

Engagement Through Delivery Webinar


28 April 2022

ARUP



FUTUREGOV

copper

 Grant Thornton



Agenda

Who's here today

Warm up activity

Where we are in TFDP

Summary of engagement

Engagement approaches

Around the Towns Fund

Communicating milestones

Place branding

Q&A

What's coming up on the Towns Fund?



Who's here today



Charlotte Jordan
TFDP



Laura Cunliffe-Hall
Copper Consultancy

Warm up activity



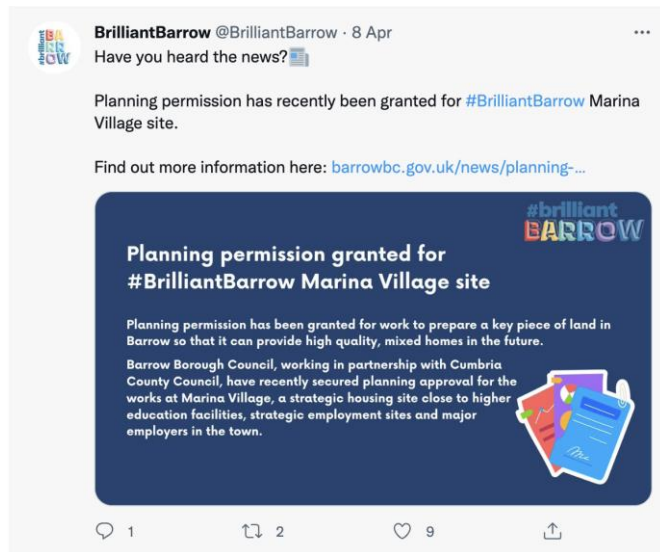
Where we are



Engagement approaches

	INFORMING	CONSULTING	DECIDING TOGETHER	ACTING TOGETHER	SUPPORTING STAKEHOLDER ACTION
OFFLINE	<ul style="list-style-type: none"> Public meetings Mail out Local press Billboards/posters 	<ul style="list-style-type: none"> Drop in-in sessions Roadshows Pop-ups Interviews Focus groups 	<ul style="list-style-type: none"> Steering group Co-production Consensus workshops Planning for real Citizen Assemblies Creative workshops World cafe Action planning 	<ul style="list-style-type: none"> Steering group Task and finish groups Stakeholder partnership Stakeholder Insight panel 	<ul style="list-style-type: none"> Commissioning Grants Access to buildings and spaces Responding to campaigns
ONLINE	<ul style="list-style-type: none"> Website Digital marketing Mailing list Local press Social media 	<ul style="list-style-type: none"> Survey Crowdsourcing Digital engagement platform Online mapping tools 	<ul style="list-style-type: none"> Online polling Digital mapping activities Hackathons 	<ul style="list-style-type: none"> Enabling online advocacy with stakeholder packs and social media content. 	<ul style="list-style-type: none"> Social media promotion

Snapshots from around the Towns Fund



TRURO A CITY CONNECTED
TruroTownDeal @DealTr... · 26/08/2021 ...
 ? Got questions about the #TruroTownDeal?

? Want to know what projects are up for funding?

? Want to know when the projects will unfold?

✓ Check out our recently updated FAQ's here 📄 buff.ly/3880Vrw

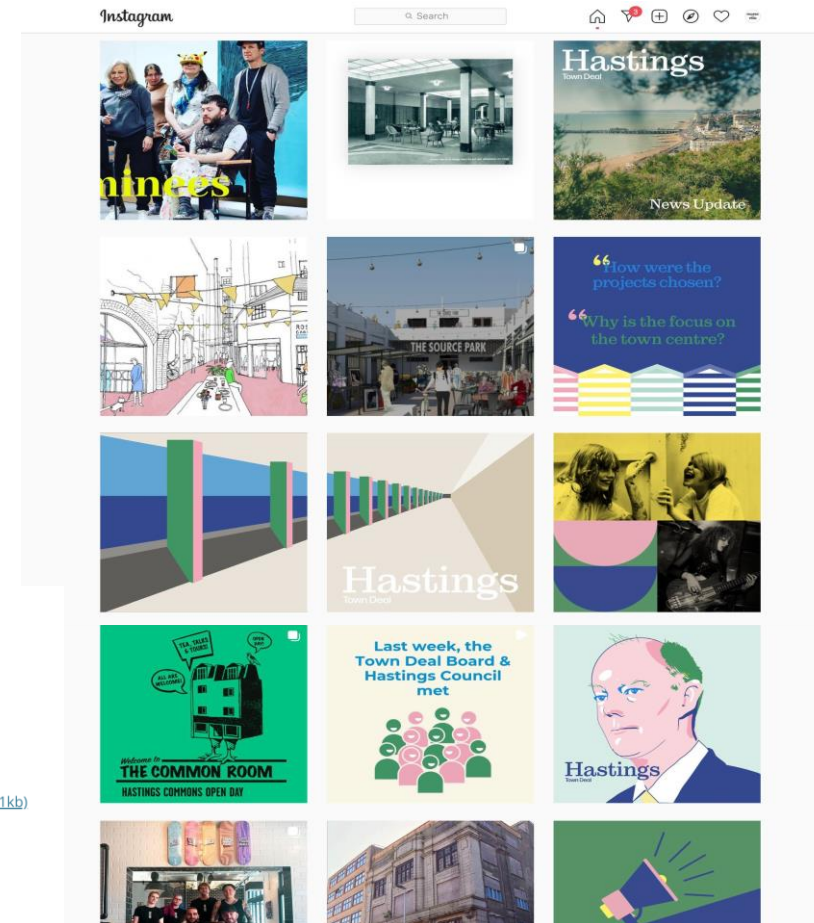
#Truro #TruroCornwall #MyTruro



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Newark towns fund board meetings

- [Newark Towns Fund Board - 17 March 2022 Agenda \(PDF File, 1,914kb\)](#)
- [Newark Towns Fund Board - 13 January 2021 Agenda \(PDF File, 4,415kb\)](#)
- [Newark Towns Fund Board - 26 November 2021 Agenda \(PDF File, 2,243kb\)](#)
- [Newark Towns Fund Board - 26 November 2021 Supplemental Agenda \(PDF File, 451kb\)](#)
- [Newark Towns Fund Board - 22 July 2021 Agenda \(PDF File, 1,431kb\)](#)
- [Newark Towns Fund Board - 22 April 2021 Agenda \(PDF File, 2,778kb\)](#)
- [Newark Towns Fund Board - 20 November 2020 Minutes \(PDF File, 269kb\)](#)



Communicating milestones



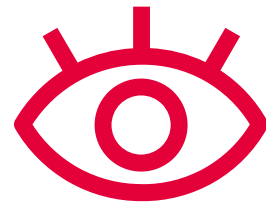
- Dedicated **project websites** or **social media** pages to inform your stakeholders
- Newsletters with **'good news stories'** rather than focusing purely on project milestones – e.g. focusing on project teams doing local charity work and volunteering days
- Historic **'fun facts'** and local interest stories presented in visual formats such as video bulletins and infographics
- Project **timelines highlighting achievements** and updates throughout the lifecycle of your project
- **'Meet the team'** profiles focusing on the specific skills and personal stories of project team members and their connections to your projects and Town
- **Pop-Up events** in the Town centre
- Branding and **creative assets** for visual association

Place branding



BRAND

The perceived emotional corporate image as a whole.



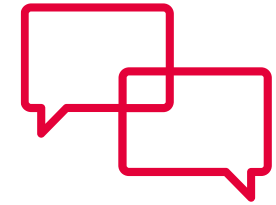
VISUAL IDENTITY

The visual aspects that form part of the overall brand.



LOGO

A logo identifies an identity of a business.



COMMUNICATIONS

How you inform, engage and interact with your clients, stakeholders and service providers.

Quick wins



Update your social media – keep a regular drumbeat of communications



Send an email or newsletter to your consultees



Attend a project working group or update meeting with key stakeholders and influencers to demonstrate your commitment to your Town



Write a short column in the local newspaper to communicate milestones



Utilise engagement platforms to allow stakeholders to participate



Information boards in the public realm

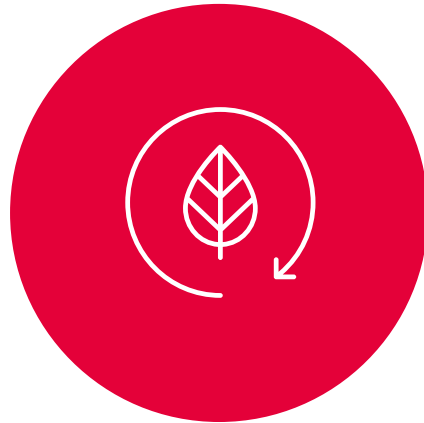
Q&A



What's coming up on the Towns Fund?



**Place
Leadership
Programme**



**Net Zero
programme**



**Attracting
Investment**



**Project and
Programme
Management**

Thank you

