

Appendix A

Communication Plan – Good Growth Fund, Round 3

This plan sets out a proposed approach by which to engage, communicate and market planned activities of Round 3 of the Good Growth Fund.

Vision

The Mayor of London aim for the capital to be a city that is socially and economically inclusive and environmentally sustainable – a city that brings the best out of our existing places, draws on the skills and participation of Londoners and provides lasting benefits for everyone. At the heart of Good Growth is making sure that Londoners of all backgrounds have a say in shaping the future of their city.

Aim

The Good Growth Fund (GGF) aims to fund and deliver innovative, best practice regeneration projects. By supporting and providing expert regeneration advice to the capital's diverse and accessible local economies – from our high streets and town centres to industrial area, workspaces and culture on offer – it realises their full potential and makes London a place of opportunity for all.

Communication objectives

Demonstrate the Mayor of London and LEAP's strategic investment in London which:

- Enables Londoners to actively participate in their local community and have a say in how their city is shaped;
- Delivers co-ordinated place-based strategies that welcome growth in a way that works with the physical character of London's many places;
- Supports London's diverse and accessible local economies.

Engage with innovative and multifaceted projects in places with high levels of deprivation, places with high growth potential and places facing the challenges of suburban intensification.

Background

Communication and promotion of the GGF are conducted through Mayoral, GLA and LEAP channels. Alignment is required with:

- Strategic direction of the Mayor of London and LEAP;
- The strategic themes of the GGF (people, place, prosperity);
- Research and insights presented through the evaluation of GGF Round 2 and identified underrepresentation;
- Strategic direction and research insights from the High Street Network;

- Insights from Crowdfund London in engaging with community groups.

Other factors to consider when communicating:

- The messaging, direction and timing of the planned engagement milestones remain inclusive;
- Any existing investments that have been made by the Mayor of London;
- Ensure that community and grassroot organisations don't feel like they need to compete with boroughs for funding and that appropriate GLA Officer support is readily available.

Target audience

The following audiences in London who want to drive regeneration in their local area have been identified to apply to the fund:

- Strategic regeneration: Local Authorities; BIDs;
- Site based regeneration: workspace providers; community groups; social enterprises; small and medium-sized enterprises; charities; public.

Communication tools

Owned GLA, Mayor of London and LEAP channels are provided below by which we communicate with our target audience.

- Social Media: Twitter – @LDN_gov; @MayorofLondon; @SadiqKhan; @LondonLEP ; @LDNGrowthHub ; @LDN_economy; Facebook
- Website(s): London.gov
- Newsletter(s): Regeneration; LEAP; Business email
- Print: Programme prospectus

We will work with GLA press team to broaden awareness of GGF R3 by coordinating on high profile launches/ ribbon cuttings:

- High profile: Mayoral announcement
- LEAP Members visit
- Notification to Government

Key messaging

- The Mayor is committed to supporting 'good growth' – growth which is socially and economically inclusive and environmentally sustainable.
- City Hall with support through the London Economic Action Partnership (LEAP), wants to invest in a range of place-based, community, cultural and green infrastructure projects.
- Investment should bring the best out of our existing places and spaces and ensure that Londoners of all backgrounds have access to the same opportunities.
- The Good Growth Fund – City Hall's biggest regeneration fund – gives local communities the chance to play a key role in making London a better place for all.

- The fund provides expert regeneration advice, design support and knowledge sharing opportunities whilst investing in innovative best practice regeneration projects that allow:
 - Londoners to actively participate in their local community and have a say in how their city is shaped;
 - Delivery of co-ordinated place-based strategies that welcome growth in a way that works with the physical character of London's many places;
 - Diverse and accessible local economies – from our high streets and town centres to industrial areas – to realise their full potential and making London a place of opportunity for all.

Evaluation

To assess the effectiveness and impact of this plan, the following measurements will be collected:

- Attendance at the engagement events
- Engagement and satisfaction with content during the engagement events
- Number of community and grassroots organisations reached through the engagement programme and applied to the fund
- Number of projects located in places with high levels of deprivation and which have not previously received funding from the GLA
- Social media channel reach and sentiment analysis

Strategic engagement plan and key activities

This table highlights some of the opportunities to engage with audience identified.

Action	Nature of event	Communication tool(s)	Description	Audience	Due date
Review of the Good Growth Fund process	Announcement	<p>Newsletter lists: Regeneration / Crowdfund London / LEAP /</p> <p>Social media – owned channels: @LondonLEP / @LDNGrowthHub / @LDN_economy</p>	Publish the report produced by the GLA's Opinion, Research and Statistics team which will engage with previous applicant and non-applicant sample groups to gather feedback on the programme process in order to refine and improve from the application process.	All	Jul-19
Programme delivery: Website(s)	Promotion	<p>Websites: GLA: Good Growth Fund/ Funding opportunities & signposting opportunities / LEAP</p>	Develop and launch new GGF content and structure across webpages, including: new GGF homepage case studies and best practice mapping investment	All	Aug-19
Programme delivery: Round 3 announcement	Promotion	<p>Websites: GLA: Good Growth Fund/ Funding opportunities & signposting opportunities / LEAP</p> <p>Newsletter lists: Regeneration / Crowdfund London / LEAP /</p>	Announce Round 3 timescales and engagement plan	All	June - August 2019
Programme delivery: Social media	Promotion	<p>Social media owned channels: @LondonLEP /</p>	Produce a calendar of content for owned channels and social pack media tiles, hashtags and suggested tweets/	All	August – September 2019

Action	Nature of event	Communication tool(s)	Description	Audience	Due date
plan and pack		@LDNGrowthHub / @LDN_economy / @LDN_gov / @MayorofLondon / @SadiqKhan /	Instagram/ Facebook posts for partners to share on their channels. Partners may include: Venues hosting engagement events Previously funded projects Stakeholders and LEAP members		
Email distribution	Promotion	Direct email to partners and stakeholders	Can go to organisations and stakeholders with extensive reach – e.g. London Councils	Strategic leads	Sep-19
Formal launch	Ribbon cuttings: High profile: Mayoral announcement and Press opportunity	All comms tools	Invite the Mayor to launch Round 3 by visiting a previously funded project.	Strategic leads/ Local Authorities/ BIDs/	Sep-19
Publish prospectus	Print and Announcement	Websites: GLA: Good Growth Fund / Funding opportunities & signposting opportunities / LEAP	Publish the Round 3 prospectus with minor amendments to focus and	All	Sep-19
Good Growth Fund film	Promotion	Website: GLA: Good Growth Fund Social media – owned channels: @LondonLEP / @LDNGrowthHub / @LDN_economy /	Look at producing a film highlights projects which have been funded and delivered through the fund.	All	Sept-19

Action	Nature of event	Communication tool(s)	Description	Audience	Due date
		@LDN_gov / @MayorofLondon / @SadiqKhan /			
Engagement and outreach plan	Meeting	<p>Newsletter lists: Regeneration / Crowdfund London / LEAP /</p> <p>Websites: GLA: Good Growth Fund, Funding opportunities & signposting opportunities / LEAP</p> <p>Social media – owned channels: @LondonLEP / @LDNGrowthHub / @LDN_economy / @LDN_gov / @MayorofLondon / @SadiqKhan /</p>	Area-based area workshops will take place to support prospective applicants alongside a number of online surgeries for potential applicants to ask specific questions to GLA Officers.	All	<p>w/c 2 and 9 September 2019 – area-based workshop</p> <p>w/c 16 and 23 September 2019 – online surgeries</p>
Stage 1 announcement	Announcement	<p>Newsletter lists: Regeneration</p> <p>Direct emails to applicants progressing to stage 2</p>	Announcement about how many stage 1 applications received through Round 3 of Good Growth Fund	All	w/c 16 December 2019
Stage 2 announcement	Announcement and Press opportunity	All comms tools	Press release and wider comms	All	Mar-20