

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



Staveley Town Board

12 March 2021

ITEM 7

Staveley Engagement, Consultation & Communications Plan 2021 and beyond

Purpose

The development of our Staveley Town Investment Plan (submitted December 2020) is overseen by the Town Deal Board. On 3 March 2021, as part of the Budget announcements we received an offer of £25.2m for Staveley. The Town Board was established in January 2020 and is responsible for developing the vision, strategy and delivery, in consultation and collaboration with the stakeholders, community, businesses and investors. In order to produce a robust Town Investment Plan, the Town Board committed to a thorough and inclusive consultation and engagement process. The MyTowns portal proved an informative method to capture public opinion ahead of our work.

Stakeholder engagement is at the heart of our approach and we ran an online consultation drawing 130 responses, further enhanced by Focus Groups, one to one interviews strong and engagement events in the Market Place of Staveley and local schools prior to the TIP submission.

This Future Stakeholder Engagement, Consultation & Communications Plan builds upon all the work to date and continues into 2021 and beyond.

It demonstrates how the Town Investment Plan and its projects will continue to be:

- **Influenced** and shaped by our stakeholders through existing engagement mechanisms and structures
- **Co-designed**, based on evidenced need and buy-in
- A complete package of **projects, with complementarity and interdependencies** that maximise deliverable outcomes and outputs

The Plan also confirms our commitment to ongoing involvement of the wide range of stakeholders that will ensure implementation of our Plan that inclusively reflects the needs of our communities and delivers lasting sustainable change for Staveley.

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



Objectives for Towns Fund 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.

Audiences

- 1) Residents in Staveley area, irrespective of age, gender or stage in life
- 2) Residents further afield across the borough, to take into account the view point of a visitor coming to Staveley
- 3) New residents as new homes are built and occupied
- 4) Local businesses (both new and established)
- 5) Local, regional and national support agencies (i.e. Canal & River Trust, Environment Agency, AMRC Nuclear, Universities and Innovate UK)
- 6) Local community and voluntary sector
- 7) From Place Vision – establish a residents' panel, Themed Focus Groups and Sub Groups to the Board
- 8) Key sectors important to the Staveley economy: Housing & construction; Manufacturing, Rail & Engineering and Transport/multi-modal transportation routes

Methods of Future Consultation & Engagement

A range of methods have been adopted. We have had to be creative in our current engagement activities due to social distancing, but we will keep our plan under continual review.

- 1) Local Plan (evidence base)
- 2) My Towns website
- 3) Community Consultations

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



- 4) CBC and Destination Chesterfield Communications Teams – CBC Staveley Town Deal web pages; Press releases to local media, Social media posts– Facebook, Twitter, Instagram and LinkedIn, radio & TV interviews
- 5) ‘Virtual’ attendance at Markham Vale Business networking events
- 6) Engaging with local, influential local business owners and ask them to share content & engage their networks, such as the D2N2 Growth Hub and East Midlands Chamber
- 7) Engaging with local primary and secondary schools
- 8) Engaging with Chesterfield College
- 9) Face to face engagement with Police Consultation Events
- 10) Police, health, housing and social care networks to engage the more hard to reach; vulnerable and socially isolated

Measures

1. Ensuring methods capture the range of audience types and attract a diversity of people and organisational views
2. Success of the campaign ultimately measured by amount of survey responses
3. Additionally, media coverage can be measured in terms of press releases picked up and published, prominence of print coverage. Social media engagement can be measured via number of comments, likes and shares. Social media engagement can also be measured and broken down into age group, gender and geographical location to highlight any groups missed which may need targeting another way.

Direction of Travel for TIP and Project development

By working continuously with the community and stakeholders, the TIP and each project will continuously be reviewed and refined through consultation. Methods will include those already employed and as more COVID restrictions are lifted, such face to face work with our more digitally isolated communities can take place. This builds upon the events in the Market Place, working with Police partners, school and community sports and social events and campaigns using visual art and displays around Staveley will raise profile and interest in the Town Deal.

Following up on the range of consultations carried out as part of the Place Vision; work will be underway on a “You Said, We did” Campaign to report back to key groups and consultees and continue engagement.

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



Accelerator Fund Projects (£500,000)

By working with our **Accelerator Fund Projects**, profile raising will be carried out by all projects with the use of hoardings/banners on site – contractors will be required to use the Staveley Town Deal logo.



All projects are required to promote their projects and reference Staveley Town Deal.

“King George V Park” – one of the Accelerator Fund Projects

Accelerator Fund Projects		Media Coverage (as at March 2021)
DRIVE (Derbyshire Rail Innovation Industry Vehicle)	To enable the future accelerated delivery of this critical growth project	
King George V Playing Field	To provide play spaces and outdoor gym equipment	Media release complete
Staveley Miners Welfare Football Club Ltd	To provide drainage for three pitches to improve the quality of sports provision	Media release complete
Staveley Town Centre CCTV	CCTV upgrade and enhancement project for Staveley area.	Media release prepared
Springwell Community College	Installation of a 3G all-weather sports pitch to improve the quality of sports provision	Works begin later in the year

Ongoing dialogue with stakeholders and the local community using methods recorded above, to keep each group informed, engaged and involved in delivering the TIP projects and aspirations of the town.

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



Engagement Plan - 2021/2022

Date	Method	Detail of Engagement/communication/consultation	Outcome	Progress and RAG Rating
Jan – December 2021	Strategic Overview	Town Board Meetings to guide and develop the TIP	Ensuring strong TIP and delivery	Regular Board meetings and “Task & Finish” Groups
Feb – December 2021	Strategic Support	Establish Sub Groups and Focus Groups to report on themes to Town Board	Ensuring strong TIP and delivery	Invitations to join the Comms & Engagement Working Sub Group (March 2021)
Begin March 2021	Promotional Campaign	Develop a promotional campaign (a town deal coming soon to Staveley...)	Awareness raising to residents and stakeholders	Media release circulated on Town Deal Announcement (3 March 2021)
April 2021 and ongoing	Focus Group	Draw upon the respondents of the online survey (Sept 2020) to create a Residents Panel to participate in the TIP	Consultation mechanism	
March – June 2021	Competition	A photography competition with gabion filled baskets to mount photography located around the area, sponsored by a local construction firm/developer. With the logo, a bit of information about the Town Deal and the photo around the area, it would be physical and visual promotion in and around the local community	Awareness raising to residents and stakeholders	
April – December 2021	Cultural Engagement	Work with a local acting company to explore a heritage project to perform historical pieces to story tell the history/Heritage (Staveley Hall for example), which may have options for the	Consult and Engage to inform on TIP and Projects	Town Centre Masterplan (commences Feb 2021)

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



		Town Centre consultation (a performance in the market place alongside consultation)		
March 2021	Engagement & Communications	Establish an Engagement & Communications Sub Group to develop and implement appropriate plans and check and challenge effective communications	Oversight of Engagement Effectiveness	
Ongoing	Media Releases & Social Media & website content	Updates of the Town Deal progress https://www.chesterfield.gov.uk/business-and-economic-growth/regeneration-and-economic-growth/staveley-town-deal/staveley-town-deal-news-and-information.aspx	Awareness raising to residents and stakeholders	All media releases uploaded on our website. (see link) Web content updated end Feb 2021
Ongoing	Business Networks	Engaging with local, influential local business owners and ask them to share media content and engage with their networks	Develop skills, student work placements and low carbon activities with Markham Vale Network; improve access to business support. Raise awareness of Town Deal and increase buy in to schemes and projects	IF present to Destination Chesterfield (end March) Presentation to HS2 Board – 28 Feb
Annually	Surveys face to face and online	Annual Place Vision perception surveys and consultations throughout the Town Deal.	Assess change in attitudes	
Monthly	My Towns website	Review comments and information	Feed into project development (Canal, Town Centre and parks have had strong support to date)	
Quarterly/Targeted	Community Consultations & presentations at key stakeholder events/meetings	Specifically related to Town Centre consultation Face to Face: Join regular Police community consultation events Focus Groups with Chesterfield College Students, Local School students	Contribute to scope of “Staveley 21” Town Centre Project To engage young people; the more hard to reach; vulnerable and socially isolated	BDP have been appointed to conduct this work. A site meeting is planned for 15 March 2021.

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



A place to start,
to stay, to grow!

		Attendance at: Staveley Health & Wellbeing Network; Markham Vale business networking events		
Quarterly/Targeted	Community Consultations & presentations at key stakeholder events/meetings			Presentation to CBC Cllrs to update on Economic Regeneration work and the Town Deal – 3 March 2021 Presentation to Planning students at University of Sheffield – 4 March 2021
Quarterly/Targeted	Community Good News/collaboration Stories	Through consultation Speedwell Infants School asked for help for Nursery play equipment	CBC Officers collaborated and asked Fortem for support who have provided funding to the nurse	Media release prepared
		Through consultation Speedwell Infants School asked for help for Nursery play equipment	Chesterfield College are supporting parents of Speedwell Infants School with an ICT help desk that will assist their children and give confidence to parents. This also provides work experience for College Students on digital courses. This arose from the consultation on the Staveley Town Deal	

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



A place to start,
to stay, to grow!

TIP Project Consultation and Engagement



DRIIVe - Derbyshire Rail Industry Innovation Vehicle	Table to be completed as projects develop and build their Business Cases
Hartington Industrial Park	
Staveley Hall/Conference Centre	

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



A place to start,
to stay, to grow!

Canal Restoration	Planned consultation in support of
Staveley Waterside (Canal Basin Regeneration)	
Staveley 21 (Town Centre Masterplan)	Staveley 21, the Town Centre Masterplan work will be subject to consultation and engagement building upon the 2009 Masterplan, reflecting changing uses and needs for the High Street and town centre living and reflecting aspirations from the Locality Review being undertaken by Derbyshire County Council and asset audit and review through the One Public Estate Programme. BDP have been appointed to begin work on the Masterplan Refresh and shall conduct consultation during March – July 2021.
Wheels to Work	
Staveley Miners Welfare Football Club (Skills Academy)	
Barrow Hill Memorial Hall/Community	
Construction Skills Hub	
Barrow Hill-Sheffield Rail Station	

Staveley Town Deal

Stakeholder Engagement, Consultation, Communications Forward Plan



Engagement Plan – 2022 and beyond

Date	Method	Detail of Engagement/communication/consultation	Outcome
2022 - 2026	Strategic Overview	Town Board Meetings to guide and develop the TIP	Ensuring strong TIP and delivery
2022 - 2026	Strategic Support	Sub Groups and Focus Groups to report on themes to Town Board	Ensuring strong TIP and delivery
April 2021 and ongoing	Focus Group	Draw upon the respondents of the online survey (Sept 2020) to create a Residents Panel to participate in the TIP	Consultation mechanism
Ongoing	Media Releases & Social Media	Updates of the Town Deal progress	Awareness raising to residents and stakeholders
Annually	Surveys face to face and online	Annual Place Vision perception surveys and consultations throughout the Town Deal.	Assess change in attitudes

Monitoring/Reporting

A successful outcome by the end of the investment period, is that Staveley has an improved sense of pride, evidenced through annual Place Vision perception surveys and consultations throughout the Town Deal.

The Engagement and Communications Sub Group of the Board shall be responsible for developing and reviewing the Plan each year. Invitations have been sent to establish an initial group (March 2021). Partners include, the Town Board Community and Schools representatives; Staveley Town Council, Business networks and Destination Chesterfield, Derbyshire County Council, Chesterfield Canal Trust and Chesterfield Borough Council Communications & Engagement team.