Staveley Town Deal Board

15th July 2022

Item 7

Communications, Engagement and Consultation Update

1. Recommendation

a) That the report be noted.

2. Communications Plan Update

Communications, Engagement and Consultation (CEC) Working Group met on 6 April, 4 May, 8 June and 8 July and continue to make good progress.

Communication and engagement activities to raise awareness and understanding of the Town Deal have taken place or are planned as below:

- Town Deal feedback survey – open until end of July – with a prize donated by the Canal Trust. Appendix I shows the survey results.
- Young People's Engagement Group meeting – 25th May. Eight ambassadors were recruited at this event
- Banners and other promotional materials have been displayed at various placed around the area, including at Destination Chesterfield, Morrisons, Hollingwood Hub, Royal Primary Care practices in Staveley and Inkersall, Staveley Hall, Healthy Living Centre, Barrow Hill Roundhouse and local schools
- The Town Deal has had prominent features in both the March and July editions of Your Chesterfield. Appendix II shows the copy for the July edition.
- Media releases about the Town Deal are averaging 3 x per month through mainly Derbyshire Times, but also on Look North, Reflections magazine and Youtube
- An A5 booklet has been designed which summarises all the projects, as well as giving background and communication information
- A master powerpoint of basic information has been put together for use by any project or Board member and the CBC and Destination Chesterfield websites are regularly updated
- Bespoke posters and banners are being designed, which will give more information about projects and signpost to the website
- A Primary School project has been devised and will be trialled by Year 5 and 6 pupils at St Joseph's Primary School in July before being offered to all local schools in September
- Marketing materials have been purchased which will be available at events staffed by the Town Deal team (trolley coins, pencils and notepads)
- Appendix III is the Communications Plan that the CEC Group work on and is regularly kept up to date and is included for information.

Project Good News Highlights

Rail line has been accepted to progress to the next stage of development.

https://www.gov.uk/government/news/moving-ahead-to-reopen-railway-lines-and-stations-including-one-not-used-since-reign-of-king-george-v

Construction Skills Hub is procurement is now live and available on Source East Midlands. Please promote this opportunity to your contacts and e-newsletters.

Invitation to Tender for the Provision of Staveley Construction Skills Hub Provision of Training Services (sourcenorthamptonshire.co.uk)

DRIIVe project has received CBC Cabinet approval on 21 June 2022.