

DRAFT

NELSON TOWN DEAL Action Plan April – September 2023

Communication priorities for this six month period include:

- 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.

Project	Detail	Involving	Date
Nelson Town Deal			
Identify costs and budgets for all activity in the 6 month plan			April 2023
Engage local people in developing a bank of Nelson images Consider a Nelson calendar for 2024	Showing positive images of the town including the town's parks and the Leeds & Liverpool Canal Consider running 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.	Local people Pendle Council Communications Team We Love Creative agency Involve Leader/Times & Pendle Today website	Launch by 6 April
Positive about Nelson communication Talking up the town & flagging up opportunities	Set up a new This is Nelson/Nelson Town Deal Instagram and post photos illustrating good news, positive images of the town and Town Deal projects underway. Start using the #tag #ThisIsNelson & also #WeareNelson on Twitter, Instagram & Facebook. Capture positive impressions of Nelson from a variety of people including quotations.	Pendle Council Communications Team, & all partners – with support from We Love Creative local PR agency, In-Situ & local people Involve administrators of Nelson community Facebook groups	7 April 2023

Identify Nelson events where Nelson Town Deal could have a presence	Including opportunities to use for consultation exercises or to update local people on project plans for the town.	All project leads to share event dates	Ongoing from April 2023
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	31 May 2023 & ongoing
Review Town Deal website	Including taking into account the Government's accessibility regulations for local authority websites. Agree a brief and get costs for an updated Town Deal website	Cities and Local Growth Unit (CLGU) Regeneration Team & Communications Team Pendle Borough Council	5 May 2023
Keep Nelson Town Deal website up to date	Add all news releases as they are issued. Include all agendas and minutes from Nelson Town Deal Board meetings.	Communications Team Regeneration Team Pendle Borough Council	Ongoing
Promote what the Nelson Town Deal is and what we are trying to achieve through 7 projects and look for opportunities to show where projects intersect	Short video to flag up the aims and the projects which will tackle challenges in the town for a brighter future. Use a motif such as a cyclist to create a connection and narrative between projects – cycling between them.	Communications Team & Regeneration Team Pendle Borough Council We Love Creative agency	30 June 2023
Re-design Town Deal website	Include all 7 projects, a full news archive of all news stories issued and a consultation archive plus flagging up any current consultations	Regeneration Team & Communications Team Pendle Borough Council	5 July 2023

		Web development company	
Promote progress on projects	Short video including featuring individuals from across Pendle who are enjoying the benefits.		30 September 2023
Evaluate effectiveness of communication	Six monthly check and report on the effectiveness of the Communications Strategy Action Plan This evaluation which help us refresh the Communications Strategy for October 2023 – 31 March 2024	Pendle Council's Communications Team & other partners on the Nelson Town Deal Board	30 September 2023
YES Hub	A one-stop shop to help 16 – 24 year olds get into training and employment, including improving confidence and wellbeing.	Together an Active Future	
Encourage young people across Pendle to get support from the YES Hub	Social media posts and tweets		30 April 2023
Feature case studies of young people who've been helped by the YES Hub	Include a number of young people who don't live in Nelson to demonstrate that project benefits young people across Pendle. Social media including targeting Facebook community groups. Include in double page spread feature in Leader/Times newspaper		31 May 2023
Encourage Pendle businesses to engage with the YES Hub	Promote YES Hub to businesses as recruitment opportunity	Pendle Borough Council Communications Team/ Business Support Team	31 May 2023

	Dotmailer to Pendle businesses	Digital Connectors	
This is Nelson	5 year arts and culture project	In-Situ	
Engagement events including artist led events and community assemblies	<p>Communicate on opportunities to be involved and have a say</p> <p>Promote Interdisciplinary Talk 3 - with writer and political activist Kier Milburn looking at Urban Planning and common space.</p> <p>Weekend of activity from all 4 of our commissioned Nelson Reimagined artists to present their research and share findings with participants and the public. Locations and activity to be confirmed</p>	<p>In-Situ Communications Team We Love Creative agency</p>	<p>23 April or 26 April?</p> <p>29 & 30 April</p>
Engagement events	Community Assembly 4	<p>In-Situ Communications Team We Love Creative agency</p>	16 May
Festival of Culture	Annual town centre festival run by Building Bridges including the Peace Walk including specially commissioned banners with artist working with 4 local groups.	Building Bridges	1 & 2 July
Advanced Digital Skills Hub & Academy	Creating a new skills facility at Nelson and Colne College and in the town centre.	Nelson & Colne College Group	

Town centre hub	Announce plans for new Digital hub in town centre and how it will benefit people across Pendle and support local employers.	Nelson & Colne College Group Communications Team Pendle Borough Council We Love Creative agency	Awaiting announcement on this part of project
Business Resilience & Growth	Providing grants to support expansion projects including premises, plant and machinery to help create sustainable jobs and improve productivity in our manufacturing sector	Economic Development Team	
Promote next phase of grants starting in next financial year.	Including news story, social media and Dotmailer	Economic Development Team & Communications Team Pendle Borough Council	From 1 April 2023
Promote case studies of individual companies	Feature case studies of Nelson companies which have had a grant including on social media, news stories.	Include featuring people who work at these companies who live in other parts of Pendle to show there are wider benefits across the Borough.	30 April 2023 & 30 June 2023
Flag up number of grants issued	Include people who work in Nelson but live in other parts of the Borough in a range of communication.		30 September 2023
A Revitalised Nelson	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 on the official consultation as part of the planning application process	News release, newspaper advert, social media Dotmailer e-newsletter. Highlight opportunities for residents/businesses/stakeholders to input / have their say on proposals ahead of planning application.		Date to be announced - spring

Communicate about engagement on Pendle Rise	<p>New release & social media encouraging people to see and comment on the aesthetic aspects of the Pendle Rise scheme.</p> <p>Engagement likely to include artist Michael Powell who is researching the town centre, underused space and how different groups of people are experiencing the town as part of the This is Nelson project.</p> <p>Manage expectations in terms of timescale for this project.</p>	<p>Regeneration Team Pendle Borough Council PenBrook joint venture with the Council and Brookhouse In-Situ</p>	Dates to be announced – spring
Communicate on re-development plan for Trafalgar House	Flag up consultation exercise and include how it has influenced next steps	PenBrook joint venture company Pendle Borough Council working together with Brookhouse	Awaiting dates
A Healthy Town	Improvements in Nelson’s three parks to encourage active outdoor lifestyles to help address the issue of poor health and wellbeing in the town’s community including childhood obesity		
Victoria Park tunnel	Flag up Improvements to tunnel including lighting and drainage Photos, social media, news story	Green Spaces Team & Communications Team Pendle Borough Council We Love Creative agency	30 April 2023
Walverden Park new facilities for teenagers and young adults.	<p>Communicate plans getting underway.</p> <p>Link back to consultation.</p>	Green Spaces Team & Communications Team Pendle Borough Council We Love Creative agency	31 May 2023

Marsden Park improved tennis courts	Announce refurbished tennis courts and better access to them. Link with Wimbledon season (27 June – 10 July)	Green Spaces Team & Communications Team Pendle Borough Council We Love Creative agency	20 June 2023
Marsden Park new facilities for teenagers and young people	New Multi Use Games Area is being built behind the bowling green. Promote via news story, social media and posters/banner in the park	Green Spaces Team & Communications Team Pendle Borough Council We Love Creative agency	30 June 2023
Victoria Park new shelter	Replacing concrete shelter at Victoria Park with an attractive new one	Green Spaces Team & Communications Team Pendle Borough Council We Love Creative agency	30 June 2023
Pendle Wavelengths leisure and fitness facility	Communicate on this part of Healthy Towns when it is time to publicise any updates on plans.		By 30 September 2023
Accessible Nelson	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.		
Levelling up funding for active travel and greener transport	Connect Accessible Nelson project with Lancashire County Council's successful Levelling Up bid for funding		
Public engagement on plans	Social media campaign plus news story, Dotmailer and other communication to promote drop in sessions in the town centre	Engineering Services Team & Communications Team	April – September 2023

	for people to have a say and opportunities for people to give views on plans at Nelson supermarkets	at Pendle Borough Council In-Situ	
Engagement with workers on cycle to employment site routes	Target communication at businesses at main employment sites also via news story and social media and Dotmailer to businesses. Feature a cyclist who cycles to work.	Engineering Services Team & Communications Team at Pendle Borough Council	April - September
Pendle Water cycleway & path official opening	Promote the new path for people to use by bike or on foot with a series of walks and bike rides	Engineering Services Team & Communications Team Pendle Borough Council We Love Creative agency Ride With Us	May 2023
Engagement with Nelson & Colne College Engineering students about designs	News story, photos, social media	Green Spaces Team & Communications Team Pendle Borough Council We Love Creative agency	May 2023