

2023 Churchgate Comms plan

	OWNER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JAN 2024 & ONWARDS	
Key calendar dates (Global/National)	RETAIL & GENERAL			Festive season (Sat 24th = Super Saturday; Mon 26th = Boxing Day Sales)	New Year Sales / Veguary / 16th = Blue &/or Brew Monday / w/c 28th = National Storytelling week	w/c 6th Feb = National Apprenticeship week; 14th = Valentines; 17th = Random Acts of Kindness Day ; 21st Pancake Day	8th = International Women's Day; 19th = Mother's Day	Fri 6th = Good Friday; Sun 9th = Easter Sunday	Share a story month; 2nd & 30th = May Bank Holidays; 8th = Bank Holiday for King Charles' coronation	w/c 1st = Volunteers Week; 2- 5 = Big Jubilee lunch; 19th = Father's Day	Summer Sales? 29th Aug = Bank Holiday Monday			31st =Halloween	25th = Black Friday; 28th = Cyber Monday	Festive Season		
	SCHOOL HOLIDAYS					w/c 13th = Half term		w/c 3rd and 10th = Easter	w/c 29th = Half term		w/c 24th = Summer hols	Summer hols	Back to school	w/c 23rd = Half term		w/c 18th = Christmas hols		
	HITCHIN (Tom Hardy to provide)																	
Key district dates	Town Talks/committees/events	Enterprise and Clirs (Comms to supply any materials needed)		17th - Snowman installed in Churchgate	8th: Hitchin Town Talk & Committee 20th: Southern Rural Committee	09: Cabinet Panel on Community and Enterprise 15 - VAWG event at HTH	20: Community Panel on Community & Enterprise	02 March: Southern Rural Committee	13: Baldock & District Committee 15 Letchworth Committee 23: Royston & District Committee 28: Hitchin Town Talk & Hitchin Committee									
Internal meeting dates	AMANDA/CHLOE TO POPULATE																	
Current Churchgate - keeping current tenants engaged		Enterprise to supply content & Comms to push out	Did you know? Piece around the history include the mural?	Meet the tenants	Churchgate Christmas stars	New Year sales - great bargains to be had	Charity event - link to Random acts of Kindness? / Churchgate Pancake Race ?	Find something for Mum this Mother's Day in Churchgate	Easter Egg hunt around Churchgate?	Tenants/shoppers sharing their stories of Churchgate?	Volunteers doing great work in Churchgate / could we orgnise a Churchgate Jubilee lunch?							
CONSULTATION	Stage 1 = Broad, high-level 'have your say'	Digital	Comms & Enterprise	Draft, build & test survey	Survey live - push across social, website and e-newsletters. Boosted Ads on Fbk & Insta. Pull-up banners (with QR codes) placed in cafes of Museum and Leisure Centres	Continue to push survey across social, website and e-newsletters. Increase targetting of younger responders if not getting surveys from them	Charity event - link to Random acts of Kindness? / Churchgate Pancake Race ?	Find something for Mum this Mother's Day in Churchgate	Easter Egg hunt around Churchgate?	Tenants/shoppers sharing their stories of Churchgate?	Volunteers doing great work in Churchgate / could we orgnise a Churchgate Jubilee lunch?							
		In person	Enterprise /Clirs /Community Engagement									Promote at all district meetings and distribute flyers/posters across the district	Officers/Councillors to be based in hub (need an incentive to draw people in?)					
	Stage 2 = More detailed 'continue the conversation' (results of this will be used to inform decisions)	Digital	Comms & Enterprise			Develop the Churchgate Engage (digital) hub	Open In Person Hub by end Feb, officers and clirs to be based there	Charity event - link to Random acts of Kindness? / Churchgate Pancake Race ?	Find something for Mum this Mother's Day in Churchgate	Easter Egg hunt around Churchgate?	Tenants/shoppers sharing their stories of Churchgate?	Volunteers doing great work in Churchgate / could we orgnise a Churchgate Jubilee lunch?	Stage 2 consultation begins	Analyse survey findings				
		In person	Enterprise /Clirs /Community Engagement			Appoint consultant/s to help with Stage One (and beyond) analysis and future consultations												
Stage 3 = Sharing the vision	Digital	Comms & Enterprise															Engage hub go live with new ideas/concepts as a result of the latest consultation	
	In person	Enterprise /Clirs /Community Engagement																
PR (incl stunt ideas)					Launch consultation PR issued	Invite The Comet and BBC 3CR to film at the Hub once it has opened	Churchgate Pancake race?	Reach out to DIY TV programmes - interested in re-decorating the hub for the final vision work later this year?	Issue PR to promote Stage 2 Consultation (and Stage 1 results ie you told us & we listened)	Prompt DIY programmes again - any interest?	Contact The Museum of Architecture re participation in this year's Gingerbread City <a href="https://www.thegerbreadcity.com/">https://www.thegerbreadcity.com/</a>		Issue PR to announce findings from Stage 2 Consultation & how to get involved in the final stage			Build Churchgate vision in Gingerbread ready for the The Museum of Architecture's Gingerbread City in Dec?	Gingerbread City PR (something different!)	
LOCAL MAGAZINES	Hertfordshire Life				Consultation PR issued	4 Jan - deadline Feb edition	01 Feb - deadline March edition	08 March - deadline April edition	03 April deadline May edition	02 May deadline June edition	07 June deadline July edition	05 July copy deadline August edition	02 August copy deadline Sept issue	06 Sept copy deadline Oct edition	04 Oct - copy deadline Nov edition	01 Nov copy deadline Dec edition	06 Dec copy deadline Jan edition	
	On your doorstep				Consultation PR issued	16 Jan - deadline Feb edition	16 Feb - deadline - March edition	16 March - deadline April edition	16 April - deadline May edition	16 May - deadline May edition	16 June - deadline July edition	16 July - deadline August edition	16 August - deadline Sept edition	16 Sept - deadline Oct edition	16 Oct - deadlie Nov edition	16 Nov - deadline Dec edition	16 Dec - deadline Nov edition	
	Inside Hitchin				Consultation PR issued													
	H Town							24 March - deadline April Coronation edition				23 July deadline - Hitchin FoodFest edition			20 Oct - deadline Christmas Events edition			
SOCIAL MEDIA	Current tenants & outlets				Churchgate Christmas stars	New Year sales - great bargains to be had	Charity event - link to Random acts of Kindness? / Churchgate Pancake Race ?	Find something for Mum this Mother's Day in Churchgate	Easter Egg hunt around Churchgate?	Tenants/shoppers sharing their stories of Churchgate?	Volunteers doing great work in Churchgate / could we orgnise a Churchgate Jubilee lunch?							
	New/regeneration				Promote Stage One Consultation	Promote opening of the Hub		Share findings from Stage One and branding ideas			Promote Stage 2 Consultation							
Key messages			Draft Stage 1 consultation key messages		Stage 1 consultation messages go live					Draft Stage 2 consultation key messages			Stage 2 consultation messages go live					