

Regional Prosperity Framework Communications Plan

June 2021

Finalised

1. Objectives

To attract consultation responses from members of the public, Edinburgh and South East Scotland City Region Deal partner organisations, Scottish and UK Governments, regional & national enterprise & commerce agencies, large community groups (Area Partnerships, community councils), local tourism partnerships, industry bodies & professional bodies of the six week consultation on Regional Prosperity Framework (RPF) key themes.

The overarching aim of the RPF consultation is to create a plan for achieving a fairer, more inclusive and sustainable economy with equity, health and wellbeing of citizens at its core – across the City Region Deal area – incorporating the aspirations fed back by stakeholders during the consultation process. The main areas we are focusing on are:

- FLOURISHING – a fairer economy, environment & ecology, households & places
- RESILIENT – workforce, climate responses, infrastructure & buildings
- INNOVATIVE – private sector, third sector & public sector

The RPF will inform future approaches, strategies and policies across sustainability, transport, planning, housing and economic development to enable the region to generate and spread sustainable inclusive growth and to transition to a low carbon economy. In doing so, it seeks to ensure that the success of the region can continue to be realised and that it continues to be a key driver of the Scottish economy. It seeks to identify how regional partners can build on the opportunities created by the City Region Deal.

2. Key dates:

- Approval of RPF from City Region Deal Joint Committee Friday 4th June
- Communications commence to the media week beginning 7th June, with earliest publication on 10 June, in readiness for the consultation commencing on the 14th June
- Consultation and communications activity launch goes live Monday 14th June
- Consultation concludes Monday 26th July
- Theme leads will continue to meet weekly and the Elected Member Oversight Committee monthly.

3. Background

The decision to prepare a Regional Growth Framework was taken in September 2019, prior to COVID-19 and the United Kingdom's exit from the European Union. Ambitions and action on climate change have also intensified and come more to the fore, with COP26 also due to take place later this year. In a very short period of time there has been significant change in the world that has impacted and will continue to impact our regional economy and our way of life in an unprecedented way.

Our response to these factors is on-going, and the timeline for recovery and nature of renewal is still uncertain. Developing a Regional Framework in this context is challenging. The direction of all strategic policy, strategy and associated interventions

is adapting to, and is rapidly being shaped by, these wider circumstances. Our regional ambitions now need to address pre-existing issues as well as current and future challenges and opportunities. We need to be flexible and adaptable in how we collaborate and plan for the future, and our circumstances may rapidly change again.

The Consultation Draft Regional Prosperity Framework has been developed in a consultative and collaborative way with the Regional Enterprise Council and Elected Member Oversight Committee. At this stage, it aims to provide a framework for wider stakeholders to reflect on where the region has come from, to discuss where it is now, and to envision where it should go in future. It also sets out the new ways of working required to deliver regional prosperity.

The Consultation Draft Regional Prosperity Framework signposts, but does not present a fixed view of, the region's future priorities. It sets out to engage people and to stimulate thoughts, ideas, opinions and, importantly, consultation responses, on how the main challenges and opportunities should be addressed, pursuant to the identification of a preferred way forward.

Following the consultation, the final version of the document will change as a result of responses received. It will also be shaped by the strategic context as it evolves over time, to ensure a strategic fit is achieved, including with the new Scottish Government Administration.

4. Resources, Assets & Channels

Regional

- The consultation Draft Regional Prosperity Framework will be published on City of Edinburgh Council's e-consult platform with the link shared on all partner websites via a landing page / news page on them (Sample text in Annex 1)
 - News release and associated quotes to form the basis host webpage (and also the individual partner webpages directing to the host page)
 - Document is to be published as both a download document and a set of webpages, as some people might be put off by having to download
- ESESCR.CityDeal@edinburgh.gov.uk is the generic email address for in-gathering consultation responses not submitted through the consultation platform
- The postal address for hard copy consultation responses is Aleks Bogacz, Edinburgh and South East Scotland City Region Deal, Area 2.1, Waverley Court, 4 East Market Street, Edinburgh, EH8 8BG, although materials must indicate a strong preference for electronic submissions either through the consultation hub or via email
- Regional news release – initial news release to announce consultation, partners can adapt with an appropriate comment from their organisation
- Update to Accelerating Growth website and associated communications channels (City Region Deal)
- TV / Radio interviews with appropriate spokesperson
- Letter/email asking partners, key stakeholders and the Regional Enterprise Council to engage and promote the consultation amongst networks – Lead Programme Management Office
- Email to those signed up for City Region Deal news – Lead Programme Management Office

- FAQs to be generated – Lead Programme Management Office / CEC communications Team

Action: Programme Management Office:

- web link to host web page and consultation questionnaire - a shortened URL entitled [ESESRegionalProsperity](#)
 - email address and
 - postal address

to allow this information to be embedded within Partner landing web pages by 14 June for start of the consultation

Regional and Local

- Social Media – main tool will be an animation re-issued weekly throughout the consultation period with varying wording picking out a key theme each time
- Social media text – text and a timeline to distribute it to social media channels during the consultation as set out in the relevant section below
- Social media channel updates carried out regionally by Programme Management Office or locally by whomsoever is appropriate on the timetable.

Local

- Partners will develop local landing pages, with link to CEC hosted RPS consultation page (Sample text in Annex 1)
- Local news release – initial news release to announce consultation
- Need to consider notifying area partnerships and community councils –
- Partners’ staff newsletters / ezines to share press release
- Partners’ newsletters / ezines to local residents / stakeholders, as appropriate, to share press release – Lead Comms reps from each partner organisation
- Local authority partners to highlight press release to elected members –

Action: Partners to lead above activity themselves for their area.

5. Social Media draft timeline

Weekly updates of key themes to Social Media coordinated by Programme Management Office on the following dates:

Week beginning 14th June

Week beginning 21st June

Week beginning 28th June

Week beginning 5th July

Week beginning 12th July

Week beginning Monday 19th July

Annex 1 – Web-text template

Partners across the region have been working hard to deliver on the Edinburgh and South East Scotland City Region Deal that will bring £1.3 billion investment over 15 years. This partnership has helped us to develop a Regional Prosperity Framework, and it is on this document that we are reaching out to you for comments, feedback and ideas on what matters to you for our region.

The Edinburgh and South East Scotland (ESES) region has an incredible platform to build on, but there are issues that we need to address to support our regional prosperity. These include: the response from Covid-19 and the need to address societal imbalances across the region and the urgent need to deliver this within a net zero emissions context.

The *Regional Prosperity Framework* is a draft plan to grow and recover our economy sustainably. It looks at everything from transport & housing to education & digital inclusion; to economic development & climate change. The Key Themes of the Regional Prosperity Framework are to secure:

- A FLOURISHING economy, environment & ecology, households & places
- A RESILIENT workforce, climate responses, infrastructure & buildings
- An INNOVATIVE Private Sector, Third Sector (including Further & Higher Education) and Public Sector.

This consultation is open to individuals, businesses and other organisations, professional bodies and charities. The Regional Prosperity Framework will inform future policy creation across many organisations – all aimed at ensuring the region is as resilient as possible, despite current challenges, and has the right infrastructure to be a key contributor to the economy of Scotland.

You can view a short introductory video presentation and the full Regional Prosperity Framework here www.edinburgh.gov.uk/ESESRegionalProsperity. Suggest this sentence retained for Partner landing pages but removed for the host page – all else stays the same across platforms

The Regional Prosperity Framework consultation will launch on Monday 14th June 2021 and the closing date for responses is 11:59pm on Monday 26th July 2021.

To submit a consultation response please complete the online survey [here](#). If you are unable to complete the survey please email your consultation response to: EESCR.CityDeal@edinburgh.gov.uk. Whilst the strong preference is for consultation responses to be submitted electronically, hard copy responses may also be sent to the postal address below:

Aleks Bogacz
Edinburgh and South East Scotland City Region Deal
Waverley Court (Area 2.1)
4 East Market Street
Edinburgh
EH8 8BG

We look forward to hearing your views on this vital issue.