

<u>Barton Road Actions List</u>			
What	Who's involved?	What we need	Status
Spirus to work with Phil Rose to produce final draft copy that we can use to start creating the marketing collateral (flyer and display board posters).	Tom Tawell, Jo Riches, Phil Rose (PR)	Maps, any existing literature	Completed
Rowan Haysom (architect) to paint a watercolour rendering of the Barton Road development for use in the flyer and on the posters.	Rowan Haysom (RHa)	N/A	Completed
Spirus to arrange for a hi-res scan of watercolour rendering to be produced.	Andy Dicks (AD)	N/A	Completed
Spirus to send draft copy, maps and hi-res scan of watercolour rendering to graphic designer to produce flyer and display board posters.	Tom Tawell (TT), Jo Riches (JR)	Draft copy, site plans in eps format, hi-res renderings.	Completed
Spirus to send draft collateral to Andy Dicks to be printed ahead of Project Board meeting.	TT, JR, AD	Artwork files	Completed
Share draft flyer and display board posters with the Project Board. Go over script with Project Board to formulate agreed responses to hypothetical press questions (press conference preparation).	TT, JR Tim Elcock from Spirus (TE), John Hill (JH), Emma Grima (EG), Maggie Camp (MC), Phil Rose (PR), RHa, Cllr Palmer (JP), Cllr Roberts (CR), Cllr Hunt (BH), Cllr Hobbs (RH), Cllr Every (LE)	Printed documents.	Completed
Update script in light of Project Board meeting.	TT, JR	N/A	Completed, but more changes will need to be made following further developments. JH to sign off.
Update flyer and display board posters with notes/amends outlined from Project Board meeting and email to the Project Board for checking.	TT, JR, TE	Annotated documents	Completed
Collate comments from Project Board and carry out final text/design amends to the Barton Road flyer and display board posters.	TT, JR, TE	Annotated master copies	All text/design amends have been completed; however, in light of further developments regarding coach parking, further text/design amends will need to be made.
In response to further developments regarding coach parking, a meeting will take place with JH and PR to discuss final text/design amends for Barton Road flyer & display board posters.	JH, PR, TT, TE	Latest documents for annotating	Completed

APPENDIX 3A – BARTON ROAD, ELY

Andy Dicks to create comments form for public exhibition and poster for market stand – signed off by John Hill and Phil Rose.	TT, JR, JH, PR	Text and images	Completed, but Andy needs to change the dates of the exhibition once these have been confirmed.
Spirus to write press release (notice of exhibition) press release – will be signed off by Cllr Bill Hunt (BH) and JH.	TT, JR, TE, JH, EG, MC, PR, RHa, JP, CR, BH, RH, LE	N/A	Yet to be completed
Project Board Leader, Cllr Bill Hunt (BH), to critique and sign off flyer, display board posters and press release with final amends.	TT, JR, TE, JH, PR, JP	Printed documents	Yet to be completed
Final versions of flyer, display board posters and press release to be signed off by Chief Executive.	JH	Electronic/printed documents	Yet to be completed.
Send flyer and display board posters to Andy Dicks to be printed, along with the comments form.	TT, JR, TE	Artwork files	Yet to be completed
Timetable for manning library exhibition stand and market stand sent to members. Lynne Smart (LS) to manage this.	TT, JR, Council Members	Excel timetable to be inserted into email	Completed, but will need to be re-done once new dates have been agreed.
Media training/ press release run-through with scripts.	TT, JR, TE, JH, EG, MC, PR, RHa, JP, CR, BH, RH, LE	Chamber will need to be booked, room set up as it would be on the day, screen, flyers, display boards, display board posters, microphones, *scripts *not to be present on day of actual press conference	Media training PowerPoint has been created. A date for this needs to be arranged.
Press conference (30 mins). Cllr Palmer to be the lead spokesperson.	TT, JR, TE, JH, EG, MC, PR, RHa, JP, CR, BH, RH, LE	Flyers, display boards, display board posters, microphones, screen	Yet to be completed
Issue Barton Road press release/upload to website straight after press conference has ended.	TT, JR		Yet to be completed
Exhibition – library and Ely Markets (public comments form made available at Library).	TT, JR, SC, Council members, Ely Markets, Ely Library	Leaflets, display boards, display board posters, gazebo, table cloths, chairs etc.	Yet to be completed
Comments from public exhibition to be collated and presented in the form of a document.	TT, JR, PR, Jessica Topham (JT)	Comments forms	Yet to be completed
Spirus to write follow-up press release - send to BH and JH for sign-off.	TT, JR, TE, JH, EG, MC, PR, RHa, JP, CR, BH, RH, LE	Attendance figures, how many flyers picked up, quotes from members of the Project Board, could include positive comments left by public.	Yet to be completed
Issue follow-up press release to the media.	TT, JR		Yet to be completed

Barton Road Event Management			
What	Who's involved?	What we need	Status
Telephone press to invite them to the press conference.	Tom Tawell (TT), Jo Riches (JR)	N/A	
Book Chamber for press conference run-through and for actual press conference - arrange equipment.	TT, JR	Press conference table, microphones, chairs where the press would sit, exhibition stands with posters, projector, screen.	
Ring Library to book space for exhibition - arrange for materials and equipment to be dropped off/collected.	TT, JR, Ely Library, Spencer Clark (SC)	N/A	Ely Library is aware that ECDC would like to do an exhibition there in the near future. They are waiting for dates to be confirmed.
Arrange a stall/gazebo with Ely Markets for Thursday and Saturday.	TT, JR, Ely Markets	Banner, pull-up graphic (standard ECDC one), tablecloth, display boards, poster directing public to the library exhibition, flyers. Thursday Market - will need a table, chairs and gazebo. Saturday Market – stall provided.	
Arrange for the Open Spaces team to deliver/collect exhibition stands, flyers, posters, comments forms etc. to the library/market.	TT, JR, SC	Display board stands, gazebo, table, chairs, banner/pull-up graphic and marketing collateral.	
Ensure Andy Dicks has flyers, display board posters, market poster and comments forms printed on time for press conferences and exhibition.	TT, JR, Andy Dicks (AD)	Flyer, display board posters, fastenings for display board posters, market poster and comments form.	

PLEASE NOTE All of the above work had been carried out when working towards the previous timetable; however during that time, the press were not called, therefore news of a Barton Road press conference will be new to them.

Currently, the event management is ongoing and tasks will be completed as dates are confirmed.