

Make Your Pitch 2009
Communicating the Review of
Accommodation for Gypsies,
Travellers and Travelling
Showpeople in the West Midlands

19th June 2009

The Communication Approach

- Identify audience groups and their communications need
- Tailor communications approach to suit audience
- Develop RELEVANT materials
- Develop approach for difficult/negative messages

Identifying audience and need?

- Gypsies and Travellers
- Travelling Showpeople
- Local Authorities
- Regional Media
- Public
- Other Stakeholders

Gypsies and Travellers And Travelling Showpeople

- On –site Photography
- Audio versions of consultation document and questionnaire
- Simplified, tailored questionnaire
- summary leaflet (non technical)
- Adverts in Travellers Times and Worlds Fair,
- Promo items: thermo mugs and MP3
- Maps (pictographic)

Local Authorities

- Planning Departments: RSS Phase Three Consultation Documents, online questionnaire,
- Launch Event at Burlington Hotel
- Communications Teams: information pack
- DVD – Somewhere to Live

Media

- Information pack
- Tailored press releases for each sub-region
- Liaison with local authority press contacts – information pack, press releases
- Press Briefing 29th June
- Case Studies - please?

Public

- Consultation launch – drop in
- Via regional media
- Leaflets and Phase Three materials in all libraries and universities
- Website

Dealing with negative comments

- Press
 - Information in advance
 - Media Information Pack
 - Case Studies/positive images
 - Monitoring and responding
 - Letters pages
- Consultees
 - Policy on offensive representations
 - on questionnaire, website etc

Statement

- The West Midlands Regional Assembly has a strict policy for dealing with any offensive comments/representation. If we feel that any submission received is offensive, we will, in the first instance, contact the author and request that the comments are re-phrased before being re-submitted. If the material submitted continues to be offensive then it may be forwarded to the relevant authorities.