

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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| Organisation | Key Contact |
|------------------------------|--|
| Clay Cross Town Board | |
| Worcester Bosch - Chair | Gary Golden gary.golden@uk.bosch.com |
| NEDDC – Leader & Vice Chair | Cllr Martin Thacker MBE JP martin.thacker@ne-derbyshire.gov.uk |
| NEDDC | Cllr Nigel Barker |
| NEDDC | Cllr Carolyn Renwick |
| NEDDC | Cllr Jeremy Kenyon |
| DCC – Leader | Cllr Barry Lewis Barry.Lewis@ne-derbyshire.gov.uk |
| Clay Cross Parish Council | Cllr Jerry Morley Geofrey.Morley@ne-derbyshire.gov.uk |
| Global Brands | steve@globalbrands.co.uk |
| Derbyshire County Council | Cllr Tony King tony.king@derbyshire.gov.uk |
| Lee Rowley MP | lee.rowley.mp@parliament.uk |
| NHS | Janine Foxhall janine.foxhall@nhs.net |
| University of Derby | Warren Manning w.manning@derby.ac.uk |
| Clay Cross Town Centre Group | Andrew King andrew@andrewsking.net |
| Chesterfield College | Julie Richards richardsj@chesterfield.ac.uk |
| DWP | Angela Stansfield ANGELA.STANSFIELD@dwp.gov.uk |
| Homes England | Jane Tricker jane.tricker@homesengland.gov.uk |
| D2N2 | Tom Goshawk tom.goshawk@d2n2lep.org |
| Sport England | Andy James Andy.James@sportengland.org |
| Rykneld Homes | Lorraine Shaw Lorraine.Shaw@rykneldhomes.org.uk |

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| Derby FA | Liam Rooney Liam.rooney@derbyshirefa.com |
| Historic England | Tim Allen tim.allen@historicengland.org.uk |
| Supporting Officers | |
| <u>NEDDC</u> Karen Hanson Lee Hickin Ged Lucas Karl Apps Bryan Harrison Gill Callingham <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:

OFFICIAL-[SENSITIVE]

- 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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