

INITIAL PROPOSALS LAUNCH ARRANGEMENTS

Introduction

1. This paper sets out for Members' information the arrangements for publicising the Commission's initial proposals, due to be formally published on Tuesday 13 September.

Embargoed information prior to 13 September

2. The Secretariat will be sending the following materials to around 1300 public 'places of deposit' around England:
 - a) a copy of the initial proposals report for the region corresponding to the particular place of deposit;
 - b) one copy of the booklet of A3 maps that accompanies that report;
 - c) one A0 regional map for that region;
 - d) one copy of the Guide to the 2013 Review booklet;
 - e) multiple copies of the summary sheet from the initial proposals report; and
 - f) multiple copies of the summary leaflet about the 2013 Review process.
3. This package of materials will be despatched to arrive at the place of deposit by 12 September, so as to ensure they will be available for public inspection on 13 September, but clearly embargoed not for release until that date.
4. Each MP will also receive a package of information on 12 September (around midday) clearly embargoed until one minute past midnight on 13 September. This package will consist of a hard copy of:
 - a) the initial proposals report for the region corresponding to that MP's current constituency;
 - b) the booklet of A3 maps that accompanies that report; and
 - c) the A0 regional map for that region.
5. An embargoed package of information will also be sent to the House of Commons Library and the national headquarters of the Conservative, Labour, and Liberal Democrat parties. The timing for receipt of these packages is expected to coincide with those being sent to MPs. This package will consist of a hard copy of:
 - a) the initial proposals report for the every English region;
 - b) the booklet of A3 maps that accompanies each of those reports; and
 - c) the A0 map for each of those regions.
6. Finally, nine separate regional press releases and one national press release will be issued on 12 September, again embargoed until one minute past midnight on

13 September. The regional press releases will highlight the key messages that we wish to communicate in terms of the changes proposed in each region, and the national press release will take a similar approach, but looking at the broader picture across England. The press releases will focus on transmitting factual information, such as the way in which the Commission has undertaken its task in a fair and impartial manner, according to the rules as set down by Parliament, and will highlight the importance of involvement in the consultation process.

13 September and beyond

7. On 13 September the initial proposals packages referred to above will become available to the public.
8. The initial proposals reports for all nine regions and all associated A3 and A0 maps will also be published at one minute past midnight on 13 September on a new 'consultation section' of the Commission's website. This will also include detailed information about how to respond to the consultation either in writing or at a public hearing or directly through the website itself.
9. Beginning with Tuesday 13th, and continuing on Wednesday 14th, Thursday 15th and Sunday 18th September, there will be quarter page adverts in all the main national daily and Sunday newspapers covering England (a full list of publications is at Annex A. The adverts are designed purely to bring people's attention to key messages, rather than to attempt to inform people of the details of the proposals themselves. These messages include where people can find further information, the importance of participation in the consultation exercise, the ways in which people can respond and the closing date for comments.
10. For a period of two weeks beginning with 13 September, the Commission will also be running a short (30 second) radio advert on local radio stations, the aim of which will be to raise awareness and direct people to where they can find out more information. The list of radio stations on which the advert will be running appears at Annex B. Taken together, our forecasts for press and radio activity show a combined reach of 77% of all adults in England.
11. For the whole 12-week period of the initial proposals consultation, the Commission has paid a modest fee for 'search optimisation' in relation to internet search engines. This facility significantly increases the likelihood of the returned list of matches on an internet search featuring our website as the top (or near the top) result and/or appearing as a 'sponsored link' on the results page for the search. The service has been secured in relation to a number of words connected with boundary changes for the 12-week period.
12. Finally, we will be pulling together a schedule of interviews for media-trained Secretariat staff to give in response to requests from print, radio or television media. As per the press releases, these interviews will focus on transmitting factual information and highlighting the importance of involvement in the consultation exercise. Interviews will be agreed on the basis that they will

emphatically not be an opportunity for commentators and others to enter in to political debate with the Commission on the detail of the proposals.

Approvals, management and evaluation

13. All the above activity is being conducted within previously agreed budgets and in line with the internal approvals processes as stipulated by our sponsor department, Cabinet Office.
14. Our press and radio advertising campaigns are being managed by COI (the Central Office of Information, a public sector marketing and advertising specialist organisation) . COI are also managing the development of the consultation section of our website, and the online search optimisation. All of this work is being carried out under the Secretariat's direction and with our direct involvement in supplying and checking content and providing approvals.
15. We are also working with COI to ensure a comprehensive evaluation process for the whole of the campaign, with discrete evaluations of each distinct element of the promotional activity. As well as complying with best practice for any public sector advertising campaign, this will also ensure that we have an evidence base to inform future decisions about advertising spend for later during this review and for future reviews.

Publications for quarter page advert

Daily newspapers

The Sun
Daily Mirror
Daily Star
Daily Express
Daily Mail
The Times
Daily Telegraph
The Guardian
The Independent
i
FT
Metro

Sunday newspapers

Sunday Mirror
Daily Star Sunday
Mail on Sunday
Sunday Express
Sunday Telegraph
Observer
Independent on Sunday
Sunday Times
The People

Annex B

Stations for radio advert

talkSPORT (North)	National
First Radio Total (England Only)	National
Bauer Place Portfolio England	National
Kiss East	East of England
Heart Cambridgeshire	East of England
Heart East Anglia	East of England
Heart Essex	East of England
Kiss 100 FM	London
Sunrise Radio (Greater London)	London
Smooth Radio (London)	London
Heart London	London
XFM London	London
talkSPORT (London)	London
Classic FM (London)	London
Heart Four Counties	London
Heart Thames Valley	London
Heart West Midlands	Midlands
Capital Birmingham (was Galaxy)	Midlands
Heart East Midlands	Midlands
Smooth Radio (West Midlands)	Midlands

Smooth Radio (East Midlands)	Midlands
Capital East Midlands (was Leicester Sound RAM FM & Trent FM)	Midlands
Total Orion Midlands	Midlands
Real Radio (North East) - (was Century Radio)	North East
Capital North East (was Galaxy)	North East
Classic FM (North)	North East
Smooth Radio (North East)	North East
Capital Manchester (was Galaxy)	North West
Real Radio (North West) - (was Century Radio)	North West
Smooth Radio (North West)	North West
XFM Manchester	North West
Heart Kent	South & South East
Heart Solent	South & South East
Heart Sussex	South & South East
Heart Devon	South West
Heart West Country	South West
Capital Yorkshire (Was Galaxy)	Yorkshire
Real Radio (Yorkshire)	Yorkshire