

Tree Planting Programme (Year One) Communications Plan (DRAFT for Comment)

| Activity | | Nov-21 | Dec-21 | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | |
|----------|--|--------|--------|--------|--------|--------|--------|--------|--------|--|
| 1 | Draft internal Communications Strategy. | | | | | | | | | Complete |
| 2 | Agree draft Communications Strategy at Tree Planting Programme Board. | | | | | | | | | Complete |
| 3 | Present draft strategy to Head of Public Affairs. | | | | | | | | | Complete |
| 4 | Present draft strategy to ECS PDS Committee for input. | | | | | | | | | Complete |
| 5 | Create (and periodically review) calendar to support best release of comms to various stakeholder groups, noting particular campaigns to April 2022 & research significant relevant days to align comms with i.e. world tree day. | | | | | | | | | Tree Canopy release in March with the Mayor planting a tree. Also International Day of Forests in March. DA will maintain the calendar of events in tab two of this sheet and notify the board each fortnight of any new dates that we are taking forward. |
| 6 | Arrange photo opportunity with programme Lead Member and Service provider, to coincide with the arrival of 21/22 new tree stock at depot and initial phase of planting. | | | | | | | | | Complete |
| 7 | Develop Social Media messaging around arrival of new trees and first planting date. Twitter schedule with pre-agreed messaging (updates on numbers planted, how residents can request a tree for their street, how residents can report issues with trees, interesting tree facts - i.e. links to Carbon capture). | | | | | | | | | 9th February is scheduled for the filming of the video. Title card is linked to the expected design from graphic designers. |
| 8 | Delivery of regular social media messaging (Facebook, twitter). | | | | | | | | | Graphic needed first. Graphic will be shared at next meeting. Video will be released on social media. Numbers planted to also be updated on social media. |
| 9 | Media News Release to support tree planting kick off. | | | | | | | | | Complete |
| 10 | Environment Matters Content Drafting - Main article on tree planting programme, including role of service provider and support that can be provided by residents. | | | | | | | | | Complete |
| 11 | Environment Matters Content Review, finalisation and publication. | | | | | | | | | Complete |
| 12 | News releases about Christmas Tree Recycling - links to importance of doing so and reminder about tree planting programme. | | | | | | | | | In EM but still some further comms to do with News Release separately. Poster at recycling sites to promote tree friends (same as digital displays). Update: 13/12/21 still awaited. Update 24.01.22 this did go in EM. |
| 13 | Draft letter to tree pit neighbouring residents explaining the new scheme, asking for their future support with young tree maintenance (to enhance the watering required by service provider and to report any tree issues via FixMyStreet). Encourage new tree friends to sign up by providing their contact details. | | | | | | | | | Letter to be finalised w/c 07/02/22 and posted by hand by tree officers as they plot planting locations. 07/03/22 letter drafted |
| 14 | Mail Drop to residents (aligned to tree planting - service providers will deliver letters as part of the planting programme - included in contract). | | | | | | | | | Planting gangs will also be provided with copies of the letter. |
| 15 | Email Bromley officers tree information to also encourage them to look out for young trees needing help during visits around the borough and encouraging them to also sign up as tree friends if they live in Bromley. | | | | | | | | | HC would like to do a soundbite to all officers with an officer out on site to show a practical demo. AR will look at dates but suggest aligning this to International day of Forests. |
| 16 | Tree Friends Video - Environmental Campaigns Officer to draft training content for existing tree friends (to include short animated video). | | | | | | | | | SF has JBx to set up a meeting with Helen to talk through the initial video script for tree friends. 07/03/22 Tree Friends Toolkit has been partly reviewed in preparation for the video. |
| 17 | News Release advertising for new tree friends to sign up to support the establishment of young trees. | | | | | | | | | Next release to be scheduled - tree friends will be mentioned in every news item. Over 1000 this year, 550+ so far (but check as and when we publish). |
| 18 | Digital Town Centre Display Board messaging to remind people of what we are planting and why. | | | | | | | | | Treemendous - 500 planted message. 21/03/22 - we have the graphics. AR to confirm when first going to be used. |

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| 19 | Photo opportunity with Mayor and Deputy Mayor of Bromley each planting a tree, to coincide with Queen's Platinum (70 year) Jubilee and the Queen's Green Canopy Campaign. | | | | | | | | | Location agreed and dates suggested for planting. AR/HC to confirm availability. Bailes Place off Kingshall Rd nr Cator Park. Update 24/01/22 Deputy Mayor 18/01/21 (treemendous), Mayor in early March as part of Jubilee celebrations. 21/03/22 Mayor's tree was planted on 11/03/22 as planned. |
| 20 | Photo opportunity with local celebrity planting a street tree (potentially Emma Raducanu/Dina Asher-Smith). | | | | | | | | | DA/AR started discussions around celebs (include school children and local business owners). 24/01/21 - no further updates. Deputy Mayor invited locals to the planting. Planting schedule to be reviewed to see which are near schools where children could be involved. Rob Becket? Attendees agreed to do it next year. HC suggested a celebrity could water a tree. PMC would still like DA to reach out. DA to ask if he would be interested in the project. |
| 21 | Review messaging and updates on FixMyStreet reporting platform to support young tree maintenance, helping residents to report issues correctly. | | | | | | | | | SF to raise with JR again. HC needs a wider meeting with JR. SF to arrange meeting. |
| 22 | QR Code messaging design online (tags for all new tree stakes). | | | | | | | | | Chatterton Rd design company to make some samples. HC to approach Chartwell NT about theirs. Web design element has been commenced through Tuan Ngyuen. To initially be set up as a contractor monitoring tool - further catch up planned to develop scoping document for BT. HC moving this forward with TN this week. Update 24/01/22 - meeting with TN 27/01/22. Final Spec sent over for development scoping from BT. |
| 23 | QR Code production (tags for all new trees). | | | | | | | | | Barchams web page contains species information. Officers will plot QR codes on CONFIRM. Can scan onto ipad and link data to particular tree QR code. To also link to tree watering (live) for performance monitoring purposes. Carbon Capture to be included in web info. G&T have started to use their own QR codes (looks like a luggage tag) so HC will be speaking to them about their design. |
| 24 | Schools Street Tree Planting Information Resources Developed. | | | | | | | | | Email to be drafted by HC to send to schools re: Woodlands Trust and Trees for Cities. WT free trees not currently available. Update 24/01/22 Can develop something general about trees and focusing on what schools can be doing to look after their trees. 07/03/22 - HC suggested a Data Sheet which will offer basic guidance. HC to find the work he started a couple of years ago. 21/03/22 - Attendees agreed to postpone this until Aug/Sep |
| 25 | Update E-newsletter for residents (bi-monthly). | | | | | | | | | Next newsletter about budget consultation and trees will be in there. To include Tree Friends. 21/03/22 in progress |
| 26 | News releases linked to National Events spread throughout the year, National Soils Day, National Tree Day, Urban Tree Festival. | | | | | | | | | |
| 27 | Veolia RCVs to advertise the programme on the side (Spring?) | | | | | | | | | £500 per panel design. To be implemented in the new year. Graphics dependent on the above actions. Designs ready for next meeting. PMC to ask Veolia what they think about it. |

