

**North East Derbyshire District Council**

**Clay Cross Town Deal Board (CCTDB)**

**18 March 2022**

**Communications Update**

**Report of the Assistant Director Economic Development, Regeneration and Housing Growth**

Classification: This report is public

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**PURPOSE / SUMMARY**

To provide an update on recent communications activity and to propose the appointment of a communications apprentice.

**RECOMMENDATIONS**

1. That the Board note the recent communications activity.
2. That the Board approve the appointment of a communications apprentice and an associated annual budget of £23,000

**REPORT DETAILS**

**1 Background (reasons for bringing the report)**

- 1.1 Wings magazine – a two-page article was included in February's edition of Wings magazine to raise local awareness of the town deal initiative. Wings is circulated widely in Wingerworth, Tupton, Ashover and to all businesses in Clay Cross town centre. There are also collection points in Sharley Park Leisure Centre and Clay Cross Parish Council offices. The article can be read here:

<https://www.yumpu.com/en/document/read/66405946/wings-issue-146-february-march-2022>

- 1.2 The publisher of Wings is also planning an 8 page Clay Cross special in a future edition and will work with the Communications and Community Working Group to agree the content.
- 1.3 At the Working Group meeting in February it was agreed that, to help improve communication and engagement with Clay Cross businesses, a Clay Cross

Business Ambassador would be appointed. At that same meeting Becky Hunter of Riber Products, based in Clay Cross, agreed to accept the role. Becky's appointment features in April's News magazine and the story asks for businesses to get in touch to share their thoughts around the town deal. Updates on the Business Ambassador's activity will be brought to future Board meetings.

- 1.4 In order to fulfil the CCTD projects potential through communications and marketing of the projects, a need was identified through the Working Group for an apprentice position to meet this demand. This proposal was shared with the board in 2021 who approved in principle but required further information about the post, how it can improve the outcomes of the project and the costs.
- 1.5 A new website ([www.claycrosstowndeal.com](http://www.claycrosstowndeal.com)) is under construction, launch expected March/April 2022. To ensure the CCTD project achieves its goals, a specific brand and logo has also been created and approved to give it the unique identity needed in marketing and communications. To compliment the website, a full suite of social media accounts for the deal have been taken ownership of, this includes a Facebook page, Twitter, LinkedIn and Instagram account.
- 1.6 The CCTD project as a whole, is a unique opportunity to make tangible, positive differences to our assets and communities for years to come. Delivering these projects successfully is key for our residents and businesses, who will vibrant, forward thinking innovative town in Clay Cross which this investment will bring.
- 1.7 The success of the town deal depends on effective communications – well thought out, planned, pro-active and targeting the right audiences at the right time and for detailed campaigns and marketing to take place such as engaging with key stakeholders in the varying projects, writing press releases, newsletter copy, undertaking interviews, video and photographs. In order to achieve these communication ambitions, and for the communications channels set out above to be maximised, there is a clear need for investment in the communications team to deliver this.
- 1.8 It is therefore proposed a Level 4 apprentice (undergraduate level, four years duration) should be appointed to manage these communications channels and work with the wider communications team and working groups to ensure effective delivery of campaigns and media releases.

## **2. Details of Proposal or Information**

- 2.1 As outlined in 1.1 – 1.8

## **3 Reason for Recommendation**

- 3.1 To support a long term programme of communication activity.

**4 Alternative Options and Reasons for Rejection**

- 4.1 To continue with limited communication resources. A step change is required in the volume of communications activity around the town deal and without additional resources this will not be possible.

**DOCUMENT INFORMATION**

Appendix No	Title