

Dewsbury Towns Fund  
Consultation and Engagement

22/10/2020



# Social

Integrated Agency

- ❑ Social is a complete communications agency. Working across the UK from our offices in Leeds, Manchester, and Bristol, we bring **a fresh approach** to stakeholder engagement and public affairs.
- ❑ Social has a proud track record delivering public consultation and stakeholder engagement through **traditional and digital channels**, on behalf of public and private sector organisations with a particular focus on place, regeneration and economic development.
- ❑ Our team is **highly experienced** in designing and implementing **creative consultation** campaigns which reach beyond traditional audiences.
- ❑ We **understand West Yorkshire** and the local and regional context.

# Purpose of Consultation

- ❑ Towns must demonstrate 'buy-in' from local community as part of the Town Investment Plan.
- ❑ The level and quality of community engagement – what has been done so far and what is planned in the future – will be a key factor when assessing and agreeing the Towns Deals.

*“It is vital that towns engage with communities to find out directly from the public what they love about their place and how they want to see it grow.”*

*“Where possible, communities should be part of originating ideas, setting objectives and visions rather than just giving feedback on proposals that are already some way along.”*

# Timeline Overview

Stage 1	Stage 2	Stage 3	Stage 4
Oct 15 - 31	Nov 1 - 30	Dec 1 - 15	Dec 16 – Jan 31
<b>Preparation</b> <ul style="list-style-type: none"><li>• Develop engagement Plan</li><li>• Create consultation materials</li><li>• Identify Key Stakeholders</li></ul>	<b>Consultation</b> <ul style="list-style-type: none"><li>• Consultation launch (website, press release, leaflet)</li><li>• Ongoing promotion (stakeholder engagement, video focus groups, social media)</li><li>• Interim update (mid Nov)</li></ul>	<b>Consultation report</b> <ul style="list-style-type: none"><li>• Review of consultation responses</li><li>• Present consultation findings to the Board</li></ul>	<b>Reporting back</b> <ul style="list-style-type: none"><li>• Updating stakeholders with key findings</li><li>• Communications support for TIP submission</li></ul>



# Stakeholder Engagement

- ❑ Identifying Key Stakeholders – Stakeholder Mapping
- ❑ Drawing upon community contacts
- ❑ Advocates and influencers (individuals and organisations) – Reaching into the community
- ❑ Unlocking Town Board and Social contacts - promoting the consultation

Political  
Stakeholders

Community  
Groups

Dewsbury  
Internal  
Stakeholders

Partners &  
Funding Bodies

Local Residents

Business Groups



# Inclusivity

- ❑ Reaching beyond the traditional group of consultee respondents, giving a voice the whole community:
  - Multi-language information leaflets
  - Simple, clear, and direct feedback forms – cutting out the jargon.
  - Focus on digital – reaching the next generation.
  - Phone Surveys, Letters, outreach work.
- ❑ Deliver targeted activities to access traditionally underrepresented groups such as young people, digitally excluded, BAME communities etc

*“We urge Town Deal Boards to be innovative in ensuring that a diverse range of stakeholders are consulted throughout... making the most of what digital technology can offer to reach diverse communities and groups”*

# Digital Consultation

## Overcoming COVID Challenges

### ❑ Consultation Website – 'Participatr'

- Promotion of site
- Map of the consultation area

### ❑ Social Media Assets

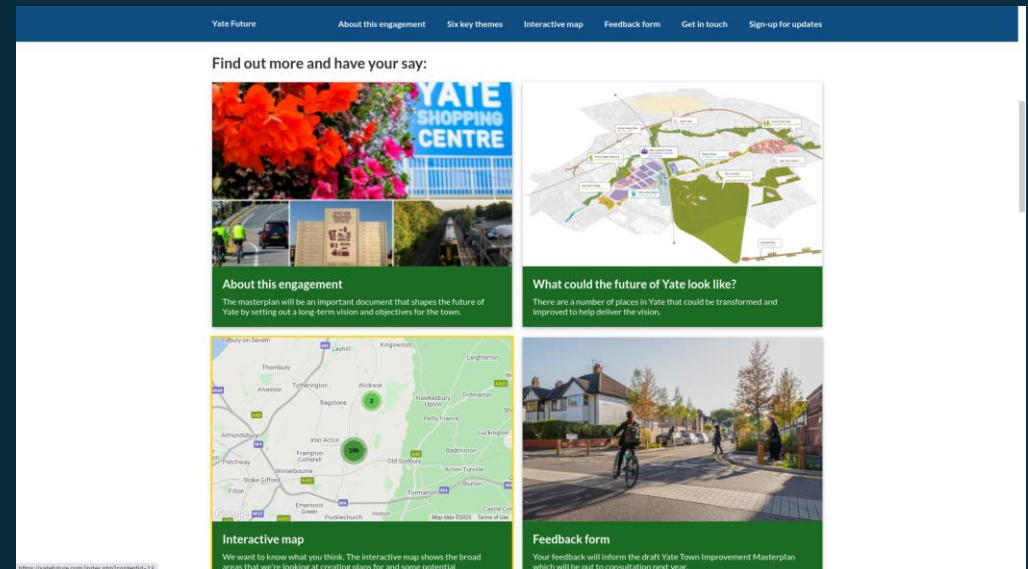
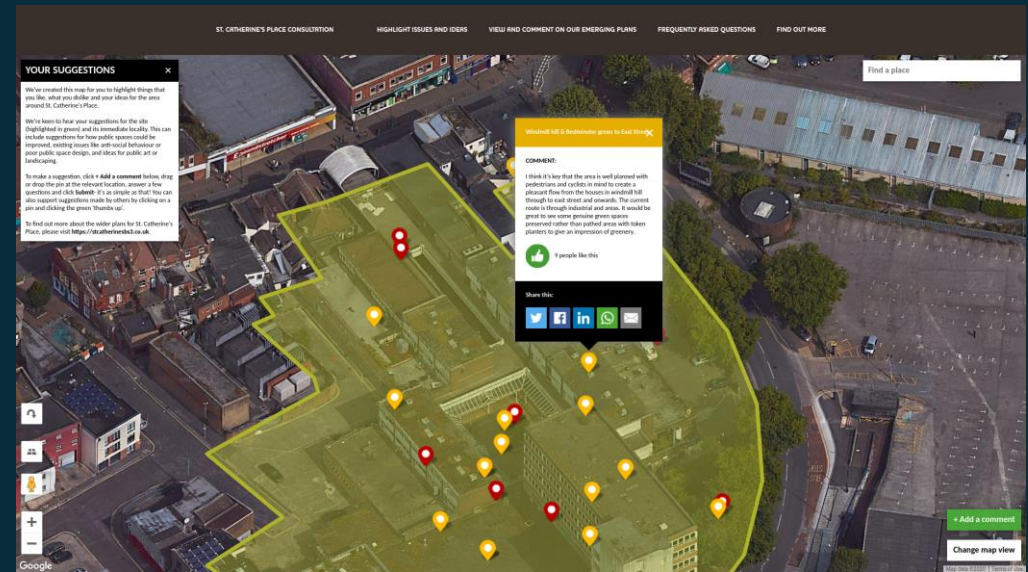
### ❑ Video Focus Groups

### ❑ Online Feedback Form

- Aspirations survey
- Flexible Feedback

### ❑ Engagement with community groups

- Engaging Schools



# Campaign Identity

□ TBC





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Thank you

Q&A

