## **C:\Users\EDPLRS\Desktop\HBC-Logo-CMYK_1_.jpgTown Deal Board**

**Communications and Engagement Sub Group**

## **Monday 12th July 2021**

## **2pm**

**Online- Microsoft Teams**

**PRESENT:**

Maxine Craig, Love Hartlepool (MC) (Chair)

Alby Pattison, AP Services (North East) Limited (Chair) (AB)

Mark Hughes, Hartlepool Sixth Form College (MH)

Ros Adamson, National Museum of the Royal Navy (Hartlepool) (RA)

Reshma Begum, North East Chamber of Commerce (RB)

Rob Smith, Hartlepool Borough Council (RS)

| **NO** | **DETAIL** | **ACTION** |
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| **1.** | **WELCOME**  The Chair opened the meeting and welcomed attendees. |  |
| **2.** | **APOLOGIES FOR ABSENCE**  None |  |
| **3.** | **TERMS OF REFERENCE AND REPORTING**  The sub group will report directly into the Town Deal Board.  AP outlined the proposed structure for the Business Case Development Stage. This will be discussed at the next full Town Deal Board.  The key aim of the group is to bring the public with us as we develop the projects. |  |
| **4.** | **DRAFT IDEAS**  Engagement and Communication are two separate work streams. The clarity, brevity of the communications is key. The visualisation of communications is important.  RS explained that the Council has recently commissioned an engagement platform called “Bang the Table”. This should provide the platform for the in depth engagement. This will supplement the information on the Council’s website which has been key for transparency.  The Town Deal Board need to be clear on the timings of engagement and communication activity.   * At what point do we inform/consult? * At which point are we saying help us decide how we act together? * What we say and what we expect from people in return is key.   The Sub Group recommended that a Programme Based Engagement Officer is funded from the remaining Development Funding. This would be a dedicated resource to lead on the communication and engagement activity. This role could also research issues and best practice. This could be through a paid internship or commissioning a local business.  **ACTION- Present a recommendation to the next Town Deal Board meeting that a dedicated Programme Based Communications and Engagement Officer is appointed from the remaining Development Funding**  **ACTION- Recommend that Communications and Engagement is a standing item on the Town Deal Board agenda.**  **ACTION- Liaise with the Northern School of Art, Hartlepool College of Further Education and Hartlepool Sixth Form College about supporting the communications process with images, branding and Virtual Reality.**  The sub group needs to develop a plan for engaging “quiet and isolated groups”. A mobile exhibition was discussed potentially involving a bus.  A number of opportunities for engaging young people were discussed including best practice from a town where all young people were invited to write a letter to the board which was then then analysed and helped create a statement of ambition.  **ACTION- Present the Communications and Engagement Paper to the next Town Deal Board meeting. The Sub Group were requested to send comments asap.** | **AP**  **AP**  **AP**  **MC** |
| **5.** | **TIMESCALES**  Sub group meetings will be arranged every 6 weeks. |  |
| **6.** | **ANY OTHER BUSINESS**  RS explained that Mark Rycraft from Middleton Grange Shopping Centre has offered the use of a vacant unit in the Shopping Centre to support he engagement activity. Mark is sending through options for three units. The cost and rates liabilities will need to be agreed.  Mark has also offered the vacant wall space outside of CEX for a display. |  |