

# Public Document Pack



**North East  
Derbyshire**  
District Council

Our Ref:

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Date: Wednesday, 8 April 2020

To: **All Members of the Clay Cross Town Board**

You are invited to attend the next meeting of the Clay Cross Town Board to be held on **Monday, 20 April 2020 at 2.00 pm in the Meeting to be held by Conference Call.** District Council Offices, 2013 Mill Lane, Wingerworth, Chesterfield S42 6NG.

Yours sincerely

A handwritten signature in black ink that reads "Sarah Steuberg".

**Joint Head of Corporate Governance and Monitoring Officer**

## AGENDA

### 4 Draft Communications Strategy (Pages 3 - 7)

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***We speak  
your language***

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Polish

***Mówimy Twoim językiem***

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French

***Nous parlons votre langue***

Spanish  
***Hablamos su  
idioma***

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Slovak

***Rozprávame Vaším  
jazykom***

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Chinese

**我们会说你的语言**

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this agenda in  
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us on

**01246  
217753**

If you require an adjustment to enable you to participate in or access the meeting please contact the Governance Team at least 72 hours before the meeting starts.

## Clay Cross Town Deal Communications Strategy

### **Project Background**

The Government recognises that towns play an important part in the UK's economic prosperity. Towns are home to major businesses, educational institutions and are where a majority of the population live. However some towns need to diversify their offer if they are to help businesses grow and provide employment opportunities for the local residents. This can include providing opportunities for local workforce to re-train.

The Government wants to develop a growth strategy for these towns and has announced 101 towns that have been asked to develop a town deal, one of which is Clay Cross. The total Town Deal Funding total is £3.6bn with a maximum of £25m that each town can bid for. The Town Deal funding will help the particular town to overcome the things that are limiting its growth.

The Town Deal is a two stage process with the first stage focusing on developing a Town Deal board, developing a vision for Clay Cross and creating an Investment Plan.

The second stage is to turn the Investment Plan (produced by the Clay Cross Town board) into a business case. This business case will be used to negotiate with the Government for some or all of the £25m available to each town.

This funding if successfully secured will be used to implement the Clay Cross Investment Plan.

The Government has provided some funding to help develop the Town Deal Investment Plan and take it through the two stages.

### **Project Partners/Stakeholders**

- North East Derbyshire District Council
- Derbyshire County Council
- Clay Cross Parish Council
- Worcester Bosch
- Global Brands
- NHS/DCHS
- DWP
- Clay Cross Town Centre Group
- University of Derby
- D2N2
- Sport England
- Rykneld Homes
- Chesterfield College
- Historic England
- Homes England

**Communications – Key People**

Communications Lead Officer NEDDC – David Vickers

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<b>Organisation</b>	<b>Key Contact</b>
<b>Clay Cross Town Board</b>	
Worcester Bosch - Chair	Gary Golden <a href="mailto:gary.golden@uk.bosch.com">gary.golden@uk.bosch.com</a>
NEDDC – Leader & Vice Chair	Cllr Martin Thacker MBE JP <a href="mailto:martin.thacker@ne-derbyshire.gov.uk">martin.thacker@ne-derbyshire.gov.uk</a>
NEDDC	Cllr Nigel Barker
NEDDC	Cllr Carolyn Renwick
NEDDC	Cllr Jeremy Kenyon
DCC – Leader	Cllr Barry Lewis <a href="mailto:Barry.Lewis@ne-derbyshire.gov.uk">Barry.Lewis@ne-derbyshire.gov.uk</a>
Clay Cross Parish Council	Cllr Jerry Morley <a href="mailto:Geofrey.Morley@ne-derbyshire.gov.uk">Geofrey.Morley@ne-derbyshire.gov.uk</a>
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<u>Rykneld Homes</u>	
Niall Clark	
<u>DCC</u>	
Joe Battye Mike Ashworth Allison Westray-Chapman Amanda Brown Gill Callingham	

**Project Timescales**

Project start – January 2020

Call for bids to prepare Clay Cross Investment Plan – March 2020

Appointment of consultant team – May 2020

Final Draft of Clay Cross Investment Plan - July 2020

Submission of Investment Plan to government – September 2020

**Communication – What is the Message?**

The aim of any communication regarding this project will differ depending upon the recipient, but can be summarised as follows:

- Information sharing about the project, its aims and objectives. This message will provide factual updates and information about the project, to make people initially aware of the project and its purpose.
- Spreading the positive message about the project, and the long-term benefits and regeneration it will bring to Clay Cross.
- Encouraging interaction with the project, either through the consultation process, or as a direct stakeholder. This will include making people aware of the different consultation events taking place, including the date, time and location of events, or links to online consultation and information.

### **Communication – Who is the Audience?**

The audience for communications will be two-fold:

- Residents – the residents of Clay Cross will be communicated with, to keep them informed about the project and its progress, and to also make them aware of any consultation that is taking place.
- Businesses – businesses will be communicated with, to keep them up to date with the project, and to inform them about consultation events etc. They will also be communicated with to be potentially engaged with as a stakeholder within the project, or any projects going forward out of Investment Plan recommendations.

### **Communication – What Tools Will Be Used?**

The project will utilise a number of different tools to communicate with the audience. These include (but are not limited to):

- Websites (both NEDDC and partners)
- Twitter (both NEDDC and partners)
- Facebook (both NEDDC and partners)
- Newsletters (both NEDDC and partners)
- Press releases
- Emails
- Letters
- Telephone calls

The communication tool chosen will be the one that is most relevant to the message to be communicated and the audience that will be communicated to.

### **Communications Protocol**

- Lead – North East Derbyshire District Council
- NEDDC Lead – Communications Team

All press releases, website releases, social media posts etc. relating to the Clay Cross Town Deal will be approved by the Clay Cross Town Board before being released. The protocol for all communications will be as follows:

- All communications will be in the first instance, sent through to NEDDC's Communications Team;
- When the Communications team receive the communication, they will first send it through to the relevant project support officer(s) for fact checking.
- After it has been checked, the Communications team will forward it to the members of the Clay Cross Town Board for approval. They will be given a maximum of **1 working day** to make any comments.
- When the Communications team has received all changes and made any amendments to the communication, they will then either:
  - Publish the message (if it is an NEDDC/consultant led message).
  - Forward the message onto the relevant partner for publishing (if it is a partner message).

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