

Goole Town Deal Board

Communication and Engagement Plan



March 2022

INTRODUCTION

Goole has a long and detailed history of Partnership working and community engagement. The town is now entering a period of largescale economic growth with distinct opportunities arising from the Town Deal, investment at Goole 36 and the Humber Freeport. The town centre must reinvent its purpose and ambition to achieve long term benefit from this anticipated growth and attract necessary levels of continued investment. Goole Town Deal Board agreed a comprehensive investment plan with central government and secured a significant Town Deal to aid town centre transformation.

The Towns Fund Prospectus made clear that a process of stakeholder and community engagement was essential to unlocking local vision. As highlighted during development of the Town Investment Plan residents and the business community of Goole already felt a strong affinity with their town, providing a strong platform on which to build throughout the Town Deal process.

Stakeholders and the wider community will want to follow the Town Deal delivery journey and participate in engagement opportunities as the vision progresses towards 2026. The Communication and Consultation Plan details the processes Goole Town Deal Board will use throughout delivery of the Investment Plan to communicate and consult effectively with partners, stakeholders and the wider community.

1. GOOLE TOWN DEAL COMMUNICATION PLAN

Goole Town Deal Board (GTDB) will communicate openly and honestly explaining its purpose and aspirations while being realistic about challenges. A variety of approaches will be used to ensure inclusive communication. GTDB will encourage greater awareness, understanding and involvement from all partners, stakeholders, and the wider community of Goole and improve communications by reviewing plans and programme of activity on an annual basis.

The Communications Plan highlights how effective communications can

- Ensure people understand the purpose
- Help achieve Board objectives
- Effectively engage stakeholders
- Demonstrate and celebrate successes
- Change behaviour and perceptions where necessary.

1.1 Our Key Messages

Our key messages are based on the strategic objectives of the Towns Fund, which ultimately will drive the regeneration of Goole to deliver long term economic and productivity growth.

1.2 Our Audiences

Goole Town Deal Board will communicate with a variety of audiences. These include:

- Media
- Stakeholders
- Residents of Goole
- Partner Organisations
- Government Departments
- Businesses, Employers, Investors
- Voluntary and community organisations
- Local Authority and Public Sector bodies

- Local service providers and institutions
- Residents of the wider hinterland

1.3 Our Methods

We will use a variety of methods based on what reaches our audiences most effectively. These include:

- Use of partnership identity
- Media relations
- Our website
- Word of mouth / engaging with key groups
- Advertising / mass communication
- Events
- Internal communications

In all communications we will aim to:

- Use plain English, free from technical jargon
- Make our communications accessible to all groups
- Consider the audience we are communicating to when developing the content and presentation

2. HOW OUR COMMUNICATIONS WORK WILL OPERATE

2.1 Communications

As stated in Goole Town Deal Board Terms of Reference (13. 1 *COMMUNICATIONS PUBLICITY MEDIA RELATIONS*), individual Board members will refrain from speaking with any media to represent the Partnership itself without first referring to the Town Deal Delivery Team and / or the Board Chair.

Following meetings, the Chair and Delivery Team will decide whether it is appropriate to produce a press release. They will prepare the Press Release and arrange for it to be issued through East Riding of Yorkshire Council's Communication Team. Minutes from Board meetings will be made available via the Boards website or on request via the Town Deal Delivery Team.

2.2 Main contact:

Helen Houlton
 Goole Business Centre
 Carlisle House
 Carlisle Street
 Goole
 East Riding of Yorkshire
 DN14 5DS
Helen.houlton@eastriding.gov.uk

3. GOOLE TOWN DEAL BOARD COMMUNICATIONS PROGRAMME

3.1 Goole Town Deal Board identity

Goole Town Deal Board will be the name and public identity of the Board and will run through all print, plans and communications. East Riding of Yorkshire Council's involvement as the Accountable Body and support is recognised through correct and prominent use of the logo. We will use the agreed Goole Town Deal logo to develop a recognisable visual identity for Goole Town Deal Board in all communications work.

3.2 Media relations

Using media channels as key forms of communication provides several advantages over other outlets as it is instant and reaches a wide range of people and audiences. The Delivery Team will devise press releases and key messages on behalf of the Board for appropriate media channels, to be issued through the East Riding of Yorkshire Council Communications Team. Media relations will:

- Promote Goole Town Deal - Purpose, Vision, Town Investment Plan
- Consult communities of interest
- Celebrate good news whilst being honest about the challenges
- Present news creatively to maximise the media potential of success stories

To raise the profile of Goole Town Deal, we will target specialist websites and social media platforms where appropriate. More locally, we will ensure updates on progress and opportunities for public engagement are promoted through ours and partner's websites. Local media and various community sources will also be utilised to distribute Board news and update on progress.

3.3 Website www.gooletowndeal.co.uk

The Board website is a key communication tool, it will contain:

- Vision and Purpose
- Project development and progression
- Key Documents (downloadable) including Town Investment Plan, Local Assurance Framework
- Board Agendas, Minutes and Member Bibliographies
- Engagement event information
- Contact details
- Relevant links

3.4 Word-of-mouth and engaging with key groups

Goole Town Deal Board aims to maximise the power of word-of-mouth as a tool to communicate with those who prefer not to attend events, visit our website or consume the media. We will work to develop an approach to set up a two-way communication process, working with partners to share key messages and enable feedback. We will also maintain communications with key audiences in the community, to update on developments and maintain a strong network of engagement.

3.5 Advertising and mass communication

Where mass communication is needed to households, we will look to distribute messages through an article in, or attachment with East Riding News, which is delivered to all households in the area. Other publications will be utilised to direct communications to target groups and specific communities including The Goole Times, Our Goole, and other local publications. Where advertising or mass communication is needed for a specific reason, this will be considered and planned for on an individual case basis, considering the target audience, and level of promotion required.

3.6 Events: exhibitions, conferences, and festivals

There are several community and business/trade events that take place throughout the year and offer Goole Town Deal the opportunity to publicise and consult on their work and aspirations for the town. By having representatives and an information stall at events and festivals, we can interact with our audiences more directly, receive feedback about the Town Deal vision, encourage involvement and answer any questions or queries. The Delivery Team will identify events that could promote Goole and the work of the Board. In these situations, Board member volunteers will be sought.

GTDB events will be professionally organised, publicised, and accessible to the target audience. Event planning and delivery will be undertaken on an individual case basis, with Board members working alongside the Delivery Team to host the event. To avoid clashes with dates, we will encourage all Board members to provide details of their own events and consult our list before arranging a new Board event.

3.7 Photography and Video

Photography is an essential tool to map and record the changing face of Goole as well as showcase the town and specific areas within which interventions are planned. These will be used to create a library resource.

We will aim to develop a library of:

- Images of the town
- Maps highlighting specific information
- 'Before and after' photographs
- Images of events and activities
- Artist impressions where appropriate
- Photographs of people involved in our work
- Film footage of the area
- Audio recordings.

The media library will be available for Board publications, displays, press releases and for use on the Town Deal website. Wherever we use an image in any of our communications work, we will always seek consent as appropriate before we use the image.

3.8 Internal Communications

An internal communications system will enable an efficient and consistent flow of information between all Board members and the Delivery Team. Members will receive all Board paperwork and communications via email. In some instances, a document download system may be used to transmit large files.

3.9 Training

Identifying media training needs is an integral part of supporting Board members. Training opportunities can be discussed and made available to Board Members

3.10 Consultation

Goole Town Deal Board will always be pleased to receive ideas and feedback from all partners, stakeholders, members of the community and other interested parties. The main contact details for Town Deal will be included in all communications work to encourage this.

4. EVALUATION AND MONITORING

Our communications strategy will be evaluated each year as part of an annual review process to assess whether it is having the desired impact. This will include assessment of:

- Feedback on all elements of our communications work
 - The amount and depth of positive media coverage we achieve
 - The number of visitors to the website.
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