

Clay Cross Town Board

Friday 3rd March 2023

Stakeholder and Communications Engagement Plan Update

Report of Director of Finance and Resources – Jayne Dethick

Classification: Public

Report By: Sharon Stevenson, Monitoring and Support Officer

Contact Officer: As above

PURPOSE / SUMMARY

To outline the progress regarding the stakeholder and communications plan for the Clay Cross Town Deal Programme.

RECOMMENDATIONS

That the Clay Cross Town Deal Board notes the contents of this report.

IMPLICATIONS

Finance and Risk: Yes No

Details: There is no financial impact to note.

On Behalf of the Section 151 Officer

Legal (including Data Protection): Yes No

Details: There are no legal impacts.

On Behalf of the Solicitor to the Council

Staffing: Yes No

Details: This will be completed within existing officer workloads.

On behalf of the Head of Paid Service

REPORT DETAILS

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

- 1.1 As a result of the Town Regeneration re-scoping exercise, it was necessary to submit a project adjustment request (PAR) to DLUHC. This has now been approved.
- 1.2 All 5 Clay Cross Town Deal Projects are now in the delivery phase (pending DLUHC approval for the Town Regeneration and Low Carbon Challenge Fund projects).
- 1.3 As the PAR has been approved and the last 2 remaining projects submitted, it is important that the Town Regeneration masterplan is communicated to all Clay Cross residents and businesses to engage them in the Clay Cross Town Deal overall programme.

2. **Details of Proposal or Information**

- 2.1 Stakeholder engagement and communication is now critical, with particular focus on the progress of Clay Cross Active and Town Centre Regeneration over the forthcoming months. It is proposed to utilise the accountable body's Editorial Group to oversee day to day co-ordination and identify clear linkages between each element of the Programme as well as enabling the use of the accountable body resources and engagement mechanisms.
- 2.2 The scoping exercise done for Clay Cross Active was repeated for the Town Regeneration project but it soon became clear that the project in its infancy couldn't be broken down to a detailed level. The approach therefore has been changed to a high level communication plan (attached) focussing on a rolling 6 month period and covering all projects within the overall Clay Cross Town Deal Programme.
- 2.3 The overall programme key milestones were used to timetable the type of communications required and what methods would be used to ensure timely and consistent messaging across all available platforms to the business community, residents and partners.
- 2.4 At the time of writing this report, a formal press release is being prepared for the launch of the Town Regeneration project. This is the first step on the communications journey for this significant work stream and the Economic Development team will be visiting Clay Cross businesses to engage with them, explain the proposed masterplan and .
- 2.5 The project team are working closely with the Editorial Group to deliver the communications plan as discussed in 2.2 above. We are also looking to utilise our ever widening reach through social media and use of short video messages to keep the information flow fresh and current. We'd like to pilot this

with a “meet the Town Board” video to provide an overview of who is involved, what the vision is and provide answers to FAQ’s

3 Reasons for Recommendation

3.1 To ensure stakeholder engagement and communications is co-ordinated, timely, consistent and clear. This will allow for meaningful engagement by all sectors of the community.

4 Alternative Options and Reasons for Rejection

4.1 There are no alternative options to consider

DOCUMENT INFORMATION

Appendix No	Title
n/a	n/a
Background Papers (These are unpublished works which have been relied on to a material extent when preparing the report. They must be listed in the section below. If the report is going to Cabinet you must provide copies of the background papers)	
n/a	