

## Staveley Town Deal

### Communications, Engagement & Consultation Working Group

#### Terms of Reference

April 2021

#### Communications Objectives for Staveley Town Deal over its 5 year Lifetime

1. To raise awareness of the Staveley Town Deal and its scope so that at least 1 in 5 residents is aware of the funding and we generate at least 4,000 responses to ongoing consultations from varying audiences, to help shape the Staveley Town Deal to re-imagine the town's future development
2. To assess priorities and potential future projects, taking into account factors that mean most to our residents, investors and stakeholders
3. A successful outcome by the end of the investment period, is that Staveley has an improved sense of pride, evidenced through annual Place Vision consultations throughout the Town Deal

#### Purpose

To provide overall direction for the Staveley Town Deal Communications, Engagement & Consultation activity, delivery and policy.

#### Roles & Responsibilities

1. To develop and deliver the Staveley Town Deal's Communications, Engagement & Consultation Plan and provide direction for how we engage public, residents, businesses, agencies, partners and elected members and co-ordinate an annual review of the Communications, Engagement and Consultation Plan.
2. To encourage co-ordination of community engagement activity thereby reducing duplication and improving delivery.

3. Provide a forum for raising issues and solving problems around community engagement for the Town Deal including research and consultation.
4. Facilitate and disseminate good quality and relevant information and feedback to the community, businesses, agencies and Town Deal Partners.
5. Increasing opportunities for residents (particularly those in hard to reach groups) to shape and influence the Town Deal projects through consultation.
6. Support the Town Deal Manager and CBC Communications Team in producing communications that are timely, co-ordinated and well managed and be considerate to issues of inclusion, culture, equality, religion and diversity.
7. Supporting the Town Deal Manager to ensure the Town Deal Communications Plan is up to date and fit for purpose, using the range of media channels, in particular the website; media campaigns to highlight good news stories and initiatives; social media and traditional press.
8. Develop a Town Deal Communications Protocol for all projects funded through the Town Deal and partner organisations to adhere to BEIS/MHCLG and CBC as Accountable Body Communications Policies, to ensure the Town Deal is acknowledged in a uniform and timely way.
9. To monitor adherence to the Communications Protocol (cited above) and record successful media coverage and its effectiveness at Programme and project level.
10. Reviewing the Programme Level Equalities Impact Assessment and project Equalities Impact Assessments as they are produced as part of the Business Cases.

**Method of Operation:**

**Chairing of Meetings:**

- A Town Board Member and participant of this group (TBA) will be elected as Chair.
- A member of this group will be elected Vice Chair.
- The Vice Chair will deputise for the Chair in their absence.
- The term of the appointment to Chair and Vice Chair roles will be for one year.

**Reporting and Governance Arrangements**

The activities of the working group through the Chair will be reported on a regular basis to the Staveley Town Deal Board and the Town Deal Manager will ensure formal reporting is in place to CBC as Accountable Body.

### **Group Membership**

- Ian Wingfield – Board Member lead for Schools and Head Teacher of Springwell Community College
- Mervyn Allcock – Board Member lead for Community Engagement & Barrow Hill Roundhouse
- Trudi Saxton - Derbyshire County Council
- George Rogers – Chesterfield Canal Trust
- Mark Evans – Town Clerk, Staveley Town Council
- Lindsay Wetton – Town Deal Manager, Chesterfield Borough Council
- Wendy Blunt – Chesterfield Borough Council
- Lynda Sharp – Chesterfield Borough Council
- Mandy Atkinson/Robin Mears/ Katy Marshall – Communications Team Support on an ad hoc basis

Specialist members will be invited or can be co-opted onto the group as appropriate.

***All members of the Working Group will recognise the existence and importance of the different ages, races, genders, abilities, and lifestyles within our communities of Staveley and will strive to ensure that no group or individual will be disadvantaged because of its activities.***

### **Frequency of Meetings:**

Monthly meetings are proposed for the first 6 months in order to get a robust plan developed and ensure effective delivery. Then meet every 2 months to coincide with Board Meetings, with a review after 12 months.

**Location of Meetings: Virtual until further notice, then venues around Staveley**

### **Membership**

Membership of the group will be reviewed annually.

If group members have Communications Teams within their organisation; Comms Officers are welcome to join this group or be the representative. However, a database of partner and Staveley Town Board Member Communication Teams and networks will be maintained and regularly provided with the media posts and releases.

Members can remain on the group for three years from the date they join.



**CHESTERFIELD**  
BOROUGH COUNCIL



Date of Terms of Reference
Date drafted: 23 April 2021
Date agreed by Working Group:
Date approved by Town Deal Board:
Date to of next review: April 2022