

3<sup>rd</sup> D R A F T Friday 25 Feb 2022

# Communications Strategy Nelson Town Deal

## **Communication Aims are to:**

- Raise the profile of Nelson as a place with a brighter future including the Nelson Town Deal board's vision for Nelson within the town and across East Lancashire and beyond
- Demonstrate the efforts partners in the Nelson Town Deal board are making to tackle the challenges faced by our town through the Town Investment Plan, including realising our vision for Nelson.
- Encourage more positive perceptions about Nelson, including increasing pride in our town and conversations focused on sharing views and increasing participation in projects
- Take the community with us on the journey to a future with brighter prospects and a better quality of life for Nelson people of all ages
- Ensure communication supports wider aims including the importance of retaining highly skilled people in Nelson as well as attracting them.

## Communication Objectives

- Ensure communication is two-way, involving and listening, not just informing
- Be honest and open about the challenges we aim to tackle through the Nelson Town Deal funding and in the conversations we have with stakeholders
- Help to manage expectations, so that people are inspired and optimistic, but realistic about the time it will take for some of the projects to be implemented and the impact felt.
- Be aware of how Nelson is perceived in other parts of Pendle and communicate openly about this
- Use a range of communication tools to reach different target audiences related to each project, including Nelson businesses and organisations, young people, residents in our Pakistan heritage community and those from different ethnic backgrounds including residents from Syria and Eastern Europe.
- Establish clear objectives and tactics for reaching and engaging with each of our audience groups
- Encourage partners to commit to sharing communication, such as social media, to reach thousands of people including specific target audiences
- Ensure the Chair of the Town Deal board is used as our key spokesperson for communication relating to the Town Deal as a whole and other board members for projects they are leading on.

- Front a range of spokespeople too, including giving a voice to local people, especially those involved with or benefitting from individual projects, such as young people from Nelson and Colne College and including local business people.

### **Key messages could include:**

**This is Nelson** – as the main key message and **We are Nelson** when we are focusing on and featuring people.

We are Nelson also connects with the wider We are Lancashire strapline for the county.

With the following **supporting key messages** used in a range of communication such as news stories:

A brighter future for Nelson

A bright future for Nelson

#BrighterNelson

A new Nelson

A once in a generation opportunity

A vital ten year plan for our town

Talking up the town

Nelson is on the up.

## **Audiences**

- People of all ages who live, work or study in Nelson including businesses, local organisations, partners and stakeholders of our town
- Wider audiences inside and outside Pendle to help re-position Nelson as a positive place with a brighter future

## **Communications Budget**

Budget until end March 2022 = £3,900 (This does not include the website which will be updated out of a separate funding pot.)

Where projects relate to the impact caused by the pandemic, this pot can be supplemented with Covid funding.

Budget for 2022 – 2023 1 year = £7,900

Budget for 2023 – 2024 1 year = £8,000

## **Communication Tools include:**

News releases & media opportunities including radio interviews

Videos

Website updates

Facebook – Pendle Council's & Business in Pendle & Team Pendle Facebook for staff & posting into community group Facebook pages

Twitter – Pendle Council & Business in Pendle and Town Deal partner social media channels

Instagram

WhatsApp groups

TikTok

Linked In

Adverts including newspaper advertising & media websites

Outdoor media including billboards & bus shelters & the new digital ad screen at Nelson gateway

Town centre lamp post drop down banners

Pendle Community Radio & BBC Radio Lancashire

Dotmailer e-newsletters

Community networks via community groups

Engagement events & inter-activity including face to face conversations, such as Nelson Lounges and Talkaoke

Earmark an agreed flyposting site & re-imagine noticeboards to attract attention & create a buzz

Snapchat.

## **Measuring our communication will include:**

- Numbers participating in engagement events and activity
- Social Media engagement and interactions, likes, shares, click-throughs etc.
- Number of people visiting the Nelson Town Deal website – showing an increase in activity

- Finding out how people have heard about projects/events – via signing in sheets etc
- Increase in use of the YES Hub by young people in Pendle - especially directly, rather than via Department of Work & Pensions
- Number of news releases issued and used, including type of media pick up, i.e. full story, snippet, tone etc using new media monitoring software with the ability to have real time/timely checks on coverage
- Number of media opportunities including interviews organised
- Media coverage including newspapers, radio and online media platforms
- Improved perceptions of Nelson as measured by the next Life in Pendle survey.

## Action Plan 2022

Theme	Detail	Involving	Date
<b>Nelson Town Deal</b>			
Agree Nelson Town Deal logo, straplines, key messages, a brand style & tone of voice for communication	For social media posts, news releases, Dotmailer newsletters and other communication. Connecting with the style, colours and key phrases on the Nelson Town Deal website. We Love Creative agency is helping to develop a toolkit for all partners. In-Situ will adopt a less corporate approach for their This is Nelson project, to help it appeal more to young people, but visuals will have some elements of the overall branding to connect with the Town Deal.	Communications group & Town Deal Board	4 February Nelson Town Deal Board meeting & 4 March Town Deal Board meeting.

Investigate media monitoring	To help us evaluate communication on the Nelson Town Deal including individual projects		February <b>DONE</b> Will start in March using Vuelio software
Photo library	Build up a library of positive images of Nelson including existing photos and commissioning new photography.  Add to a library of images featuring local people, spokespeople from the Town Deal Board and people running projects and people involved in projects including as service users.	Pendle Council Communications Team  Town Deal Board partners	From February & ongoing
Positive about Nelson communication  Talking up the town.	Set up a new Instagram This is Nelson and post photos illustrating good news, positive images of the town.  Start using the #tag #ThisIsNelson & also #WeareNelson on Twitter, Instagram & Facebook.  Capture positive impressions of Nelson from a variety of people	Pendle Council Communications Team, & all partners – with support from We Love Creative local PR agency Local people  Including soundbites from Rose Rouse video – new Chief Executive of Pendle Council’s first impressions of Nelson.  Involve administrators of Nelson community Facebook groups	From March Ongoing  From late January & ongoing
Encourage people with a stake in Nelson to sign up to news and updates on the Nelson Town Deal	Use the Dotmailer newsletter group to receive bulletins about news on Nelson projects, funding and engagement.	Pendle Council Communications Team	From March

Getting baseline data to help measure effectiveness of communication	<p>Last year's numbers of young people using YES Hub</p> <p>Last year's number of visitors to the Nelson Town Deal website</p>	<p>Partners to help supply</p> <p>Results of Life in Pendle survey</p>	From February
Engagement for business cases	<p>Flag up engagement exercises being carried out for a range of projects within the Nelson Town Deal and how to give your views</p> <p>Produce feather banners/pull-up banners with positive images to draw attention to engagement</p>	A range of partners in the Nelson Town Deal group	Dates to be agreed
Engage local people in developing a bank of Nelson images Consider a Nelson Calendar for 2023	<p>Showing positive images of the town including the town's parks and the Leeds &amp; Liverpool Canal</p> <p>Run a competition for people to share their best photos of Nelson, with a prize so that we can build up a 'natural' shots list in addition to shots gathered corporately. Consider launching this at Spring Fair event – Nelson Town Council – see below.</p>	<p>Local people</p> <p>Pendle Council</p> <p>Communications Team</p> <p>We Love Creative agency</p> <p>Involve Leader/Times &amp; Pendle Today website</p>	<p>Start collecting images from February</p> <p>Launch in March/April</p>
Update Town Deal website	Keep the website regularly updated with information on engagements, projects, news stories		From March
Reach a range of people in our community	Establish clear objectives and tactics for reaching and engaging with each of our target audience groups on relevant Nelson Town Deal themes which matter to them.	Communications Group of the Nelson Town Deal Board	<p>Meet in February</p> <p>DONE</p> <p>Circulate table to comms group by early March to add to.</p>
Promote what the Nelson Town Deal is and what we are trying to achieve	Short video to flag up the aims and the projects which will tackle challenges in the town for a brighter future.	Agree who leads	From March
Be part of Community event at Nelson Town Council Spring Fair	<p>A chance to raise the profile of the Nelson Town Deal and projects including opportunities for conversations with local people.</p> <p>Stall &amp; pull up banners could be part of this. Talkaoke?</p>	Nelson Town Council	<p>March/April/May</p> <p><b>Date to be confirmed</b></p>



Evaluate effectiveness of communication so far.	<p>Six monthly check and report on the effectiveness of the Communications Strategy Action Plan</p> <p>This evaluation which help us refresh the Communications Strategy from July – December 2022.</p>	Pendle Council's Communications Team & Communications Group & other partners on the Nelson Town Deal Board	End June
Christmas Quiz on Nelson	Flagging up outstanding people from Nelson past and present including the black cricketer Learie Constantine, suffragette Selina Cooper & more	Led by Pendle Council Communications Team	Discuss logistics & platforms by June December
<b>YES Hub</b>	A one-stop shop to help 16 – 24 year olds get into training and employment, including improving confidence and wellbeing.		
Communicate the agreement to go ahead and submit business case to Govt	News story and social media including flagging up what the service offers to young people in Pendle and how to access it.	Pendle Council, YES Hub, Stephen Barnes & Nelson & Colne College	Issue by Wednesday 20 Jan DONE
Video showing staff & young people who've benefited from the YES Hub	Putting a human face on the service and showing real young people who've made use of the YES Hub. A reminder of the services and support available. Include employers.	Pendle Council Communications Team & YES Hub staff & young people & N&CC & DWP. Digital Connectors	February DONE Posting, tweeting, re-tweeting & sharing late Feb/March ongoing
Feature what the YES Hub can offer	Include YES Hub in Pendle Council's monthly double page spread feature in the Leader/Times newspaper	Pendle Council Communications Team	February DONE
Communicate outcome of bid to Government to release funding for the project	<p>News release &amp; social media</p> <p>Pendle Community Radio interview</p>	Communications	March
Identify creative ways to engage businesses with the YES Hub	<p>VR opportunities/ video to promote YES Hub to businesses</p> <p>Dotmailer to Pendle businesses</p>	Pendle Council Communications Team/ Business Support Team	End of June

		Digital Connectors	
<b>This is Nelson</b>	5 year arts and culture project	In-Situ	
Communicate the agreement to go ahead and submit business case to Govt	News story and social media .....	Pendle Council, Stephen Barnes In Situ, Buildings Bridges	Issue by end May
Communicate outcome of bid to Government to release funding for the project	News release & social media  Pendle Community Radio interview	Communications	Estimated late July/Aug
<b>Advanced Digital Skills Hub &amp; Academy</b>	Creating a new skills facility at Nelson and Colne College and in the town centre.	Nelson & Colne College	
Communicate the agreement to go ahead and submit business case to Govt	News story and social media including flagging up what the Digital Skills Hub offers	Pendle Council, Stephen Barnes & Nelson & Colne College	Issue by end May
Communicate outcome of bid to Government to release funding for the project	News release & social media  Pendle Community Radio interview	Communications	Estimated late July/Aug
<b>Business Resilience &amp; Growth</b>	Providing grants to support expansion projects including premises, plant and machinery to help create sustainable jobs and improve productivity in our manufacturing sector		
Business Case Development	Targeted soft market testing being carried out with manufacturing businesses who may benefit from the grant scheme. Direct e-mails and a sample of phone surveys being carried out by the Council's Economic Development Team.	Pendle Council	Late Jan/Early Feb

Communicate the agreement to go ahead and submit business case to Govt	News story and social media including flagging up the grants aims/purpose/offer	Pendle Council, Growth Lancashire, Boost Lancashire, local business, Stephen Barnes (Chair)	Issue by end May
Communicate outcome of bid to Government to release funding for the project	News release & social media  Pendle Community Radio interview	Communications Team Pendle Council	Estimated late July/Aug
<b>A Revitalised Nelson</b>	Bringing high profile and long-term vacant and under-used buildings and sites into the town back into use for residential and commercial purposes		
Communicate engagement activities around proposals for building(s)	New release & social media highlighting opportunities for residents/businesses/stakeholders to input / have their say on proposals	Pendle Council, Stephen Barnes, Developer Partner	Various between now and April. (Exact dates tbc as feasibility work progresses)
Communicate the agreement to go ahead and submit business case to Govt	News story and social media including target buildings and proposals	Pendle Council, Stephen Barnes	Issue by end July
Communicate outcome of bid to Government to release funding for the project and next steps	News release & social media  Pendle Community Radio interview	Communications Team Pendle Council	Estimated Sept/Oct
<b>A Healthy Town</b>	New leisure facilities for young people at Pendle Wavelengths and improvements in Nelson's three parks to help address the issue of poor health and wellbeing in the town's community	Pendle Leisure Trust & Pendle Council Parks & Localities Team	

	including childhood obesity		
Communicate engagement activities around proposals for Wavelengths	New release & social media highlighting opportunities for residents/businesses/stakeholders to input / have their say on proposals as appropriate	PLT, Pendle Council, Stephen Barnes	Online survey being undertaken with young people re: potential new facilities at Wavelengths late Jan/ early Feb. Also wider stakeholder engagement.
Park play areas consultation	Walverden, Victoria & Marsden Parks – how can the parks be more engaging & ideas for new playgrounds.		March/April
Design new interpretation signs	For gateways to parks in Nelson, including fitness challenges such as 1km walking/jogging & calories burned to encourage activity		April
Communicate the agreement to go ahead and submit business case to Govt	News story and social media including proposals for Wavelengths and Park and what new facilities / improvements will be on offer	PLT, Pendle Council, Stephen Barnes	Issue by end July
Communicate outcome of bid to Government to release funding for the project	News release & social media  Pendle Community Radio interview	Communications	Estimated Sept/Oct
<b>Modernising Nelson's industrial offer</b>	Acquiring and redeveloping sites for new employment uses		

Communicate engagement activities around proposals for site	New release & social media highlighting opportunities for residents/businesses/stakeholders to input / have their say on proposals	Pendle Council, Stephen Barnes	Various between now and April. (Exact dates tbc as feasibility work progresses)
Communicate the agreement to go ahead and submit business case to Govt	News story and social media including target buildings and proposals	Pendle Council, Stephen Barnes	Issue by end July
Communicate outcome of bid to Government to release funding for the project and next steps	News release & social media  Pendle Community Radio interview	Communications	Estimated Sept/Oct
<b>Accessible Nelson</b>	Improving traffic flow and parking around the town centre, creating a quality environment including at key gateway routes and better walking and cycling opportunities for sustainable transport in the town.		
Communicate opportunities for people to have their say on the proposals	New release & social media highlighting opportunities for residents/businesses/stakeholders to input / have their say on proposals	Pendle Council, Stephen Barnes, LCC	Various between now and April. (Exact dates tbc as feasibility work progresses)
Communicate the agreement to go ahead and submit business case to Gov't	News story and social media including target buildings and proposals	Pendle Council, Stephen Barnes	Issue by end July

Communicate outcome of bid to Government to release funding for the project	<p>News release &amp; social media</p> <p>Pendle Community Radio interview</p>	Communications	Estimated Sept/Oct
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