Staveley Town Deal Board

17th March 2023

Item 10

Communications, Engagement and Consultation Update

1. Recommendation

a) That the report be noted.
b) That Board members approve the Equalities Impact Assessment.

2. Communications Plan Update

Communications, Engagement and Consultation (CEC) Working Group met on 1 March and continue to support the Programme and projects.

Key activities include:

- The Feedback Survey (Feb 2023). The survey accompanies this report as Appendix 1. Social media is the main way people hear about the Town Deal, with word of mouth and Your Chesterfield being cited. The survey captures where people are from and the lowest numbers completing the survey are from Barrow Hill/New Whittington, Mastin Moor and Duckmanton. This will guide the CEC Group to concentrate in these areas. We are also building in questions relevant to projects and key themes such as Careers.

Results to the question: Had you heard about the Staveley Town Deal before today?

	Survey 1 results		Survey 2 results		Excluding 'other'	
	Number	%	Number	%	Number	%
Yes	47	54.7%	61	48.0%	48	50.0%
No	39	45.3%	66	52.0%	48	50.0%

The CEC Group were encouraged that numbers who had not previously heard of the Town Deal, had, by completing the survey, received information about the Town Deal.

- The group have reviewed the Programme level EIA (Equalities Impact Assessment) and make a recommendation to Board to approve this document, which is covered in Item 9a of this agenda.
- Your Chesterfield magazine carries a Town Deal article with a focus on projects delivering Skills and Employability. https://www.chesterfield.gov.uk/media/2173299/your-chesterfield-spring-2023.pdf
- A series of banners to promote the Town Deal are being produced for display around the area and at key project locations. The aim is to ensure visibility and maintain momentum of the Programme. Whilst Project Sponsors are working very hard on project designs, planning application submissions and procurement, there is limited deliverable activity on the ground for the community to see. Once projects begin work on the ground, hoardings will be produced to provide more details of each project and there will be consistent branding.

- The Town Deal had a presence at the Celebrate Chesterfield event on 2 March. Two Board members were on the panel and Staveley received a high profile during the speeches, and we took a stand for delegates to find out more information during the event.