

BRIEFING PAPER

Town Board for Crewe

Item no.6

Date of Meeting: 16 October 2020

Report Title: Communication & Engagement Sub-Group and Communications Update

1.0. Crewe Town Board Communications and Engagement Sub-group

- 1.1. At the last meeting on 18th September the Town Board discussed the formation of a set of sub-groups as part of the proposed governance structure which would initially support the development of the Town Investment Plan but could also help to drive future longer-term regeneration in Crewe.
- 1.2. The Board agreed that one of these proposed sub-groups will be focussed on communications and stakeholder engagement. It is intended to be an operational group bringing together key messaging for Crewe across the partner organisations and working with consultants to support the consultation process.
- 1.3. It is intended that the Crewe Town Board Communications and Engagement Sub-group will incorporate the Crewe Town Council Place Brand and Marketing Sub-group along with representatives from Cheshire East Council Communications Services and the Crewe Town Board.
- 1.4. A number of actions are already in process to support the aims and objectives of the group.

2.0. Putting a Communications Plan in place

- 2.1. The proposal is that Cheshire East Council, Crewe Town Council and the Crewe Towns Board Communications and Engagement Sub-group work together on a joint plan to support the development of the Town Investment Plan and also showcase the key projects in progress.
- 2.2. Fortunately, we are not starting from scratch as there are a number of resources that we are able to draw upon including the Cheshire East Council Communications Team work on key messaging for Crewe and the Crewe Town Council Place Brand and Marketing working group.
- 2.3. Thinking about forward planning it will be important to link all the good work to date with some consistent key messaging and the Crewe Branding Strategy, for example 'Getting things done together'.
- 2.4. Initial thoughts include hosting a dedicated web page for the Town Board on the Cheshire East website; collating and regularly updating a timetable of projects, milestones and events to help with communications planning; and producing a monthly information bulletin to help keep people informed and on message.

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3.0. Linking to wider campaigns

- 3.1.** A strong message that all partners are signed up to provides the opportunity to feed this in to and take advantage of wider campaigns by joining up on media releases where possible and appropriate.
- 3.2.** For example, the Local Enterprise Partnership are investing in a campaign to promote their new vision, formation of a new advisory commission and work to support economic recovery post-covid. They will be looking for local good news stories from across Cheshire and Warrington, therefore there is great opportunity to showcase the work going on in Crewe to a wider audience.

4.0. Establishing a web presence

- 4.1.** It is important to allow public access to the work of the Town Board, not only to comply with government requirements but to also provide information and foster support and traction for projects and activities. The ideal place for this would be via a website.
- 4.2.** Whilst the Town Board may decide to develop a bespoke website going forward, a short to medium term solution has been provided by hosting on the Cheshire East Council website. This allows access to Town Board papers and also offers a dedicated web page providing access to further information on the Board, its projects and activities.

5.0. 3D Video Production as a communications aid

- 5.1.** The investment planned for Crewe is significant but can be difficult to visualise so with this in mind the Council has commissioned a CGI animation production. This short film is being designed to illustrate the scale of the investment in Crewe and bring the proposed projects to life.
- 5.2.** It builds upon some of the animation work already created by the Cultural Forum and for the Royal Arcade development and it is hoped to be a useful promotional tool for many audiences from local residents and businesses in Crewe to potential new investors.

6.0. Next Steps

- 6.1.** Revise and agree membership, Town Board representation and Chair
- 6.2.** Set purpose and Terms of Reference
- 6.3.** Agree objectives
- 6.4.** Report back to the Town Board

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