

APPENDIX 8 (b) Communication Plan – Park Byelaws

Background/context

To ensure park users' enjoyment and safety, the council and partners need to be able to tackle nuisance and other anti-social behaviour that adversely affects the enjoyment of its public parks and open spaces by our communities. After significant scrutiny and public involvement, Full Council will shortly be asked to agree 24 new parks byelaws that are more relevant to parks today and which act on a greater number of green spaces than previously.

A public consultation exercise in 2013 revealed 77% of respondents were in favour of revised parks byelaws. A further consultation in 2016 demonstrated continuing support.

After considering reported evidence of nuisance, public consultation results and examination by Neighbourhoods Scrutiny Commission, new byelaws are proposed for 364 publicly accessible green spaces in Bristol.

Byelaws complement powers in other legislation such as the Anti-social Behaviour, Crime and Policing Act 2014. Updating the bylaws will provide a 'tool-kit' of options that will mean nuisance behaviours and park management issues can be addressed more positively and swiftly than is presently the case.

The proposed byelaws have been approved by the Secretary of State for Communities and Local Government and the Council has published its notice of its intention to make the byelaws at a meeting of its Full Council on 14th March 2017.

Communications approach

- Deliver a plan of communication activity that ensures public and key stakeholder groups are aware of new byelaws, where they apply and the implementation timetable.
- All communications underpinned by positive messaging around people enjoying and taking pride in Bristol's open spaces and encouraging them to use them considerately and responsibly.
- Provide timely, relevant communication to all byelaws audiences/stakeholders to support the credibility, delivery and profile of the new byelaws.
- Encourage public/partner/stakeholder to be advocates for new byelaws.
- To maximise use of digital channels to provide full details of the byelaws which can be easily understood

- To ensure consistency in messages in written communication and those talking to people in the parks (parks team, parks groups, PCSOs)

Communications aims

- Communicate changes made to the byelaws through their development in response to consultation and scrutiny.
- Develop positive messaging around the responsible use of parks to be enjoyed by all.
- Address any specific issues where misunderstandings arise.
- Employ a 'no surprises' approach by ensuring key stakeholders/partners are informed thereby enabling them to act as advocates as appropriate.
- Education – helping people to understand the rules, particularly around specific activities (e.g. BBQs)

Key messages

- **Primary messages**

- The city's parks and green spaces are something we should all take pride in and are there to be enjoyed by everyone
- Our aim is to allow everyone to enjoy our parks and open spaces safely and respect and be considerate to everyone else using them
- These new rules help us to strengthen the way we tackle instances of nuisance and anti-social behaviour where people which significantly affect on the enjoyment of parks by others. Our approach to enforcement will focus on education and persuasion in the first instance to deter people from carrying on with anti-social behaviour.
- The byelaws will cover 357 parks and you can find out which these are by visiting (www.tbc).
- Many activities will have general consent such as BBQ use with only a few areas where these activities cannot take place
- To reassure residents, the following activities which caused concern during the consultation are allowed under the byelaws: putting up gazebos for shade, foraging for personal use..... etc

- **Secondary messages**

- Individuals or park groups will be able to apply for permission to carry out certain activities – you can find out how at (www.tbc).
- If you see anti-social behaviour you can report it here
- The byelaws complement existing laws related to behaviour such as ASB, Crime and Policing Act 2014 / dog control orders. The most appropriate enforcement approach will be taken dependent on the circumstances.

Partners

- Police
- Bristol Parks Forum
- Local neighbourhood/community groups
- Park Friends' Groups

Audiences/stakeholders

- Bristol citizens
- Bristol Parks Forum
- Park Friends' Groups
- Stakeholders affected by byelaws – ie, Model Aircraft clubs, fishing groups
- Groups and organisations representing people with protected characteristics.
- Local community groups.
- Councillors
- Council staff
- Local media

- **Key milestones**
- 22nd February – end of Notice period
- 6th March – Full Council report published
- 14th March – Full Council
- 28th April – byelaws come into force (subject to full council approval)

Communication timetable

Date/time	Milestone	Communication activity	Cost	Responsibility
COMMS PHASE 1				
24 January – 22 Feb	Notice period	Publication of Notice and final proposals online and in Council's principal office (City Hall)	£200 (paid)	Parks
		Publication of Notice online	£3600 (paid)	Parks
		Email alert to key stakeholders, Councillors, Bristol Parks Forum	£0	Parks
		Publication of FAQs, byelaw-specific FAQs and other supporting documentation (see appendices 1 and 2)	£0	Parks
14 March	Full Council	Refresh of comms messages published prior to meeting	£0	All
March – April	Following Full Council (assuming byelaws adopted)	Social media promotion explaining changes and answering questions on Park social media platforms.	£0	Parks team and PR team.
		Abridged version of the press release to go out to local community newsletters	£0	PR team.
		Information in council newsletters		
		Website changes	£0	Web/Corporate communications
		Make changes to the Parks page		
COMMS PHASE 2 if Byelaws are adopted				
28 th April – September 2017	Park byelaws adopted	Media launch	£2.7k est	PR/Corporate Communications
		Comprehensive marketing and communications programme focused on responsible enjoyment of parks and open spaces. This could include the following if adopted: <ul style="list-style-type: none"> Education campaign (responsible enjoyment of parks) 		

		<ul style="list-style-type: none"> • Third party support – messages from police and park groups. • Direct communication with park groups/community groups • Printed material - A4 posters for park notice boards, postcards for on-site teams to give out • Social media – Facebook and Twitter – use of BCC social media channels and parks twitter • Website – Create/update web pages to provide comprehensive, easy to understand information • Information in community newsletters and other publications going out to Bristol citizens. • Direct contact with groups and organisations that represent equalities communities to make sure information is provided to the widest audience and in an accessible way. • Work with partners/stakeholders to distribute information through their communication networks 		
		Site notices deployed. Bespoke signs provided at relevant sites setting out byelaws and designated sites where relevant.	£14k est	Parks / Bristol Design
		Community engagement work	£0	Neighbourhoods