporting photography and visuals for print, social and web
- Infographic with statistics to promote good news visually – for social and web

Press

- Regular press to main local papers featuring key milestones, decisions and good news stories – tailored for neighbouring local authorities where appropriate
- National press – see below.

Radio

- Radio advertising in bursts from 6 months, *to be confirmed once JAQU confirm their radio advertising focus for the south west*. Increasing in last 6 weeks: e.g. Local Breeze, Sam, Heart, Kiss, Jack FM
- National radio campaign (see below)

Outdoor

- Temporary covers on CAZ signage (12 weeks prior to launch)
- Regular drop-in events
- National billboard campaign (see below)

See month-by-month plan for more detail.

Supporting the national campaign

JAQU are developing a national campaign to promote awareness of charging CAZs.

This will include a national awareness campaign focused nationally but also tailored for local audiences (in Bath and also for the South West – Bristol, Bath, Swindon). Their plan covers radio, display, social and outdoor advertising.

Their messaging will drive people to the online vehicle checker and later to their central payment system, developed by JAQU to find out where and what they'll be charged in each CCAZ across England. It will not cater for local exemptions and concessions. Their site will feature a web link to Bath's pages.

What we'll do

- Contribute to the national campaign with information and ideas from November 2019
- Use the government's campaign 'top line' creatives and messaging and localise them to ensure a seamless 'brand' for CAZ. The following straplines are being used with short form and long-form messages that we can localise.
 - Cleaner air ahead (using CAZ sign)
 - Healthier air is on the horizon
 - Clean Air Zones are coming / A Clean Air Zone is coming
- Avoid duplicating effort where it might become confusing, such as radio, outdoor billboard and social. Careful planning is required with JAQU.
- Ensure a seamless web journey for a customer going to JAQU and then onto Bath's site.
- Share the final creatives with the project board when it's available

How we mould our campaign around JAQUs will be confirmed following confirmation of plans from central government after the election.

Target: wide, general audience in B&NES and neighbouring authorities

Supporting the travel and transport team (lead generation and content)

A travel advice team will be in place from January 2020. Telemarketers will aim to call around 6.5K businesses to gather some basic information on how a CAZ might affect them and, accordingly, offer tailored help and advice.

This includes promoting the financial assistance scheme (FAS) where applicable, the use of telematics devices on vehicles (to confirm eligibility for the FAS), advising on concessions/exemptions, and encouraging more sustainable transport and delivery plans.

Communications will provide the collateral required by the team to efficiently carry out their role, with a focus on generating leads.

Target audience:

Businesses, particularly SMEs and sole traders, organisations with larger fleets, public sector organisations, schools and charities in B&NES and those located in neighbouring authorities but regularly visiting Bath.

Taxis/PHVs, scheduled bus fleets, and local coach companies are already being contacted regularly about the CAZ by the project team and require less focus. See Project Team section.

Channels and collateral required:

There may be some overlap with the general countdown campaign tbc.

- Direct calls made by the sustainable travel and transport team
- A5, 4 page, colour leaflet outlining the support package with a call to register interest online
- Distribution of leaflets at local trade counters and merchants
- Radio advertising (from February/March 2020) focusing on generating leads for the financial assistance scheme.
- Dedicated web pages with 'expression of interest forms' for generating leads
- Press releases inviting businesses to register their interest/talk to an advisor
- Press releases calling for people to apply for concessions/exemptions
- Share press and collateral with neighbouring authorities communication teams
- Social media campaign focusing on generating leads for the financial assistance scheme (this could tie in with the early countdown campaign)
- Promotion of regular drop in events (as per general campaign)
- Advertising, promotions or articles in local niche business press e.g. Business Exchange, Bath Life etc.
- Summary of support packages (in detail) to support the team internally
- Sharing press and print with local business groups to share with members :
 - Bath Chamber of Commerce
 - Bath Bid
 - Invest in Bath
 - Federation of Master Builders
 - Registered taxi drivers

- Southgate
- Creative Bath
- Other tbc.
- 'Certified compliant with Bath's CAZ' bus sticker for bus companies (and others) to promote clean engines on older vehicles – reassuring residents.

See month-by-month plan for more detail.

Community Liaison Team

A community liaison team is in place working with the installation team to plan and deliver communications for residents and businesses likely to be affected by street work. This is a year-long programme of works which includes laying ducts under footways for electrical cables and installing cameras and signage.

Communication will be by letter accompanied by a press release and social media (via the highways account) only if the work is significant. Works signs will also be installed in advance. The aim is to build good relations with those affected, avoiding ill-feeling by being helpful, knowledgeable, available and transparent.

There is already a dedicated web page at www.bathnes.gov.uk/CAZupdate which will eventually list and describe all planned and completed work. Comms will support the work of the CLO where required, ensuring that all of the communications are joined-up between departments and that it's cost-effective and efficient.

Target audience:

Households, communities, schools, and businesses in the city that are affected by street works

Key activities for CLO with support from communications:

- Develop a plan of street work identifying the type of work, level of disruption (small, medium, large) and the streets likely to be affected so that a communication plan can be drawn up
- Ensure this plan is fed back to central communications for joint transport planning during 2020
- Maintain a digest of planned and completed street work on a dedicated webpage www.bathnes.gov.uk/CAZupdate so that residents, stakeholders and the press can stay informed of progress and how works might affect them.
- Promote regular drop-ins (as per general campaign) where the public can talk to a team member and voice any concerns.
- Liaise with project team on what work will also require a press release and social media – write press releases as required
- Communicate with residents and ward members at least one week in advance of work starting, outlining what's happening, how it might affect residents, and why a CAZ is necessary (health reminder).
- Work efficiently with hybrid mail and the GIS team at the council to distribute letters or make a decision to drop by hand and discuss with residents
- Work efficiently with highways communication team
- Provide updates to the Roadworks Bulletin (Highways) if work is significant

- Reassure people about camera privacy and how data will be stored/handled
- Promote the CAZ_info@bathnes.gov.uk widely so people know who to contact if they have a concern or question about planned street works.
- Provide information and updates to Council Connect on how to respond to calls
- Monitor and manage complaints promptly and sensitively and liaise with the relevant teams so that issues are addressed and not repeated.
- Make our complaints policy available online, including the process
- Regularly inform customer service and OSS of works and circulate the complaints policy

Support for the project team

Key audience: Registered taxi/PHV drivers/firms, local bus companies running scheduled services and local coach companies.

The project team will continue to work closely with local bus and coach companies to help them access the funds enabling them to retrofit or replace non-compliant vehicles. This will ensure that all scheduled buses and the majority of coaches in Bath are compliant by switch-on.

- We'll promote this 'good news' story to reassure residents, and include information on this work in printed and online collateral.

Taxi/PHV drivers are an important audience and already receive regular communications about the CAZ direct from the taxi licensing team via text. The objective is to help drivers access the financial assistance scheme (to help upgrade their taxis/PHVs), understand the market for lower emission vehicles, discourage idling and keep drivers informed of licensing and policy changes. Regular events will be held specifically for registered drivers.

The following collateral will help to support the team, generate leads for the FAS, and promote their events:

- Update the dedicated landing page for taxi drivers online and promote the short URL www.bathnes.gov.uk/CAZTaxi
 - Include information and a link to the Support page
 - Include events listings for taxis
 - Publish taxi-focused FAQs arising from meetings
 - Include links and content to help taxis understand lower emission options (as required)
 - Include information on anti-idling information
- Promote 'taxi driver' good news stories in the press to reassure residents e.g. X% of taxis upgraded before switch on / clean fleet etc.
- Print 1000 plus of the A5 Support/FAS lead-generation leaflet to distribute at events and/or send to taxi drivers – include FAQs common to taxi and business audience.

See detailed plan, timeline and estimated costs on a separate spreadsheet