



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

Staveley Town Deal Board

Friday 8th December 2023

Item 8

Communications, Engagement & Consultation Update

1. Recommendation

- a) That the report be noted.

2. Activity Update

Communications, Engagement and Consultation (CEC) Working Group met on 15 November and are delivering regular and consistent communication and engagement activities, which aim to reach a wide audience in the Staveley area.

Key activities include:

- The Town Deal team continues to attend engagement events. Recent opportunities have included the Destination Chesterfield Investment Summit, an ATE (Apprenticeship and Technical Education) Community event at SMWFC, Staveley 21 information drop-in and Speedwell Infant School Xmas Fayre. A drop-in event is planned at Morrisons on 15th December and the Town Deal Christmas tree will be on display at the church Christmas Tree Festival, with decorations made by the pupils of Staveley Junior School
- The most recent Feedback survey has now closed, and the results will be taken to the next CEC meeting.
- The latest edition of Your Chesterfield magazine had articles on Staveley 21 and the Canal Restoration project.
- Key messages have now been drawn up for every project. The Milestones received from each project have been collated into a single document, which has been used to update the Comms Plan. This will enable the comms team to look ahead and plan effective, timely publicity activities.
- Board updates have been prepared for social media.
- The hoardings project will begin shortly, as several projects are close to making a start on site.
- Other marketing materials already in place, such as the A5 booklets and banner, will be reviewed in the new year to ensure that they are compliant with the DLUHC guidance on branding.
- The Youth Engagement programme and action plan has been approved by the CEC group. Activities which are already underway are:
 - Young Enterprise – Netherthorpe and Springwell schools are both engaged with the project.



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- Linking projects with local school partners – school and project partnerships are being established and will be developed further in the new year.
- Staveley to Eat Well programme (STEW) – the first event on 8th November was very successful. Students from Springwell Community College and Chesterfield College were involved in the cooking and PR activities.

Staveley to Eat Well (STEW)

Students at the first session held on 8 November 2023



- Sessions are planned for Wednesday's 3:50pm on 8 November, 6th December, 10th Jan, 6th March, 3rd April and 16th May 2024.
- 10 School students accompanied by 5 College L3 students to make healthy meals.
- The first session, students made Butternut Squash soup with sage and Croutons.
- Students were really engaged and learnt some new skills. The experience in the College setting inspired some to want to pursue a career in Catering and progress to College.