

REPORT OF: HOUSING, HEALTH AND ENGINEERING SERVICES
MANAGER

TO: NELSON TOWN DEAL BOARD

DATES: 4th February 2022

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DRAFT COMMUNICATIONS STRATEGY

PURPOSE OF REPORT

To seek agreement for a Communications Strategy for the Nelson Town Deal.

RECOMMENDATIONS

That the Board:

1. Consider and agree the Communications Strategy for the next 6-12 months.

REASONS FOR RECOMMENDATION

1. To agree a plan and approach for regular and consistent communication regarding the Town Deal and its projects.

ISSUE

Background

1. At the last meeting of the Board in January, it was agreed that the Communication and Engagement sub-group would meet to pull together a Communications Strategy for the next 6-12 months.
2. The purpose of the strategy is to establish regular communication around the Nelson Town Deal and ensure that it is well co-ordinated amongst partners in order to maximise reach and positive impact

Draft Communications Strategy

3. The draft Communications Strategy is attached as Appendix 1 to this report. It sets out the communication aims and objectives as well as key messages that could be used in news stories, social media communications and in media interviews. The

sub-group spent some time discussing these, with 'This is Nelson' being the most favoured and versatile strapline that could be used to brand communications and engagements, e.g. #ThisIsNelson
Additional positive phrases have also been included, for example to use in news stories.

4. The strategy highlights the key audiences and a broad range of communication tools which can be used to reach them, and sets out how we will measure their reach and impact.
5. It includes an Action Plan of communication activities covering the Town Deal as a whole as well as current known opportunities to communicate and engage on individual projects.
6. The views of the Board on the draft strategy are invited.
7. The action plan will be regularly updated and activity reported back to the Board.

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: The Communications Strategy highlights different target audiences and the communications sub group will have a further meeting to discuss how to effectively reach these different groups.

APPENDIX 1: DRAFT COMMUNICATIONS STRATEGY