

BRIEFING PAPER

Town Board for Crewe

Version 3

Date of Meeting: 7th May 2021

Report Title: Communications and Engagement Sub-Group update

1.0. Introduction

1.1. The Communications and Engagement (C&E) Sub-Group meets monthly to support the Crewe Town Board (CTB) communications and stakeholder engagement activity.

1.2. Achievements to date include:

- Development of a C&E Strategy adopted by the CTB in January 2021
- Agreement on key messaging and a 'boiler plate' that can be used to support all C&E activity
- An agreed protocol for C&E activity, including sign off procedures for communications and press releases
- Production of a number of press releases to support the work of the Board currently managed by Cheshire East Council
- Creation of the new CTB website which has been live since January 2021 and is currently managed by Crewe Town Council (CTC)
- Development of a social media plan with a monthly schedule of proactive messaging currently hosted by Cheshire College

1.3. The CTB is asked to approve the approach recommended by the C&E Sub-Group in two areas of work:

1.3.1. On the completion and agreement of the C&E Strategy, the CTB for a Communications Plan to be developed looking forward to key project milestones and C&E opportunities for the Board to be involved in

1.3.2. A proposal to host the assets of the Crewe brand and associated branding filter on the CTB website was raised in AOB at the last CTB meeting and received some general agreement with a view to more detail being provided at the next CTB meeting

2.0. Development of a Communications and Engagement Plan

2.1. A copy of the latest draft of the Plan has been circulated to CTB members.

2.2. The Plan presented sets out progress so far on pulling together the forward plan of projects and key milestones that are known to the group. It may be difficult to set out a full plan until we are able to talk about the TIP and its projects.

2.3. It will be a living document, being constantly updated to respond to changing timescales, new opportunities and projects.

2.4. As the plan develops, there may be further discussion required to agree what can be done within the scope of existing resource and what should be prioritised by the Board.

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3.0. Crewe Brand Filter

- 3.1.** The Town Council and Crewe brand steering group have recognised some priorities and deliverables for development of the brand:
- Spread the knowledge, develop buy-in, and build local ownership
 - Embed the Place Brand into decision making (using a brand filter)
 - Create a structure and process for place brand management (brand filter and narrative)
 - Build an asset bank
 - Share good news stories
 - Investigate new placemaking events and boost the impact of existing events using a brand filter
 - Get more joined up as a town
- 3.2.** The Crewe Brand is a great asset that should be available for as many people as possible to use. However, interpretation of the branding needs to be managed to ensure that the guidelines and integrity are maintained
- 3.3.** The intention is for the branding guidelines and associated 'brand filter' to be available on line. This will enable anyone wanting to use the brand to access the guidelines and then test if their interpretation is 'on brand' by passing it through a filter check list. Any applications of the brand that do not pass the filter process will be able to open up a discussion with CTC (the brand manager) to see how the use could be modified to better meet the guidelines.
- 3.4.** The Town Board as a partner has a major role to play in supporting the brand delivery plan and at the last CTB meeting, members agreed in principle to hosting the assets of the Town Brand on the CTB web site.
- 3.5.** The details are being finalised, but the intention would be to create a new header section on the web site entitled 'Crewe Place Brand' which will provide:
- A public section with brand filter toolkit and free download of Crewe logo
 - A private area of the website for partners to access and download the brand guideline and assets
 - An accessible and user-friendly brand filter checklist document for use by brand users
- 3.6.** CTC will manage all aspects of the budget, content and development of the additional pages within the Crewe Brand delivery plan so the cost of adding the extra pages to the website and the administration involved in managing the brand filter will be covered by CTC.

4.0. Recommendations to the Board

- 4.1.** Review and agree to the approach set out in the communications plan and associated matrix acknowledging that this will be a living document
- 4.2.** Agree in principle to the proposal to host the Crewe Brand assets and brand filter tool on the CTB website and for the C&E Sub-Group to review the proposal when full details are available and enable the pages to be installed as soon as possible

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