

Stapleford Town Deal - Communications and Engagement Statement

Overview

This statement has been developed to outline how stakeholders will be communicated and engaged with throughout the Stapleford Town Deal process.

It focuses on:

- Protocols which must be adhered to on the promotion of the Town Deal, in line with the requirements of central government
- The key messages to be communicated
- The communications and engagement methods that will be used

The Protocol will be reviewed and adapted as the Towns Fund progresses.

1. The MyTown Campaign

Communications will be focused around the MyTown Campaign and/or utilise further guidance from the communication and engagement toolkit for Town Deal Boards, which will be provided by central government in due course.

This will be complemented by a government media campaign which will:

- Inform people in the 101 towns of the opportunities of the Towns Fund
- Encourage local people to get involved and to generate ideas

To support the campaign, Lead Councils have been asked to nominate a contact to work alongside the government and the Council's Corporate Communications Manager will fulfil this role.

Where necessary the Executive board may agree to use any of the 'methods of communication and engagement' in section 3, to share information about the Stapleford Town Deal process. This is especially pertinent where there is no specific guidance from government, as it is vital to engage with the community quickly and effectively, to facilitate the production of a compliant Town Investment Plan (TIP) by the submission deadline.

It may also be necessary for the board to provide spokespeople in a proactive or reactive approach to press or public enquires. These spokespeople will be agreed by the board and where this isn't possible, the Chair or Vice Chair will provide a statement.

2. What is to be communicated

Key messages from the board to be communicated may include, but are not limited to:

- All Executive board meetings minuted and published on the Lead Council's website.
- Executive board composition finalised.
- Key priorities for the TIP have been agreed, in context of locally identified challenges and opportunities.
- Targets are agreed referencing existing local, regional and national strategic documents - to inform a Delivery Plan.
- Graphic representations of the proposed transformations are shared.
- Updates on any other milestones agreed within the boards work programme.
 - For example – *Vision Statement agreed by the executive board, ratified by stakeholder group and shared with public. This is then published using official press release to promote and 'tease' the next stage of work programme.*
- Updates on capacity funding spend.
- Announcement the draft TIP is complete.
- Announcement the TIP has been submitted to government.

3. Methods of communication and engagement

The board recognises that different stakeholders will prefer to communicate and engage in different ways.

With this in mind, a mixture of digital, print and face to face channels will be used. This is vital to ensure that all citizens and groups can directly contribute to the Stapleford Town Deal process.

These include, but are not limited to:

- Consultations
- Public meetings, roadshows and other events
- Newsletters (print and digital)
- Press releases
- Online content
- Social media
- Direct communications – letters, emails etc.
- Leaflets and other promotional material