

[Nerys Lloyd-Pierce PR - Nerys Lloyd-Pierce, Freelance Journalist and PR Consultant, Cardiff: Home](#)

Nerys Lloyd Pierce has the contacts, expertise and nose for the right 'angle' that ensures PR success for my business. Her enthusiasm, energy and professionalism are a joy to work with.

## Press plan for RMLDG

1. Cardiff Council's incorrect interpretation of the city's growth figures, and disregard for the 2021 census figures.

Edit existing press release to make it more hard-hitting. Compile synopsis to encourage journalists to publish/broadcast RMLDG's findings. Follow up with calls to 'sell-in' the story.

Identify people within the group to speak on radio and appear on TV (this is always tricky to pull off, although I have done so for Cardiff Civic Society on a number of occasions).

Identify a Welsh speaker in the group for radio and TV.

Letters to the press: on the above subject, after the press release has run. Western Mail, South Wales Echo....

2. Loss of green space.

Identify all the sites that might be lost if the council continues on its current path.

Images of these sites, please, while the weather is decent and they still look at their best.

Call the council out on destroying green spaces and flying in the face of its own policies: cite its Climate Emergency Declaration; Nature Emergency Declaration; One Planet Document, Greener, Fairer, Stronger City Recovery and Renewal Strategy.

The council also frequently falls foul of its own SPGs and TGNs.

Highlight what the RLDP could mean in terms of loss of quality of life for the citizens of Cardiff – a Twitter account dedicated to this, with a snappy handle, would be helpful in raising awareness.

Very often people do not realise what will be lost until it's too late, so this needs to be described in no uncertain terms.

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Identify a Welsh speaker in the group for radio and TV.

Letters to the press: on the above subject, after the press release has run. Western Mail, South Wales Echo....

The council disregarding so many of its own policies will also make a letter to The Guardian.

3. Lack of affordable housing and the council's collusion with developers

Developers' stranglehold and the collusion of the council combine to destroy green space and fail to provide housing for the neediest in society.

Identify people within the group to speak on radio and appear on TV.

Identify a Welsh speaker in the group for radio and TV.

Letters to the press: on the above subject, after the press release has run. Western Mail, South Wales Echo....

This might also make a piece for specialist publications, such as Inside Housing, especially as we can cite Plasdwr as an illustration of everything that is wrong with a developer/council collusion.

Also.

I can boost RMLDG's campaign with Tweets on CCS Twitter page (almost 3,500 followers); pieces on CCS and Bute Parks Alliances FB pages, and those of other like-minded groups.

Blogs on the CCS web site.

It is also important to lobby councillors, relevant council cabinet members, scrutiny committee members, MSs, the First Minister, and MPs on the issue of unrealistic growth projections, and associated loss of green space, while there is still time to change things.

Requesting meetings with the above – as a matter of urgency – is vital to get the above issues on the radar.

I would suggest we start on press release number one as soon as possible – issue next week, preferably, to give us enough time to air the other topics too. January is very close, and the council machine is hard to stop once it's in motion.

Leaflets highlighting the loss of green space, biodiversity to the local neighbourhood, and pieces published in the local newsletter, and online will also help raise the issue.

I can draft the text for the above.

Another thought – would one of the group write a piece on how the Cardiff Capital Region is being ignored. I can edit and place this personal opinion piece.

A public meeting, highlighting the reality of loss of green space aimed at all the people in the affected areas, and held centrally, will also help raise awareness.

**Fee: £1,000 for 3.5 days' work to deliver PR campaign and elements of the social media campaign, and lobbying tactics for targeting Cardiff Council/Senedd.**