

## **AGENDA ITEM NO. 6.**

### **NUNEATON TOWN DEAL BOARD**

**Date:** 15<sup>th</sup> March 2021

**From:** Director – Regeneration and Housing

**Subject:** Communications & Stakeholder Engagement

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#### **1. Purpose of Report**

- 1.1 To provide Board with information on the proposed immediate future communications proposals.

#### **2. Recommendations**

- 2.1 That Board approve the publication of an amended Town Investment Plan.
- 2.2 That Board authorise the Director – Housing and Communities to advise relevant stakeholders of the details of the award.

#### **3. Background Information**

- 3.1 Advent Communications were procured to provide to deliver the Communications and Engagement Strategy during Stage 1 of the Town Deal programme and funded via the capacity funding awarded for the development of the Town Investment Plan.
- 3.2 Advent created the brand of My Town Nuneaton, which aligned with the established national #MYTOWN campaign. Alongside this, Advent established a Facebook page, Twitter account and website (<https://mytownnuneaton.co.uk>) to provide information about the Towns Fund and inviting stakeholders to give their views on the priorities for this initiative. More than 8,000 impressions were generated via Twitter and over 300 responses were received. In addition, numerous press releases were taken up by a variety of media. A breakdown of this activity is attached at Appendix A.

#### **4. Future Communications**

##### Town Investment Plan

- 4.1 The comprehensive Town Investment Plan (TIP) was submitted on 11<sup>th</sup> December 2020, following sign off by the Board. It was determined that the TIP remain confidential, given the commercially sensitive information contained within.
- 4.2 Since the announcement of the successful award for Nuneaton, some information around the projects is now in the public domain. It is therefore proposed that an amended version of the TIP be published. The public version would have the financial details removed, as they relate to each project. This would be achieved by the removal of the summary table contained within the Executive Summary Section, and by the removal of the individual sums contained within the 'Input' section of the Theory of Change graphics at pages 50 to 61 of the submitted TIP. Project L would

be removed completely, following the award of funding for this project via the Future High Streets Fund. If approved by Board, it is proposed that the public version of the TIP would be released on Tuesday 12<sup>th</sup> March 2021.

#### Stakeholder Communication

- 4.3 As Board are aware, there are several stakeholders involved in the delivery of the TIP projects. Formal notification should be given to those stakeholders to inform them of the success of the projects and to commence the identification of the persons relevant to sit on / lead the individual project teams. This should be undertaken prior to the publication of the
- 4.4 It is not known when the response to the clarification questions identified within the Town Deal Stage 2 report (Agenda Item 1) will be received. It is therefore difficult to release the exact funding levels for each project. That being said, it is important that all stakeholders are aware that their projects will progress, in order that the planning and delivery process can begin.
- 4.5 It is proposed that the Director - Regeneration and Housing, as the overall Programme Lead, be authorised to contact the relevant stakeholders, to advise them of the award and begin preparations for delivery.

#### Stakeholder Communication and Engagement

- 4.6 A draft Stakeholder Communication and Engagement plan was endorsed by Board in November 2020 and submitted as part of the TIP requirements. This plan set out the draft approach, should the TIP successfully attract funding.
- 4.7 The proposed approach includes establishing a communication and engagement plan for each project, overseen by a Stakeholder Engagement Team (SET). The project engagement plans must be devised by each project team and signed off and monitored by the SET. This will be undertaken by the project teams, with each plan being reported through Board.
- 4.8 A submission has been made to MHCLG for additional capacity funding. The outcome of this submission will determine whether there will be, and the level of funding available to continue with the invaluable support provided so far by Advent.