

# Stapleford Town Deal - Executive Board (Mandatory Positions)

Updates Council's Jobs and Economy Committee



## Senior Management Broxtowe

Ruth Hyde or Zulf Darr  
or  
Ryan Dawson

## Broxtowe Borough Council

Cllr MacRae

**CHAIR**—Ian Jowett  
**VICE**—Paul Sweeney

## Private Sector

*Robert Ellis Estate  
Agents*  
Paul Sweeney

## D2N2 LEP

*Head of Strategy and  
Policy*  
Will Morlidge

## MP

Darren Henry MP

## Broxtowe Borough Council

Cllr Grindell

## Community

*Broxtowe Youth Home-  
lessness*  
Jessica Brannan

## Private Sector

*William May Develop-  
ments*  
Ian Jowett

## HS2

*Stakeholder manager  
HS2*  
Paul Mullins

## Private Sector

*Land owner*  
Frank Taylor

## Private Sector

*Building Consultants*  
Paul Gaughan

## Stapleford Town Council

Cllr Ella Kearney

## Nottinghamshire County Council

Cllr Richard Jackson

## Community

John McGrath

## Private Sector

*Edwards Clegg Solici-  
tors*  
Jeff Edwards

## Private Sector

*Hawley and Rodgers  
Solicitors*  
Louise Lyddiatt



Consults with Stakeholder Board

# **Stapleford Town Deal Executive Board**

## **Code of Conduct**

As per the Towns Fund Prospectus<sup>1</sup>, government expect that Town Deal Boards align with governance and polices of the Lead Council (Broxtowe Borough Council). This includes whistle blowing, conflicts of interest and complaints.

Broxtowe Borough Council expects employees and its members to adhere to the Nolan Principles<sup>2</sup> of public life. Therefore, members of the Stapleford Town Deal Executive board are expected to adhere to those same principles of:

1. Selflessness
  2. Integrity
  3. Objectivity
  4. Accountability
  5. Openness
  6. Honesty
  7. Leadership
- Although government expects that the Town Deal Board Code of Conduct must align with that of the Lead Council, there may be elements of the Lead Council's Code of Conduct that are not applicable to board members, in relation to the Stapleford Town Deal Executive board and its function.

For example, members of the Executive board may not necessarily be employed by the Lead Council, therefore elements from the Lead Council's Code of Conduct relating to agreed pay would not apply, as membership of the board is not a paid role. A further example would be that there is no leave allowance associated with board membership, therefore the Lead Council's leave policy would also not apply.

- Members of the Executive board are expected adhere to the latest version of the agreed 'Communications and Engagement Statement'.
- If a complaint is received by the Executive board, the matter will be referred to the Lead Council and dealt with under the Lead Council's complaints policy.
- Copies of the Lead Council's applicable policies, within its own Code of Conduct can be obtained via the website [www.broxtowe.gov.uk](http://www.broxtowe.gov.uk).
- Failure to adhere to the Town Deal Board Code of Conduct could result in removal from the Executive board.

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<sup>1</sup> <https://www.gov.uk/government/publications/towns-fund-prospectus>

<sup>2</sup> <https://www.gov.uk/government/publications/the-7-principles-of-public-life/the-7-principles-of-public-life--2>

# **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