

## NELSON TOWN INVESTMENT PLAN

### FUTURE STAKEHOLDER ENGAGEMENT PLAN

As work on the Nelson Town Investment Plan progresses, the involvement of residents, businesses and other stakeholders in development and delivery of the Plan will continue to be important.

The table below provides a summary of the proposed future stakeholder engagement activities. These will involve the development of more detailed project level engagement plans as well as plan level communication and engagement activities.

Key Element	Activity	Who
Communicating TIP Submission	<p>Communicate that the Town Investment Plan has been submitted via press release, social media, Town Deal website, etc. Provide details of next steps.</p> <p>Communicate the outcome of our submission once known via press release, social media, Town Deal website, etc. Provide details of the next steps.</p>	Lead Authority, Board Members.
Development of full business cases	Engagement of stakeholders in the development of robust, full businesses cases for each project during 2021/22.	Project Working Groups
Project level Communication and Engagement Plans	<p>Communication and Engagement Plans for each project will be developed by the project working groups and included with full business cases.</p> <p>Plans to be implemented once funding is secured.</p>	Project Working / Delivery Groups
'This is Nelson' project	<p>The 'This in Nelson' project provides a great opportunity to continue to build dialogue and engagement with the local community, building on the strengths of members of the Nelson Town Deal Board and partner organisations.</p> <p>The project offers a 5 year programme of work that engages Nelson's communities in the town's development to facilitate ownership, pride and a shared identity. This will be achieved through a range of creative programmes and events.</p>	This is Nelson project delivery group
Town centre space/focal point for our engagement activities	One of our ambitions is to create a town centre space to be a focal point for the engagement programme, creating a presence to make visible the ongoing engagement activities, etc. Whilst we had hoped to have this in place already (utilising the ground floor space below Building Bridges offices on Scotland Rd), due to persistently high infection rates in Nelson and Pendle and the associated lengthy local and national COVID-19 restrictions, it has not yet been possible to activate this space.	Building Bridges / In Situ / This is Nelson project

## APPENDIX 1

Communication and Engagement sub-group.	The Communication and Engagement sub-group will help to co-ordinate and evaluate communication and engagement activity across the programme, with support from the Town Deal Programme Manager and communications team input.	Communication and Engagement sub-group & Lead Authority
Nelson Town Deal website	The Town Deal website will be the central online resource for information about the Nelson Town Deal and will continue to be developed and updated.	Lead Authority

In addition to the above, the ongoing role of the Town Deal Board and its members in helping to engage and communicate through their own networks and channels will continue to be important.

### Private Sector Engagement

Engaging with the private sector in the development and delivery of our projects and our Plan is also important. In Nelson, we will:

- Communicate and work with existing private sector groups/networks, e.g. Pendle Vision Board and Pendle Connects.
- Use existing, established channels to communicate and engage with local businesses – e.g. the 'Business in Pendle' Facebook group, Twitter feed, etc.
- Utilise links with the Council's economic development team/Employer Engagement Officer, local business support organisations and other members of the Town Deal Board who have regular contact with local businesses, e.g. the College.
- Work with private sector representatives on the Town Deal Board and their contacts/networks,
- Utilise Pendle Council's business database to do targeted mailings to local (Nelson based) businesses,
- Utilise existing partnerships with the private sector, e.g. the Council's JV partnership through PEARL, as appropriate.

The Board will continue to look at new ways to engage and involve the private sector as the plan evolves and progresses into its next phase.