

Crewe Town Board

Agenda

Date: Friday, 8th January, 2021
Time: 9.30 am
Venue: Virtual

1. **Apologies for Absence (1 Minute)**

To receive any apologies for absence.

2. **Declarations of Interest (1 Minute)**

To receive any declarations of interest.

3. **Minutes of the previous virtual meeting including actions (10 Minutes)** (Pages 3 - 10)

To approve as a correct record the minutes of the previous virtual meeting held on 11 December 2020 and to consider and note the actions from the virtual meeting.

TIP DEVELOPMENT ITEMS (1 hour 40 Minutes)

4. **TIP Draft Version 2 (45 minutes)**

Hatch to present and open for discussion.

5. **TIP Document Design (10 Minutes)**

Hatch to present and decision to be reached.

6. **Economies for Healthier Lives (20 minutes)**

Guy Kilminster to present the opportunities around the bid for Economies for Healthier Lives.

7. **Communication & Engagement Sub-Group Update (20 Minutes)** (Pages 11 - 20)

To receive a verbal update from Reverend David Edwards and a written report on the Communication & Engagement Sub-Group.

OTHER ITEMS OF BUSINESS (20 Minutes)

8. **Strategic Update from Cheshire East Council (10 Minutes)**

Contact: Sarah Baxter
Tel: 01270 686462
Email: sarah.baxter@cheshireeast.gov.uk

To receive an update from the Director of Director of Growth & Enterprise including specific reference to Lyceum Square.

9. **Covid (5 Minutes)**

To discuss COVID-19 in terms of approach and information sharing.

10. **AOB (5 Minutes)**

To put forward any other items of business.

11. **Date of Next Virtual Meeting**

To confirm the date of the next virtual meeting as 5 February 2021 commencing at 9.30am.

Membership: John Adlen, Andy Butler, Rick Carter, Paul Colman, Jasbir Dhesi, Reverend David Edwards, Sally Hepton, Mark Hills, Guy Kilminster, Doug Kinsman (Chairman), Adam Knight, Councillor Nick Mannion, Dr Kieran Mullan MP, Councillor Jill Rhodes and Simon Yates

CHESHIRE EAST COUNCIL

Minutes of a virtual meeting of the **Crewe Town Board**
held on Friday, 11th December, 2020

PRESENT

Doug Kinsman (Chairman)

John Adlen, Andy Butler, Rick Carter, Paul Colman, Jasbir Dhesi, Reverend D Edwards, Sally Hepton, Mark Hills, Andy Knight, Councillor N Mannion, Dr K Mullan, MP Councillor J Rhodes and Simon Yates

ALSO PRESENT

Caroline Barker, Kim Cooper, Jane Dalton, Mark Foster, Dr Ricardo Gomez, Lindsay Lewis and Pete Turner.

OFFICERS IN ATTENDANCE

Sarah Baxter, Democratic Services Officer
Frank Jordan, Executive Director-Place
Jez Goodman, Development & Regeneration Delivery Manager
Dr Charles Jarvis, Head of Economic Development
Peter Skates, Director of Growth & Enterprise
Carol Young, Senior Investment & Interim Programme Manager

Prior to the start of the meeting the Chairman reported that he and some of the other members of the Board had recently had the opportunity to visit the market hall. He commended and congratulated Cheshire East Council, the Town Council, the market operator, the architect and the team behind the construction. Not only did he feel it was a fantastic achievement, but it set a statement of intent for where Crewe should be in the future and reflected the clearly the vision of a group people who shared the same vision and passion for the market hall.

35 APOLOGIES FOR ABSENCE (1 MINUTE)

Apologies for absence were received from Dr Tyrer and Martin Wood. The Chairman requested that Cheshire East Council look at finding a substitute for Dr Tyrer.

36 DECLARATIONS OF INTEREST (1 MINUTE)

There were no declarations of interest.

37 MINUTES OF THE PREVIOUS TWO VIRTUAL MEETINGS INCLUDING ACTIONS (10 MINUTES)

RESOLVED

That the minutes of the virtual meetings held on 13 November 2020 and 27 November 2020 be approved as a correct record.

The Chairman went through the list of actions from the previous virtual meeting and updated members on the status of each action accordingly.

38 ENDORSEMENT OF TIP PROJECTS (5 MINUTES)

The Chairman confirmed that a virtual vote had taken place regarding the packaging of projects to be taken forward to the TIP and all fourteen Board members unanimously voted in favour of the proposal.

RESOLVED

That the packaging of projects be formally approved.

39 PRESENTATION ON THE DRAFT TIP (1 HOUR)

Dr Ricardo Gomez representing Hatch attended the virtual meeting and gave a presentation on the draft TIP.

Included within the presentation was information on the following:-

- Progress so far
- Projects details
- Final Draft TIP and Timetable

Members made the following comments;

- Excellent document with a strong narrative;
- More brands of businesses could be referred to eg Mornflake;
- Strengthen the point on housing growth being outside the town centre;
- It was recognised that the paper needs to have a balance between demonstrating partners in Crewe have a track record of delivering regenerative activity (for example: Crewe Market Hall and Royal Arcade) and the evidence base for Crewe demonstrating how important this funding is to progress the broader regeneration of the town;
- Strengthen the impact of the Lyceum on the town;
- Inclusion of a concise 'punchy' summary at the beginning of the document, including the vision;
- Essential to ensure that when reducing the word count of the document the message wasn't lost;
- Important to show investment is taking place;

- The document needed to look at the long-term strategy, but also relay the key messages and golden thread that demonstrated a need for the proposed projects;
- Long term impacts of projects needed to be drawn out;
- Don't have problems attracting business to Crewe but still a lack of services eg leisure;
- More on how investing in Crewe could impact on regional and national growth;
- Importance of Crewe to the Midlands engine;
- Important to finish on a punch particularly emphasising the positive impact for the people of Crewe;
- Introductory letter from the Chairman to include words but anecdotes and images of the areas of Crewe which reflects clearly the challenges faced;
- The document recognised the issues and challenges around Crewe and fits around the packages chosen to take forward which was considered very positive.

In terms of moving the process forward it was agreed that any further comments needed to be submitted to Hatch by Friday 18 December 2020.

RESOLVED

That the presentation be noted and that any further comments to be sent to Hatch by Friday 18 December 2020.

40 TIP DOCUMENT DESIGN (20 MINUTES)

Mark Foster, representing OPEN attended the virtual meeting and gave a presentation on the design of the TIP document.

Members generally welcomed the layout and design of the document. Further comments were made in respect of the colour, the photographic images used and that there should be no controversy with the images chosen, the inclusivity of the type of font and its size, the inclusion of an executive summary and the inclusion of quotes to make the document more personal.

Jane Dalton, representing Groundswell then gave a presentation updating members of the Board on the consultation process.

The Chairman emphasised the need to carry on consulting and engaging as the Board were building a 10 to 15-year strategic plan. In addition, the timescales meant that there would be a number of years before the impact of the TIP would be felt in the town and therefore the momentum needed to continue in terms of the communication process as part of the longer-term vision for Crewe.

RESOLVED

That the presentation and feedback be noted.

41 DEFINITION OF SUB-GROUPS AND THEIR ESTABLISHMENT (SPORTS, TRANSPORT, MEANWHILE USES, HERITAGE AND DIGITAL) (10 MINUTES)

Simon Yates presented a report on the definition of Sub-Groups and their establishment.

The proposals contained within the report were :-

- a) To create a structure which encouraged local government, community organisations, businesses and individuals to cooperate in developing strategies and projects which deliver those strategies;
- b) To establish thematic groups along the lines of the successful Cultural Forum which had over a few years brought together a strong coalition of interests and had been able to create projects which were being delivered;
- c) Thematic groups could include those focussing on
 - Railway heritage
 - Sports and open spaces
 - “Meanwhile use” of vacant land or buildings in the town centre
 - Longer term development of the town centre not being developed as part of the Royal Arcade
- d) Thematic groups to be led by a Board member with membership from stakeholders with an interest in the theme. Terms of reference to be agreed with the Town Board.

The Cultural Forum was considered to be a model of best practice and how their success could be replicated with other groups. It was clear that there was a need to look at the type of groups, the necessity for groups to be well chaired, a focal point, terms of reference etc. Some of the unsuccessful projects could be involved in these groups to chase down other funds available.

Dr Kieran Mullen MP gave a verbal update on the offer of the LEP to provisionally fund a business case development on town centre congestion and retail reconfiguration which he felt would support the TIP. It was suggested John Adlen alongside Dr Mullen and officers from Cheshire East Council could work together in terms of submitting a bid for the £400,000 funding opportunity available from the LEP.

The Chairman felt that in respect of the establishment of forums, the heritage centre was a good starting point in establishing a group which could support the centre with their bid for new facilities. Given the

timescales it was agreed that separate discussions needed to take place outside of the virtual meeting.

Councillor Jill Rhodes felt the Town Council could possibly support the heritage centre with their bid for upgraded toilet facilities. In addition, the recent appointment of a Heritage Officer would also provide assistance to the heritage centre with bid submissions.

RESOLVED

That further discussions in respect of the heritage centre take place outside of the meeting.

42 COMMUNICATION & ENGAGEMENT SUB-GROUP UPDATE (10 MINUTES)

Reverend David Edwardes attended the virtual meeting and provided a verbal update to the Board.

He reported that with support from colleagues at Cheshire East Council a draft Engagement Strategy had recently been agreed which would be shared with the Board in due course. The first official press release had been issued and he reminded those who had yet to submit a photograph and short biography to do so as this would form part of the content for the website. In addition, he extended special thanks to colleagues on the Town Council for all their hard work in assisting with the development of a website.

Lindsey Lewis gave a brief update on the procurement process undertaken in respect of the website. An advert had gone out to all local businesses resulting in five good responses. JG marketing, a not for profit organisation with considerable experience in communicating with community-based organisations had been appointed. Work was currently being undertaken on the branding with a need to ensure accessibility. In respect of the website it was anticipated a number of web pages would be visible by end of December with a fully functional live website by the end of January 2021.

Meetings with Cheshire College had taken place and students from the college would be involved in initially observing the process before giving students an opportunity to work in the background on videos, photos, designs and so forth. In addition, the college had kindly agreed to support the marketing campaign.

The three key areas of the website were based on, who the Board were, where the Board was and where was the Board heading. The branding and name of the website needed to be agreed in order for a domain name to be purchased. In terms of a logo for the Board it was felt that the Crewe name should be utilised.

RESOLVED

That the update be noted.

43 STRATEGIC UPDATE FROM CHESHIRE EAST COUNCIL (10 MINUTES)

Peter Skates, the Director of Growth & Enterprise attended the virtual meeting and gave a verbal update on Royal Arcade. Pre-application discussions had commenced with colleagues alongside the developer and it was anticipated a planning application would be submitted by Spring 2021. Demolition was ongoing with no issues to report in respect of that process.

In relation to the bus station the principles had been agreed with Arriva for the early return of the bus station back to the Council. It was expected this would take place by early January 2021. The opportunity for members of the Board to undertake some decorative painting work to the bus station was being reviewed and in the New Year further information would be provided as to how members could be involved.

RESOLVED

That the update be noted.

44 COVID (5 MINUTES)

There was no further update in respect of this matter.

45 AOB (5 MINUTES)

There were no items of other business raised.

46 DATE OF NEXT VIRTUAL MEETING

RESOLVED

That the date of the next virtual meeting take place on Friday 8 January 2021 commencing at 9.30am

The meeting commenced at 9.30am and concluded at 11.32am

Doug Kinsman (Chairman)

Meeting Actions from the virtual meeting held on 11 December 2020

#	Action	Owner	Status
1	Board Membership LL and PC to pull together a list of potential nominations to vacant positions on the Town Board, focussing on the retail area. A number of retailers had been contacted. Planning to do a meeting in the town centre and had been engaging with a support worker who ran the Youth Parliament and discussions were ongoing at those people who may want to represent the youth section on the Board.	LL/PC	Ongoing
2	LL to continue to explore long term options for website creation. Update later on in the agenda.	LL	Ongoing
3	It was requested if a paper could be provided on other funding opportunities available to help members understand the alternative options. PS agreed to provide this information.	PS	Ongoing
4	Communication Update.	CY	Ongoing
5	Any items for the Forward Plan to be circulated after the meeting. Northern Growth corridor was a potential item.	DK	Ongoing
6	Presentation on the TIP-Any further comments to be submitted to Hatch by 18 December 2020.	ALL	CLOSED
7	Definition of Sub-groups-That further discussions in respect of the submission bid to the LEP and heritage centre take place outside of the meeting.	KM, JA, DK	Ongoing

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BRIEFING PAPER

Town Board for Crewe



Date of Meeting: 8th January 2021

Report Title: Putting a Communications and Engagement Plan in place

1.0. Introduction

- 1.1. At its meeting on the 16th October 2020, the Town Board received an update from the Communications and Engagement Sub-group and approved a number of priorities set out within the paper.
- 1.2. One of the agreed priorities for the group in the immediate term was for Cheshire East Council, Crewe Town Council and the Crewe Towns Board Communications and Engagement Sub-group to work together on a joint plan to support the development of the Town Investment Plan and also showcase the key projects in progress.
- 1.3. This report sets out the progress to date and also asks the Crewe Town Board to approve the approach and the protocols recommended by the sub-group.

2.0. Putting a Communications Plan in place

- 2.1. A draft Communications and Engagement Strategy document setting out the overall vision, strategic objectives, protocols and requirements for an associated action plan is included in Appendix I. Rhiannon has drafted and circulated a document for discussion.
- 2.2. Key areas within the strategy include:
 - The development of key messaging and a 'boiler plate' that can be used to support all communications and engagement activity
 - Provide detail on any key milestones and timelines, which can be incorporated within the action planning
 - Include stakeholder mapping across all partners – share work carried out by Hatch/Groundswell
 - An agreed protocol for communications and engagement activity, including sign off procedures for communications and press releases
 - Details of available communications channels that can be utilised for communications and engagement activity
- 2.3. Recent communications activity has included a press release profiling some of the board members, which also gave an overview over the board's role and the progress being made on the TIP.
- 2.4. The website for the board is under development and progressing well – due to go live at the beginning of January.
- 2.5. The fly-through video for Crewe has been released to the media and public and has largely received a positive response

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3.0. Recommendations to the Board

- 3.1. Review and agree to the approach set out in the communications and engagement strategy
- 3.2. Review the procedures and protocols detailed in the draft communications and engagement strategy and agree to their implementation
- 3.3. Review and discuss the recommended approval process for press releases and decide upon any further approvals needed
- 3.4. Review and discuss the key messages outlined in the communications and engagement strategy and adopt the agreed messaging

4.0. Next Steps

- 4.1 Further communications channels that can be utilised by the communications and engagement sub group to be fed back to the group
- 4.2 Development of a press release and other communication activity regarding the shortlisted projects
- 4.3 Launch of Crewe Town Board website

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Crewe Town Board communications and engagement strategy

Background

Crewe has been selected as one of 101 towns to put forward a bid for up to £25m of funding from the government's Towns Fund, which will be available to spend up to 2026 and support the town's long-term economic growth.

A Town Board for Crewe has been set up to oversee the development of a bid for this funding opportunity. The board is made up of cross-sectoral community representatives from the public, private and voluntary sectors which aims, through community engagement, to develop a vision and strategy that will shape the transformation of Crewe over the coming years.

They also help to oversee the delivery of other projects already in the pipeline, including the town centre's regeneration and Crewe hub station, to ensure all are aligned to the same vision.

If successful in its bid, Crewe will be able to deliver a variety of capital projects to boost the town's long-term regeneration.

Crewe Town Board has been reaching out to communities and leaders across the town to gather project proposals for the bid. A final list of projects will be agreed by the board from a long-list. These will feed into Crewe's 10-year Town Investment Plan, ready for the final submission of Crewe's bid in January 2021.

The board is required to be open and transparent in its actions and decisions

The towns fund guidance states: *'it is important to be clear how Town Deal Boards align with other place-based initiatives in towns and provide evidence of a shared vision and commitment from a range of stakeholders...'*

Part one of the Town Investment Plan template includes stages of strategy – Creating a vision, and Engagement and Delivery. Each of these have some implications in terms of Communications.

- **Involve:** Identify and involve the people/organisations who have an interest in the proposals and developments
- **Support:** Identify and show how you will overcome any barriers to involvement
- **Evidence:** Gather evidence of the needs and available resources and use this to agree the purpose, scope and timescale of the engagement and the actions to be taken
- **Design:** Agree and use methods of engagement that are fit for purpose, and demonstrate engagement throughout the project lifetime/Town Deal Fund
- **Work together:** Agree and use clear procedures that enable the participants to work with one another effectively and efficiently

- Share information: Ensure necessary information is communicated between the participants and everyone is looped into the information needed to make informed decisions
- Work with others: Work effectively with others who are already or could help with engagement for example the voluntary and community sector, social enterprises or relevant public sector bodies
- Improve: You may need to consider further developing the skills, knowledge and confidence of all participants
- Feedback: How will you feed back the results of engagement to the wider community and agencies affected, and show the impact this engagement has had
- Evaluate engagement: Monitor and evaluate whether the engagement achieves its purposes and adjust as necessary

To support the work of the board and development of the TIP, a communications and engagement sub group has been formed.

Strategic communications and engagement objectives

Overarching vision

The vision is for all members of Crewe Town Board to talk in one unified voice that aligns to the board's vision, aspirations and goals and wider Crewe narrative.

Strategic objectives:

- Build a positive reputation for the town - all communications seek to address the negative attitude that 'it will never happen' through an authentic voice and regular publication of positive content, which showcases Crewe's present and future transformation and highlights upcoming actions taking place around the town's regeneration;
- One unified voice - through communications, all partners will showcase the vision and positive direction the town is moving in, developing **trust and hope** in the messaging;
- Deliver the evidence of the communication and engagement taking place to develop the TIP to satisfy Government requirements and showcase the journey being undertaken to local communities;

Communications approach

While Cheshire East Council is the accountable body for Crewe Town Board, the board itself is made up of cross-sectoral community representatives from the public, private and voluntary sectors and as such is reflective of the 'partnership' working that is underpinning the regeneration of Crewe.

The Crewe Town Board communications and engagement sub group is also reflective of this and as such is not 'led' by one specific person or organisation.

In order to achieve our strategic objectives:

- A clear set of procedures and protocols for issuing communications – as well as the channels via which they will be issued - will be developed and agreed upon by the sub group and board;
- An agreed set of key messages with an authentic voice will underpin all communications and engagement activity and will be reviewed as the project evolves;
- The key project milestones will be identified and a programme of regular communications on agreed subjects will be established (and developed as the project progresses to maximise opportunities) – enabling all board members to see what activity is planned and the positive messaging that is to be used;
- The sub group will support the board to maintain relationships with key stakeholders and identify opportunities to do this;
- Communications will seek to showcase how the board has involved the communities of Crewe in developing the TIP, with the aim of highlighting this 'people centred approach';
- All communications activity – whether delivered as a group or individually – will consider the wider 'Crewe story' and potential reputational risks;

Communications and engagement action plan

Initial priorities of the communication and engagement sub group			
What	How	Who	By when
Identify and map out the communication and engagement channels already held by Crewe Town Board as a whole – including active social media accounts, websites/webpages, stakeholder relationships and media contacts	All comms sub group members to feedback to Rhiannon Hilton (RH) with the suggested channels that can be utilised	All comms sub group members	As of 04/01/2021-ongoing
Agree a core set of channels to be utilised by the board	RH to collate suggested channels and a final set agreed by the sub group	RH Comms sub group	As of 04/01/2021 - ongoing
Draft and agree a boiler plate to be used where necessary in communications	RH to draft and sub group to agree before sending to	RH/sub group/chair	COMPLETED

	chair for final approval		
Draft and agree a set of key messages to be used in communication and engagement activity	RH to write first draft and sub group to agree before sending to chair for final approval	RH/sub group/chair	As of 04/01/2021 – initial draft for input
Identify the key project milestones and establish a clear timeline of communication activity that supports the work of Crewe Town Board and the development of a TIP, as well as the submission of the eventual bid.	Sub group to feed in to a centrally held document and agreed by group as whole before being approved by chair	Sub group/chair	30/11/20
Draft the first press release – subject TBC	RH to draft with group input	RH/sub group/chair – all subject to organisational sign off procedures too	COMPLETED
Awareness and development of cascade plans to communicate with key stakeholders	Group input and RH to collate	RH/sub group	
Agree policies and procedures for communications and engagement activity	Group input, led by RH	RH/sub group/board	As of 04/01/2021 - ongoing
Longer term priorities			
Support the delivery of a Crewe Town Board website and the creation of content to populate it	Sub group		As of 04/01/2021 - ongoing

Roles and responsibilities

Crewe Town Board chair – final sign off for all communications and engagement activity

Crewe Town Board communications and engagement sub group – Agree and implement the communications and engagement approach and work together to draft and issue the subsequent activity/communications products

Cheshire East Council communications (Rhiannon Hilton) – Can advise on the strategic communications and engagement approach and draft core communications material on behalf of the board, with input from sub group members

Branding – Crewe Town Council can be consulted for queries about using the brand and its assets

Procedures and protocols

- All requests for interview/comment by the media regarding the board and TIP should be directed to Rhiannon Hilton and the comms sub group in the first instance. **No interview should be carried out before doing this.** A decision will then be made by the group on who will lead and respond to that enquiry. The response should receive final sign off by the chair and then be issued by the appropriate organisation.
- A full briefing can be provided by Rhiannon Hilton/comms sub group for those giving interviews/comment.
- All communications activity regarding the board and TIP will be discussed and agreed upon by the sub group in the first instance. The final decision will be made by the board's chair. **Communications should not be issued without the sub group and chair's prior approval;**
- At the first opportunity, board members should raise potential reputations issues that could impact on the work of the board or wider regeneration of Crewe with Rhiannon Hilton/sub group so that positive action can be taken;
- Key opportunities for positive communications and engagement activity will be identified by the board and comms sub group as the project progresses and incorporated into the timeline of planned activity;
- The general approval process for media releases is as follows:
 1. **First draft sent to comms sub group for comments and their subsequent approval**
 2. **Sent to Cheshire East Council for internal sign off, including from Cabinet member for environment and regeneration**
 3. **Sent to board chair for final sign off**
 4. **Final draft shared with all board members shortly before being issued to the media.**

In the short term:

- All media releases issued by the board will be focused on the work to develop the TIP and will be agreed by the sub group.
- Press releases solely regarding the board and TIP will be issued by Cheshire East Council's communications team (Rhiannon Hilton) with a note to the media that it is issued on behalf of the board.
- Press releases that discuss the wider Crewe narrative but reference the board should instead incorporate the agreed boiler plate and be issued by the lead

organisation (these are still subject to the comms sub group's input and sign off by the chair);

- Any quotes included in press releases are subject to the related organisation's own approval processes and the time to achieve this should be factored into the planning process for communications activity;

Longer term

- Media relations including press releases and enquiries once the TIP has been submitted will be divided up based on project leads. The comms sub group will also allocate resources based on the projects.

Key messages

- Crewe is one of 101 towns selected to put forward a bid for funding from the government's Towns Fund, which will be available to spend up to 2026.
- If successful, Crewe will be able to deliver a variety of capital projects to boost the town's long-term economic growth and development.
- Priorities will include regeneration, planning and land-use; arts, culture and heritage; local transport; digital connectivity and skills and enterprise infrastructure.
- This is the chance for the people of Crewe to help shape their town's future. Through discussions with the community, Crewe Town Board is developing a vision and strategy that will shape the transformation of Crewe over the next 10 to 15 years. We need to transform Crewe and we need to do it now – together.
- Crewe is a town that is very much growing and so much has already been achieved. But we now have an unprecedented opportunity to carve out a new chapter in Crewe's history and help to ensure the town reaches its full potential.
- This is a huge opportunity to raise the standards of living of people working and living in Crewe.
- Securing this funding for Crewe would enable us to put in place a long-term strategy, with a unifying vision for the town's future that is based on the needs and wants of Crewe people.

Need to develop key themes based on shortlist of projects:

- Regeneration, planning and land-use;
- Arts, Culture and Heritage;
- Local Transport;
- Digital Connectivity;
- Skills and enterprise infrastructure.

Communications and engagement timeline (to be agreed by sub group and chair)

W/c 30/11/2020 – Communication subject: Profile some of the board members, details of the engagement that has taken place and reference next steps for the bid.

Jan TBC – Profile shortlisted projects

Jan TBC – website launch

TBC Jan – bid has been submitted, details of the next steps and manage expectations

Communication channels

Cheshire East Council:

- Social media – Twitter, Facebook, LinkedIn, Youtube
- Website – www.cheshireeast.gov.uk
- Media contacts – local, regional and national
- Internal – staff newsletter, Centranet
- Stakeholders – all Cheshire East member briefing, community networks and officer relationships e.g. business to business contact

South Cheshire Chamber:

- Monthly magazine and newsletter

Lyceum Theatre:

- Access to patron database where permissions exist to forward surveys / news updates as part of a regular newsletter
- Website www.crewelyceum.co.uk
- Facebook, Twitter, Instagram
- Circulate surveys / updates via newsletters to closed staff and volunteer database
- Canvass opinions and feedback from our network of professional theatre-makers and producers, dance-troupes, amateur/community theatre groups, learning and engagement partners
- Once it re-opens, the Lyceum can be used as a base for community briefings / engagement sessions / consultation meetings for members of public and B2B

Crewe Cultural Forum:

- Access to database of freelancers, organisations and stakeholders all involved in or with an interest in supporting the cultural and heritage sectors
- Access to creative community engagement sessions, consultation meetings and focus groups to support the regeneration framework

Cheshire College South and West:

Audience - students

Crewe Town Council:

- CTC website
- Facebook
- In Crewe Facebook page
- An established community network
- Email to town centre businesses.

Branding

Communications should be mindful of the place brand – and therefore narrative - for Crewe to ensure consistent messaging, in addition to the ‘wider story’ for the town.

Evaluation / measures

Jane / David – what do we need to evidence?

Social media metrics – how many people are re reaching with our messages and how many of those are engaging with us? Individual organisations to feedback on stats.

Media releases – coverage

Responses to the survey

Number of people consulted on

Projects submitted

Qualitative Judgement on sense of perceptions in Crewe

Stakeholders – approached via consultation