

REPORT OF: HOUSING, HEALTH AND ENGINEERING SERVICES
MANAGER

TO: NELSON TOWN DEAL BOARD

DATES: 7th January 2022

Contact Details: Judith Stockton
Tel. No: 01282 661040
E-mail: judith.stockton@pendle.gov.uk

COMMUNICATIONS AND ENGAGEMENT

PURPOSE OF REPORT

To consider communication and engagement activities relating to the Town Deal.

RECOMMENDATIONS

That the Board:

1. Discuss the communications and engagement strategy/approach for the Town Deal.
2. Agree that the Communication and Engagement sub-group are convened to pull together a communication plan for the next 6-12 months.

REASONS FOR RECOMMENDATION

1. To strengthen communication and engagement activities.

ISSUE

Background

1. At the 'Moving to Stage 2' workshop which was recently held with the Board, the importance of communication and engagement was discussed. There was a general feeling amongst those present that more could/should be done to communicate the work of the Board and progress with the Town Deal.
2. It was agreed that Communications and Engagement would be added as an agenda item for this meeting, so the Board could have a further discussion around it.

Stakeholder Engagement Plan and Communications

3. Part of the Town Investment Plan submission to Government included a 'Future Stakeholder Engagement Plan'. This sets out, at a high level, our approach to communication and engagement activities following the Heads of Terms offer.
4. In line with the Plan, as part of the development of project business cases each project working group is developing a project communications and engagement plan setting out how they will engage stakeholders in the development of their business case and how they will engage stakeholder in the delivery of the project going forward. It will be down to individual project leads to implement this.
5. There is a need to co-ordinate these activities and communicate key messages on a regular basis, recognising however that there are only limited resources to do so. To assist with, this it is proposed that the Communication and Engagement sub-group are reconvened to develop a communication plan for the next 6-12 months (linking in the programme timetable discussed in under item 3 on the agenda).
6. Any further considerations from the Board will be invited at the meeting.

IMPLICATIONS

Policy: None directly arising from this report.

Financial: None directly arising from this report.

Legal: None directly arising from this report.

Risk Management: None directly arising from this report.

Health and Safety: None directly arising from this report.

Sustainability: None directly arising from this report.

Community Safety: None directly arising from this report.

Equality and Diversity: None directly arising from this report.

Appendix 1 – Future Stakeholder Engagement Plan

Annex A: Future Stakeholder Engagement Plan



NELSON TOWN INVESTMENT PLAN

FUTURE STAKEHOLDER ENGAGEMENT PLAN

Introduction

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

This Future Stakeholder Engagement Plan builds upon the activities that have been undertaken to date, as set out in our initial Stakeholder Engagement Plan and documented in our Stakeholder Insight Report. This plan sets out:

- The key stages of engagement as we look ahead,
- The methods/tools that will be used to facilitate future engagement,
- Our key audiences and the objectives of engaging with them,
- How we will overcome barriers to engagement,
- How we will monitor and evaluate our engagement.

Communication and Engagement sub-group

The Town Deal Board has an established Communication and Engagement sub-group. They will continue to help to co-ordinate and evaluate communication and engagement activity across the programme, with support from the Town Deal Programme Manager and resources within Pendle Council's communications team.

Key Stages of Engagement

The table below provides a summary of the key stages of 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 Stages/ Element	Activity	Who	When
Communicating TIP Submission	Communicate that the Town Investment Plan has been submitted via press release, social media, Town Deal website, etc. Provide details of next steps. Communicate the outcome of our submission once known via press release, social media, Town Deal website, etc. Provide details of the next steps.	Lead Authority, Board Members.	Feb 21 Apr 21
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	March 21 – Dec 21

Key Stages/ Element	Activity	Who	When
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 and reviewed at least annually once funding is secured.</p>	Project Working / Delivery Groups	<p>Apr 21 – Dec 21</p> <p>Throughout project delivery</p>
‘This is Nelson’ project	<p>The ‘This in Nelson’ project is an important and creative strand of our Community Engagement activities, dedicated to involving people and local businesses its heart.</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. Further details about the project are included in TIP Parts 1 and 2.</p> <p>The 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>	This is Nelson project delivery group	April 21- March 26

Methods of Engagement

The table below outlines the key methods of engagement that will be used to engage with our stakeholders, building on established and effective activities that have been carried out to date. They provide a range of digital and non-digital methods to be as inclusive as possible.

MEDIA	Detail
Digital – written	<p>Dedicated Town Deal website –The Town Deal website (www.nelsontowndeal.co.uk) is the central online resource for information about the Nelson Town Deal and will continue to be developed and updated. The ‘have your say’ element of the website will continue to be used for online surveys, etc, and to provide feedback on the results and how this has impacted on the project/plan.</p> <p>Dedicated Town Deal Facebook page. Providing information and updates, encouraging comments through the website. When necessary, targeted Facebook ads will be used to capture the views of key groups.</p> <p>Social media accounts of partner organisations will be used to reach target audiences</p> <p>Email updates, e-newsletters, etc, communicated through existing networks/venues/organisations/ mailing lists, etc, facilitated by Town Deal Board members and partner organisations</p> <p>Press releases covered through digital media: online news websites, radio, tv, etc.</p>

Digital – face to face	Facilitated one-to-one consultations and focus group meetings with key groups using Zoom/Teams/WhatsApp , e.g. ‘Digital Talking Society’ type events
Physical / Face to face	<p>A dedicated space for ‘physical’ information and face to face engagement at Building Bridges offices on Scotland Road and other suitable venues: Our ambition 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.</p> <p>General information gathering/sharing events in prominent/relevant locations (subject to COVID-19 restrictions)</p> <p>‘Let’s Talk’ style events – face to face discussions/focus groups for people who may not use/have access to digital tools. These would need to be done in a COVID-19 safe environment.</p> <p>Telephone – a telephone number to enable non-internet users to ask questions and request a printed copy of consultation materials, etc.</p>
Print media	<p>Regular information in the Nelson Leader regarding the Town Deal.</p> <p>Information leaflets, etc</p>

Key Stakeholder Groups

The successful delivery of our plan will be dependent upon continuing to engage with a wide range of stakeholders. The table below details the key stakeholder groups, the objectives of engaging with them and the types of methods that will be used.

For each TIP project, the range of relevant stakeholders will vary and the relevant target groups will be identified by each project working group as they develop their Communication and Engagement Plans.

KEY STAKEHOLDER GROUPS

Key Stakeholder Groups	Objective of Engagement	Methods of Engagement
Nelson Town Deal Board	<p>To enable oversight of plan delivery and inform strategic decision making.</p> <p>To share information and provide feedback on engagement activities.</p>	Online / face-to-face meetings and reports
Members of the public who live in/work in/visit Nelson	<p>To keep people informed about the Plan and progress with its delivery.</p> <p>To provide input into project development and delivery and enable feedback.</p> <p>To ensure hard to reach groups are able to benefit from Town Investment Plan projects.</p>	<p>Town Deal Website – information sharing, online surveys, etc</p> <p>Social media & printed media</p> <p>Information leaflets</p> <p>Public exhibitions / events (Covid compliant)</p> <p>Focus groups (online/face-to-face)</p> <p>Town centre space/focal point</p> <p>Utilise existing mailing lists and consultation groups/forums where appropriate</p>
Hard to reach groups, including BAME and Eastern European Community	<p>To keep people informed about the Plan and progress with its delivery.</p> <p>To ensure hard to reach groups are able to input into project development and delivery and provide feedback.</p>	<p>Targeted engagement through local groups and existing support organisations, e.g. Building Bridges, places of worship, community groups, etc.</p> <p>Town Deal Website – information sharing, online surveys, etc</p> <p>Social media & printed media</p> <p>Information leaflets (translated in different languages as required)</p>

Key Stakeholder Groups	Objective of Engagement	Methods of Engagement
	To ensure hard to reach groups are able to benefit from Town Investment Plan projects.	Public exhibitions / events (Covid compliant) with bi-lingual staff available Focus groups (online/face-to-face) Town centre space/focal point
Young people	To keep young people informed about the Plan and progress with its delivery. To ensure hard to reach groups are able to input into project development and delivery and provide feedback. To ensure young people are able to benefit from Town Investment Plan projects.	Town Deal Website – information sharing, online surveys, etc Social media & printed media Information leaflets Targeted information sharing/awareness raising through schools, college, youth centres, sports clubs, Youth Council, etc Focus groups (online/face-to-face) Town centre space/focal point
Community and Voluntary sector groups	To keep third sector groups/organisations informed about the Plan and progress with its delivery. To enable these groups to provide input into project development and delivery and enable feedback. To ensure the groups and their members/the people they support are able	Targeted information sharing/awareness raising through established networks and partnerships amongst Town Deal Board members and others, e.g, Burnley, Pendle and Rossendale CVS Town Deal Website – information sharing, online surveys, etc Social media & printed media Information leaflets Focus groups (online/face-to-face)

Key Stakeholder Groups	Objective of Engagement	Methods of Engagement
	to benefit from Town Investment Plan projects.	Town centre space/focal point
Private sector	<p>To keep businesses informed about the Plan and progress with its delivery.</p> <p>To provide input into project development and delivery and enable feedback.</p> <p>To ensure businesses are able to benefit from Town Investment Plan projects.</p> <p>To raise awareness of investment and development opportunities and provide confidence regarding planned investment within the town.</p>	<p>Communicate and work with existing private sector groups/networks, e.g. Pendle Vision Board and Pendle Connects.</p> <p>Business specific focus groups – theme focussed and/or spatially focus.</p> <p>Use existing, established social media channels to communicate and engage with local businesses – e.g. the ‘Business in Pendle’ Facebook group, Twitter feed, etc.</p> <p>Town Deal Website – information sharing, online surveys, etc</p> <p>Utilise links with the Council’s economic development team/Employer Engagement Officer, local business support organisations (e.g. Boost) and other members of the Town Deal Board who have regular contact with local businesses, e.g. the College.</p> <p>Work with private sector representatives on the Town Deal Board and their contacts/networks,</p> <p>Utilise Pendle Council’s business database to do targeted mailings (digital or printed) to local (Nelson based) businesses,</p> <p>Utilise existing partnerships with the private sector, e.g. the Council’s JV partnership through PEARL, as appropriate.</p>

Key Stakeholder Groups	Objective of Engagement	Methods of Engagement
Public service providers	<p>To keep public service providers informed about the Plan and progress with its delivery.</p> <p>To enable these bodies to provide input into project development and delivery and enable feedback.</p> <p>To ensure they and their services users are aware of and able to benefit from Town Investment Plan projects.</p>	<p>Targeted information sharing/awareness raising through established networks and partnerships</p> <p>Town Deal Website – information sharing, online surveys, etc</p> <p>Social media & printed media</p> <p>Information leaflets</p> <p>Focus groups (online/face-to-face)</p> <p>Town centre space/focal point</p>
Key user groups, e,g, Cycling groups, Friends of the Parks groups, etc	<p>To keep these groups informed about the Plan and progress with its delivery.</p> <p>To enable these groups to provide input into project development and delivery and enable feedback.</p>	<p>Focus Groups</p> <p>Town Deal Website – information sharing, online surveys, etc</p> <p>Social media & printed media</p> <p>Town centre space/focal point</p>

Barriers to Engagement

We recognise that there may be barriers to engagement including:

- COVID-19 restrictions
- Language barriers
- Disabilities e.g. mobility difficulties, hearing or visual impairments.
- Lack of time and/or interest

In terms of overcoming these barriers, the methods outlined above will ensure accessibility and reach by using both digital and non-digital formats. Digital information can be accessed at any time of day, offering greater scope for those who may be time poor, have mobility difficulties, etc, to get involved. Digital platforms will help to overcome ongoing COVID-19 barriers and restrictions.

Traditional print media will be used in case people are unable, or do not wish to access information online. The provision of a telephone number means that it is still possible to speak to someone, given that face to face contact may continue to be limited by COVID-19 restrictions.

Language barriers can be overcome through the support of family members or with the assistance of multi-lingual staff from the Council and other partner organisation. Written materials will also be translated as appropriate.

Evaluation

Evaluation of our engagement activities will take place on an annual basis (minimum) as project engagement plans are refreshed. Project working groups and the Communication and Engagement sub-group will reflect on:

- The effectiveness of the techniques used in engaging different groups
- The quality of the feedback received (have we got out of it what we expected, etc)
- What, if anything, can be improved for next time?

We will also evaluate the quality/impact of the engagement by asking participants to feedback on the engagement activities to understand how they have been received and how they can be improved.

Adjustments will then be made for future engagement processes as necessary.

