

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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