



**A place to start,
to stay, to grow!**

Staveley Town Deal Board

19th May 2023

Item 9

Communications, Engagement and Consultation Update

1. Recommendation

- a) That the report be noted.

2. Communications Plan Update

Communications, Engagement and Consultation (CEC) Working Group met on 3 May and are delivering regular and consistent communication and engagement activities, which aim to reach a wide audience in the Staveley area.

Key activities include:

- Banners promoting the Town Deal have been produced, with two different designs, and are currently being displayed around the area, mainly at project sites.
- An increasing presence on social media, and usage statistics look promising. The Post Engagement rates for both Facebook and LinkedIn are well above 1 (which is deemed to be good). The rate for Facebook is 5.26% whilst for LinkedIn it is 9.59%. The focus in the upcoming months will be to try to increase follower numbers.
- A Summer Programme of events, the team are updating the roller banners and Town Deal booklets to display and distribute. There will be a Town Deal stand at the Canal Festival (24/25 June), to engage the community, promote the Town Deal through Project information and publicity material.
- A Walking Trail around Staveley, highlighting the benefits of exercising and being outdoors, has been designed, printed and distributed around Staveley and some venues in Chesterfield. The trail highlights the Town Deal projects and has links to the website. It has also been added to the Walk Derbyshire website.
- Engaging with young people is another focus of the group. Good contact has been made with the two secondary schools and with 6 primary schools. This is an area we are looking to develop over the coming months, especially as work begins at project sites. A programme of site visits for Staveley students of all ages will be arranged in liaison with Project Sponsors.