

AGENDA ITEM NO. 7.

NUNEATON TOWN DEAL BOARD

Date: 3rd December 2021

From: Director – Regeneration & Housing

Subject: Communications and Engagement Plan

1. Purpose of Report

- 1.1 To provide the Board with a proposed plan for external Communications and Engagement with the local community, including the management of associated social media for the Towns Fund Programme.

2. Recommendations

- 2.1 That the Board approve proposed Communication and Engagement approach, detailed at Section 4.

3. Background Information

- 3.1 During the formulation period of the Town Investment Plan, Advent Communications were appointed to provide specialist and dedicated capacity to fulfil the requirements of the Town Deal criteria. They established and managed the MyTown Nuneaton website and associated social media streams. In addition, they were the principle point of contact for press enquiries and generated a significant amount of information that was pushed out to the private sector, including via national industry publications.
- 3.2 The costs for this were funded via the capacity funding awarded to support Towns in the development of their Town Investment Plans and subsequent Business Cases. The remainder of the capacity funding is being utilised to fund the external consultancy support for the Business Cases.
- 3.3 Given the fact that the capacity funding is a finite amount, work has been ongoing to identify how the ongoing communications and engagement requirements can be met, particularly in relation to community facing matters.

4. Proposal

- 4.1 Nuneaton and Bedworth Borough Council have a small inhouse Communications and Marketing Team (C&MT). Discussions have been held to identify the types of communication and engagement actions that will be required in order to meet the Town Deal requirements and ensure that the appropriate information is disseminated in timely manner and across suitable media.
- 4.2 It is proposed that the MyTown Nuneaton website will be administered by the Council's Business Performance Officer. This will include verifying and uploading all relevant project information onto a dedicated page for each project. The project

pages have been established with final amendments being undertaken. It is anticipated that these will go live on Monday 6th December 2021.

4.3 It is proposed that the Council's C&MT, in consultation with the project leads, will compile a detailed plan that identifies key publicity and engagement opportunities for the programme. Discussions will be held with each project lead to highlight the activities that should be included, examples of which may be;

- Submission of Summary Documents;
- Consultation for design;
- Consultation for planning permission;
- Start on site;
- Contextual project information

4.4 It is also proposed that short vlogs will be recorded by the appropriate person and released on the MyTown Nuneaton social media to provide context and up to date information in relation to the individual projects. In addition, there will be press releases, social media posts and consultation events.

4.5 Once collated, the information will be incorporated into a master Programme Communications and Engagement Plan, with the content and progress update presented to a future Board meeting. The proposes pro forma, populated with some example activities, is attached at Appendix A.

5 Conclusion

5.1 Whilst the external support for the entirety of the contract would be desirable, funding is not available to meet the associated costs. Nuneaton and Bedworth Borough Council's C&MT are experienced professionals who are well qualified to support the Towns Fund Programme.

Towns Fund – Masterplan Rolling Communications Plan

Legend			
DSIC	Digital Skills & Innovation Centre	EMH	E-Mobility Hub
TS	The Saints	VN:CP	Visiting Nuneaton: Changing Perspectives
WS	Wheat Street Junction	QR/CS	Queens Rd/Corporation St
GEVC	George Eliot Visitor Centre	WRCL	Weddington Road Cycle Link
RMAG/PR	Reimaging Museum & Art Gallery/Parks Revival	DE	Digital Evolution

Version:

Date:

No.	Project	Activity	Description	Evaluation	Key date	Target deadline	Initials
01	RMAG/PR	Consultation	Design of Museum extension	Public engagement feedback			
02	RMAG/PR	Consultation	Design of Parks works	Public engagement feedback			
03	TS	Media Release	Completion of Saints building sale	Pic/coverage			
04	TS	Vlog	Description of works and intended outcomes	News coverage/ Pic/Public engagement			
05	DSIC	Media release	Full planning application for college building	News coverage			
06	DSIC	Consultation	Use vacant retail unit to engage people about detail of the college building planning application	Public engagement feedback			
07	GEVC	Vlog	Description of works and intended outcomes	Pics			
08							