

REPORT FROM: DIRECTOR OF RESOURCES
TO: NELSON TOWN DEAL BOARD
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COMMUNICATIONS AND ENGAGEMENT UPDATE

PURPOSE OF REPORT

To update the Board on communication and engagement activities relating to the Nelson Town Deal between January and March and agree the updated Communication Strategy Action Plan for April – September 2023.

RECOMMENDATIONS

That the Board:

- (1) Note the communication and engagement activities relating to the Town Deal and its projects since the 6th January 2023 meeting
- (2) Agree to the communication priorities and actions in the revised plan for the next six months, including a review of the Nelson Town Deal website.

Once the plan is approved, actions which have direct costs will be costed within existing budgets.

REASON FOR RECOMMENDATIONS

To agree a planned approach for regular and consistent communication on the Town Deal and its projects.

ISSUE

Background

1. The Communications Strategy for Nelson Town Deal was approved in February 2022 and communication activities have been carried out across all projects including the Nelson Town Deal as a whole.

It's now time for a refresh of the plan in the light of progress and projects getting underway.

The six month plan will ensure communication continues to be timely, flagging up developments for a brighter future for Nelson, with wider benefits for Pendle as a whole.

- In the light of this stage of the Nelson Town Deal and to reflect local people’s comments or concerns, **five new communication priorities** are included in this refreshed plan.

We will be:

- Demonstrating that projects create fantastic opportunities for people across Pendle – there are wider benefits, this is not just for Nelson.
- Showing that we have listened to people’s views from engagement and consultation events and that local people CAN and DO influence the plans for Town Deal projects.
- Using communication to help create synergy between projects and show the combined effect of projects is greater than the sum of their individual parts.
- Encouraging Pendle people and businesses to make the most of the seven Nelson Town Deal projects.
- Managing expectations around timescales, especially in relation to Pendle Rise. Some of these projects are long-term and benefits will not be felt overnight.

In January and February the following communication activity has taken place:

January & February 2023	Project	Summary of news story
10 Jan	Revitalised Nelson	<p>Next steps for Pendle Rise and Trafalgar House flagging up project plans going to Government and hoping to hear in March.</p> <p>Plans underway for compulsory purchase. But it could be spring 2024 before the Council takes ownership of the centre.</p> <p>Visuals of plans included in the news story.</p>
13 Jan	This is Nelson	£730K arts and culture project gains Government seal of approval.
16 Feb	This is Nelson	Nelson Re-imagined event to encourage people to share their views on the town’s future on at the Building Bridges Office on 22 February. Event led by artist and workshop leader Owen Griffiths.
17 Feb	All 7 projects	<p>Double page spread feature in the Leader/Times newspaper including Buoyant Upholstery and Hartley’s Farm Foods which are fitting solar panels thanks to grants from the Business Resilience and Growth project.</p> <p>We also featured Carradice bike bag company which is celebrating 90 years in the town. Thanks to the Nelson Town Deal grant they are moving new machines and equipment from our other plants in London and Warrington to begin producing new lines such as our Aquapac range helping to provide jobs in Nelson.</p>

3. News releases and communication for March include:

March 2023		
15 – 26 March	Revitalise and Nelson	A consultation on the Pendle Rise redevelopment proposals is due to take place – a website has been created by Brookhouse and a leaflet produced by Brookhouse and distributed to residents and businesses in the area around Pendle Rise.
14 March	This Is Nelson	Promote community engagement events.
18 March		3rd Community Assembly at Unity Hall - an opportunity to connect in with the local communities about the programmes.
21 March		Artist Michael Powell will be hosting a mapping workshop inviting people from Nelson to draw a map of how they use the town centre and what the town centre means to them. This is hosted as part of the Ripple Effect weekend programme of activity that is run by Super Slow Way.
24 March		Foraging walk for wellbeing and a sense of place – Victoria Park.
29 March		Foraging follow up – Victoria Park.
	Business Resilience and Growth	Meet artist Dana Olarescu to discuss Experimental Food Festival event.
		Three individual news stories to help promote businesses which have successfully got grants from the Business Resilience and Growth project starting with Buoyant, Hartley’s Farm Foods and Carradice bike bag company.

IMPLICATIONS

Policy: None directly arising from this report.

Financial: None directly arising from this report. Any promotional activities or communication tools will be paid for out of existing budgets.

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: Grants for eco-friendly improvements to Nelson businesses are being publicised.

Community Safety: None directly arising from this report.

Equality and Diversity: We will always seek to represent and feature a range of people through our communication to show inclusivity, promote equality and celebrate diversity.

APPENDICES

Appendix 1 - Communications Action Plan April – September 2023.

LIST OF BACKGROUND PAPERS

None.