

Clay Cross Town Fund Investment Plan

Communications Strategy

19th June 2020

Introduction

This statement has been prepared by Nexus Planning with the assistance of NEDDC officers.

The statement is intended to provide an outline as to how stakeholders (including residents, businesses and employers) will be communicated and engaged with throughout the development of the Clay Cross Towns Fund Investment Plan.

In brief, this Strategy provides guidance on:

1. The two phases of consultation
2. The methods of communication and engagement that will be utilised

This Strategy is a working document that is to be used as a tool to support engagement with the Clay Cross community and stakeholders. It is also to provide clarity and transparency in the process.

The goal of this process is to inform residents and business of the consultation on the future plans for Clay Cross and to allow them the opportunity to help shape their future.

1. Phased approach to consultation

It is proposed that the consultation will run in two phases; an initial phase from 26th June to 10th July covering 'Issues and Opportunities', and a second phase which will consult on the draft Investment Plan which will commence, subject to the overall programme, in late July.

Phase 1

This will run from Friday 26th June to Monday 13th July.

Consultation will be focussed around the website which will be updated regularly.

We 'Love Clay Cross' post cards will be delivered to all addresses in the Clay Cross Towns Fund area. This will direct people to the website and provide postal and telephone contact details.

A Press Release will be issued.

All residents, local businesses and stakeholders will be invited to respond to an online survey that sets out a broad range of questions and themes in order to gauge the views

and seek feedback from the community. This survey will be disseminated to local residents through both digital and physical mediums.

Running alongside this will be a number of social media questions (Instagram/Facebook). These will be targeted to the community within Clay Cross and will ask questions including 'What do you love about Clay Cross?' and 'What would you change?'. These adverts will direct people towards the website.

Phase 2

Subject to the overall programme, the second phase will begin on Friday 24th July. This consultation will relate to the final draft Investment Plan. The community will be invited to comment on the proposals contained within the Plan.

This consultation will be supported by a Press Release, posters in the Town Centre and summary exhibition boards placed at various locations across the Town Centre.

Alongside the two phases above, residents, businesses and stakeholders will also be able to provide their views through the Government's *MyTown* portal. This provides another means through which residents and businesses can continuously feed their ideas and thoughts into this process.

2. Methods of communication and engagement

A variety of methods will be utilised in order to engage widely with the community, this approach is indicative of the fact that different stakeholders will prefer to communicate and engage through different means and also aims to maximise the level of response from a wide cross-section of the community.

To achieve this, a combination of digital and print mediums will be primarily relied upon. There is also the potential that an in-person public exhibition could be held, although this is dependent on COVID-19 guidelines at the time.

The mediums to be used are as follows:

- ***Consultations***
- ***Online content***
- ***Postcard to residents***
- ***Press Release about consultation being open, how to take part, what it means.***
- ***Public boards exhibition (COVID-19 dependent)***
- ***Social media campaign, utilising Facebook, Instagram and Twitter***
- ***The NEWS magazine, postings in The Derbyshire Times***

Measurements as to the success of the campaign include all digital posts being monitored for engagement, post reach and return on investment. Websites can monitor pages' hits on the section, the NEWS magazine is distributed to 45,000 residents and postcards will be hand delivered to 4,000 local properties.

All consultation responses will be collated in a Consultation Statement.

Communications Strategy – Summary Actions

Phase 1 – 26th June – 13th July	
1.	Web-site live and updated
2.	Phase 1 Survey Questionnaire on line
3.	'We Love Clay Cross' post delivered to all addresses
4.	Posters placed in shops and other venues
5.	Consultation details issued to stakeholders via email
6.	PR release issued
7.	Rolling programme of Facebook / Instagram Ads
8.	On-going reference to the <i>MyTown</i> portal
Phase 2 Late July onwards	
9.	Draft Investment Plan posted on line
10.	Baseline data posted on line
11.	Phase 1 Feedback posted on line
12.	Phase 2 Survey Form on line
13.	Possible distribution of leaflet/postcard to all addresses
14.	Hard copy summary leaflet and survey form available at locations in the Town Centre
15.	Posters placed in shops and other venues
16.	Consultation details issued to stakeholders via email
17.	PR release issued
18.	Rolling programme of Facebook / Instagram Ads
19.	On-going reference to the <i>MyTown</i> portal
20.	Summary posters placed at locations in the Town Centre
