

Comms delivery campaign short plan:

<p>Overview</p>	<p>The Seam Digital Campus is part of a broader strategy to create 'More and Better Jobs and Businesses' by promoting digital skills, entrepreneurship, and transformation. It aims to make Barnsley the UK's leading digital town, as outlined in the Inclusive Economic Growth Strategy.</p>
<p>Key Messages</p>	<ul style="list-style-type: none"> • The Seam Digital Campus is a place to bring people, business, education, and the public sector together to benefit Barnsley. • It is at the heart of our ambition to be the UK's leading digital town. • The sculptures will become a major landmark for Barnsley, raising the profile of the Seam Digital Campus. • The project supports the strategy to attract the brightest tech businesses to South Yorkshire. • It builds on The Glass Works' success in attracting visitors to the town centre. • The project will provide quality green space and improve biodiversity in the town. • The modern town centre car park will meet Car Park Plus Standard, with improved lighting, EV chargers, and CCTV. • The project is part of a wider strategy to make car parks more accessible for residents, commuters, shoppers, and permit/season ticket holders. • Social value opportunities will be created during the delivery of the scheme to support the community.
<p>High Level Milestones</p>	<ul style="list-style-type: none"> • Submission of planning application and consultation period. • Full closure of the site for the start of construction in May 2025. • Opening of the site. • Investable opportunities. • Dovetailing with the launch of the car parking strategy and changes to town centre parking.
<p>Timeline and Key Dates</p>	<ul style="list-style-type: none"> • Planning application submitted 16 Dec 24. • Information events around planning submission w/c 13 Jan 25. • SMT 14 Jan 25. • Purple Cabinet 5 Feb 25. • White Cabinet approval 5 March 25. • Planning approval 8 April 25. • Site mobilisation w/c 28 April 25. • Lower Seam closure 18 May 25. • Start on site/spades in the ground 19 May 25. • All member briefing 29 May 25.
<p>Key Stakeholders</p>	<ul style="list-style-type: none"> • Residents of Barnsley • Visitors to Barnsley town centre and the Seam/car park users • DMC tenants • Barnsley College staff and students • Neighbouring properties (pub and Regent St businesses) • Local businesses and customers in the town centre • Members and Area Council members • Council staff

	<ul style="list-style-type: none"> • Ward members • Wider elected members
<p>Methods of Communication</p>	<ul style="list-style-type: none"> • Public/tenant information events Jan 25 • Operational Management Group – Presentation • Retail TC group • Council website • Internal comms – Intranet and staff bulletin • Press releases to local news media outlets • Our Barnsley weekly newsletter and other newsletters • Printed materials, posters for notice boards, and postcards/leaflets • Community engagement • Signage in car parks • Social media • Area Teams newsletter
<p>Outstanding Communication at 23.04.2025</p>	<ul style="list-style-type: none"> • Article in Town Centre Newsletter • Parking myth busting: Social media, develop map and footsteps info on how far they are from town centre - Starting w/c 28.04.2025 • Information signs in car park: For the car park closure – two-week lead into the closure - 15.04.25. Signs going up w/c 28.04.25 • Reactive statement: Reactive statement to be developed on the lack of parking in the town centre - ASAP • Update website: Add closures onto the website - Car park closure coms start – w/c 28.04.2025 • Social media: Social media highlighting car park closure – w/c 28.04.2025 • Member coms: Update in member bulletin - w/c 28.04.2025 • Internal comms: Copy in Let’s Talk to inform staff – w/c 28.04.2025 • DMC internal coms: Internal coms to DMC tenants – w/c 28.04.2025 • Parking signs: Advertise forthcoming closure of the car park – w/c 28.04.25 • Newsletter: Update in the town centre and glass works newsletters as part of co-working with those teams – w/c 28.04.2025 • Intranet page: Tie in with internal comms on parking strategy changes - Works start and car park closed w/c 28.04.2025 • Social media: Reminder to Council staff and DMC tenants w/c 28.04.2025 • Internal comms: Reminder to Council staff and DMC tenants w/c 28.04.2025 / covered 3 editions of Lets Talk • Barnsley Live: To consider parking message - 21st June • Barnsley 10k: To consider parking message - 29 June • Opening – Comms