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to stay, to grow!

## ***Staveley Town Deal***

### **Stakeholder Engagement, Consultation, Communications Plan**

#### **Summary**

The development of our Staveley Town Investment Plan is being overseen by our Town Deal Board. The Board was established in January 2020 and is responsible for developing the vision, strategy and delivery, in consultation and collaboration with the stakeholders, community and investors. Drawing on existing partnerships, Town Board member organisations and specialist Place Vision Consultants, robust consultation and engagement has been developed. Also, the MyTowns portal proved an informative method to capture public opinion. Stakeholder engagement is at the heart of our approach and we ran an online consultation drawing 130 responses, further enhanced by Focus Groups, one to one interviews strong and engagement events in the Market Place of Staveley prior to the plans' submission. We have successfully engaged with the private sector to understand support needs to facilitate development, exploring housing and construction; Manufacturing, Rail & Engineering and Transport/multi-modal transportation routes. This Stakeholder Engagement Plan to accompany the Town Investment Plan has been developed and confirms our commitment to ongoing involvement of the wide range of stakeholders that will ensure implementation of our Plan truly reflects the needs of our communities and delivers lasting sustainable change for Staveley.



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### Board Members Information

<https://www.chesterfield.gov.uk/staveley-town-deal-board>



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#### **Objectives**

To raise awareness of the Staveley Town Deal and its scope so that at least 1 in 5 residents is aware of the funding and we generate at least 4,000 responses to ongoing consultations from varying audiences, to help shape the Staveley Town Deal to re-imagine the town's future development.

These will help us assess priorities and potential future projects, taking into account factors that mean most to our residents, investors and stakeholders.

A successful outcome by the end of the investment period, is that Staveley has an improved sense of pride, evidenced through annual Place Vision consultations throughout the Town Deal.

#### **Audiences**

- 1) Residents in Staveley area, irrespective of age, gender or stage in life
- 2) Residents further afield across the borough, to take into account the view point of a visitor coming to Staveley
- 3) New residents as new homes are built and occupied
- 4) Local businesses (both new and established)
- 5) Local, regional and national support agencies (i.e. Canal & River Trust, Environment Agency, AMRC Nuclear, Universities and Innovate UK)
- 6) Local community and voluntary sector
- 7) From Place Vision – establish a residents' panel, Themed Focus Groups and Sub Groups to the Board

#### **Methods of Consultation**

- 1) Local Plan (evidence base)
- 2) My Towns website
- 3) Community Consultations
- 4) CBC and Destination Chesterfield Communications Teams – CBC Staveley Town Deal web pages; Press releases to local media, Social media posts– Facebook, Twitter, Instagram and LinkedIn, radio & TV interviews
- 5) 'Virtual' attendance at Markham Vale business networking events
- 6) Engaging with local, influential local business owners and ask them to share content
- 7) Engaging with local primary and secondary schools
- 8) Engaging with Chesterfield College
- 9) Face to face engagement with Police Consultation Events

#### **Measures**

1. Ensuring methods capture the range of audience types and attract a diversity of people and organisational views
2. Success of the campaign ultimately measured by amount of survey responses
3. Additionally, media coverage can be measured in terms of press releases picked up and published, prominence of print coverage. Social media engagement can be measured via number of comments, likes and shares. Social media engagement can also be measured and broken down into



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age group, gender and geographical location to highlight any groups missed which may need targeting another way.

#### **PHASE I**

#### **Challenges**

- Insufficient people respond or make use of the online survey
- People submit multiple times in response to a particular agenda
- Conducting physical or spacial consultations are limited due to COVID restrictions

#### **Opportunities**

- Accelerator Funding to promote deliverable activity in the area
- Build upon positive engagement and good will to date

#### **Monitoring/Reporting**

The feedback received to date has informed the range of projects contained in the “long list”. A robust appraisal and assessment overseen by the Town Board has “stress tested” each project on deliverability, viability and credibility and business cases developed. Those not meeting the high standard demanded by the Town Board have been rejected for inclusion in the TIP, but as they have arisen from consultation, should they develop and be deliverable in the future, community and investment needs shall be periodically reviewed.

#### **Engagement and Consultation Completed to date (March 2019 – December 2020)**

<b>Date</b>	<b>Method of communication</b>	<b>Detail of communication/consultation</b>	<b>Progress/Outcome</b>
<b>Jan – November 2020</b>	Board Meetings	Carried out virtually via MS Teams	Strategic overview of the TIP
<b>June/July</b>	Board Meetings	One to one meetings with Board members	Fed into Place Vision, feedback session 23 September
<b>Friday 21 August</b>	Community Consultation – Staveley Market Place	Face to Face consultation with Police and Community Safety Officer	Contributed to evidence base and some comments regarding the need for Public Realm improvements



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<b>Friday 21 August – 18 September 2020</b>	Online Survey	130 responses, views of Staveley, residents, businesses and employees	Key element of the Place Vision and project portfolio development
<b>July - September 2020</b>	ThinkingPlace appointed	Place Vision consultants appointed to develop Vision and consult	Place Vision Report produced
<b>July 2020</b>	Launch of Staveley Town Deal website	Launched and updated with Board member information, Board papers; media releases, Accelerator Fund information	Adhere to CLG requirements
<b>August – Sept 2020</b>	ThinkingPlace - Place Vision Experts	One to one consultation and 3 x Focus Groups	
<b>16 October 2020</b>	Town Deal Manager - Consultation with all Head Teachers in Staveley area	MS Teams consultation	Digital equipment needs outstrip resources, parenting skills gap and digital skills of parents to assist child development
<b>7 Sept – 9 Oct 2020</b>	Engaged local design company Q2 Creative to work with the student to complete the digital design	Logo Competition with Year 7 Students of Springwell Community School. 68 entries – thus raising profile to over 70 families of the Town Deal	Complete and work with local design agency concluded the logo. Positive Media coverage inc winners family – very proud to know the logo shall used for Government and around Staveley
<b>21 Sept 2020</b>	Questionnaire about view and aspirations of Place	Teams consultation with Year 9 and Year 10 groups	Consultation to inform TIP
<b>Ongoing</b>	Media Releases & Social Media	Updates of the Town Deal, logo competition	Awareness raising to residents
<b>November 2020</b>	CBC Resident Magazine	Article about the Town Investment Plan	Awareness raising to residents
<b>7 December 2020</b>	Staveley Area Health & Well Being Network	Virtual consultation with the network to share work to date and engage	To consult on the Town Deal progress and establish links for ongoing participation
<b>11 December 2020</b>	Submission of the TIP and agreed projects		



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Consultation by Theme	Method	Outcome
Place	Local Plan (See Annex 1) The Chesterfield Local Plan was adopted on 15 <sup>th</sup> July 2020	Planning evidence base & consultations drawn upon for TIP development
Place	Historic England	to review the Heritage elements of our projects
Place	Stakeholder Focus Groups in three themes: Manufacturing, Rail & Engineering; Housing and Construction and Transport/multi-model transportation routes.	Direct evidence base for project development
Place	D2N2 Capital Projects Manager	Support for project assessments
Place	Nottingham Trent University – Construction School and Innovation techniques (MMC)	Make potential connections with Construction Skills Hub
Place	Homes England	to review support and funding opportunities for key sites in Staveley
Place	Midlands Connect	raising profile of Staveley Town Deal
Place	Destination Chesterfield Manager	To raise profile and engage
Innovation & Enterprise	Nuclear AMRC	Explore connections with AMRC Rotherham (Staveley Rail line connects and DRIive Project)
Innovation & Enterprise	CBC & Growth Hub Business Advisor	Develop Business Support Package
Innovation & Enterprise	Markham Vale and Business Network Co-ordinator	Develop connections throughout Town Deal



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<b>Innovation &amp; Enterprise</b>	UKRI, Innovate UK - Regional Manager East & South East Midlands	Develop connections throughout Town Deal for projects and business support
<b>Innovation &amp; Enterprise</b>	Engage with D2N2 Town Deal Group (8 across LEP area)	to share best practice
<b>Innovation &amp; Enterprise</b>	Stakeholder Focus Groups in three themes: Manufacturing, Rail & Engineering	Develop project proposals
<b>Inclusive Growth (Health &amp; Wellbeing)</b>	February – April 2019 – consultation with children and older residents of Staveley	Evidence of need
<b>Inclusive Growth</b>	D2N2 Enterprise Co-ordinator	to link enterprise within the School curriculum and engage businesses.
<b>Inclusive Growth</b>	March 2019 – findings from a consultation reviewing:	Reducing social isolation in Staveley through physical activity.**
<b>Young People</b>	School consultation - June 2019 – key finding:	“all three schools felt there to be a general problem with getting from the Staveley/Mastin moor area. To travel to activities, it can be a lengthy journey because, it may take at least two bus journeys to get there, with the buses not being frequent. Most youngsters rely on people to give them lifts to get to activities. After conversations in all the schools this point has been discussed and is a barrier.”

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- **Isolation and loneliness** is likely to be evident across the area but particularly in C002c
- Low car ownership in **E00098950, E00098951, E00098953 and E00098954** are going to **limit resident's ability to access assets and opportunities** further afield
- **There is good evidence of an asset base in terms of buildings, green space and local groups** that could be used to improve the offer of physical activity
- There is strong **evidence of supply** within the area, particularly through SHLC. Analysis of user and member data to see how well the centre reaches into each of the local OAs would be helpful to consider penetration
- If the data is available, **then user analysis could help identify how different types of sessions may be accessed by different population groups in the local area.** This analysis would aid targeted non-user testing (why don't you use it) and future marketing
- Assets and supply appear to be located mainly around the main urban centre which may be more challenging for those on the outskirts to reach
- Access to green and open spaces appears within a relatively short walk for most of the area.
- The **perception of these spaces and other local assets** by the local community needs to be understood especially in the OAs - **E00098950, E00098951, E00098953 and E00098954**
- These OAs have very high proportions of people in lower social grades and people with a limited day to day activities so access to local assets and supply needs to be understood

Consultation by Cross Cutting Theme	Method	Outcome
Digital Connectivity	D2N2 LEP: Skills Manager	Ensuring Skills Infrastructure build in digital capacity
Digital Connectivity	Digital Derbyshire (DCC)	to ensure digital infrastructure is embedded within Staveley
Digital Connectivity	Each Project appraised and given regard to digital connectivity applications	Stronger digital elements and links in and between projects
Clean Growth	Midlands Engine, Energy Strategy lead and D2N2 Project Manager	to raise profile for any pilot project opportunities for Staveley to engage with and part of the project "Check and Challenge" to strengthen each project
Clean Growth	Canal & River Trust – Yorkshire	to engage and share best practice on reporting clean growth, economic and health benefits to the TIP and Key projects
Clean Growth	Environment Agency	to engage and share best practice and evidence of economic impact within environmental projects



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well with the TIP for Staveley, enabling resources and plans to be dovetailed and opportunities maximised.

- Each project will progress with the development of a robust business case development. Cross cutting themes of Digital Connectivity and Clean Growth will be an integral part of this work.

Informing stakeholders and local community about the outcome of the TIP development and how they can participate in delivering the TIP

Date	Method	Detail of Engagement/communication/consultation	Outcome
Jan – December 2021	Strategic Overview	Town Board Meetings to guide and develop the TIP	Ensuring strong TIP and delivery
Feb – December 2021	Strategic Support	Establish Sub Groups and Focus Groups to report on themes to Town Board	
Begin March 2021	Promotional Campaign	Develop a promotional campaign (a town deal coming soon to Staveley...)	Awareness raising to residents and stakeholders
April 2021 and ongoing	Focus Group	Draw upon the respondents of the online survey (Sept 2020) to create a Residents Panel to participate in the TIP	Consultation mechanism
March – June 2021	Competition	A photography competition with gabion filled baskets to mount photography located around the area, sponsored by a local construction firm/developer. With the logo, a bit of information about the Town Deal and the photo around the area, it would be physical and visual promotion in and around the local community	Awareness raising to residents and stakeholders
April – December 2021	Cultural Engagement	Work with a local acting company to explore a heritage project to perform historical pieces to story tell the history/Heritage (Staveley Hall for example), which may have options for the Town Centre consultation (a performance in the market place alongside consultation)	Consult and Engage to inform on TIP and Projects
March 2021	Engagement & Communications	Establish an Engagement & Communications Sub Group to develop and implement appropriate plans and check and challenge effective communications	Oversight of Engagement Effectiveness
Ongoing	Media Releases & Social Media	Updates of the Town Deal progress	Awareness raising to residents and stakeholders



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<b>Annually</b>	Surveys face to face and online	Annual Place Vision perception surveys and consultations throughout the Town Deal.	Assess change in attitudes
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#### PHASE III - TIP Delivery

Ongoing dialogue with stakeholders and the local community using methods recorded above, to keep each group informed, engaged and involved in delivering the TIP projects and aspirations of the town.

Date	Method	Detail of Engagement/communication/consultation	Outcome
<b>2022 - 2026</b>	Strategic Overview	Town Board Meetings to guide and develop the TIP	Ensuring strong TIP and delivery
<b>2022 - 2026</b>	Strategic Support	Sub Groups and Focus Groups to report on themes to Town Board	
<b>April 2021 and ongoing</b>	Focus Group	Draw upon the respondents of the online survey (Sept 2020) to create a Residents Panel to participate in the TIP	Consultation mechanism
<b>Ongoing</b>	Media Releases & Social Media	Updates of the Town Deal progress	Awareness raising to residents and stakeholders
<b>Annually</b>	Surveys face to face and online	Annual Place Vision perception surveys and consultations throughout the Town Deal.	Assess change in attitudes

#### Monitoring/Reporting

A successful outcome by the end of the investment period, is that Staveley has an improved sense of pride, evidenced through annual Place Vision perception surveys and consultations throughout the Town Deal.

#### Annex 1 – Adopted Chesterfield Local Plan

The **Chesterfield Local Plan** was adopted on 15<sup>th</sup> July 2020.

<https://www.chesterfield.gov.uk/planning-and-building-control/planning-policy-and-the-local-plan/current-local-plan.aspx>

A copy of cabinet report which approved the adoption of the plan is here



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<https://chesterfield.moderngov.co.uk/ieListDocuments.aspx?CId=134&MId=5748&Ver=4>

[https://chesterfield.moderngov.co.uk/documents/s32499/Chesterfield%20Borough%20Local%20Plan\\_v1.pdf](https://chesterfield.moderngov.co.uk/documents/s32499/Chesterfield%20Borough%20Local%20Plan_v1.pdf)

The local plan was adopted after the full statutory process of consultation and examination in public

<https://www.chesterfield.gov.uk/planning-and-building-control/planning-policy-and-the-local-plan/current-local-plan/local-plan-submission/examination-library.aspx>

The Local Plan was accompanied by a comprehensive evidence base, including **Infrastructure Strategy and Delivery Plan**

<https://www.chesterfield.gov.uk/media/930142/ksd6-infrastructure-delivery-plan-june-2019.pdf>

The IDP identifies the full range of infrastructure necessary to support growth in the plan, when it will need to be delivered, who will deliver it, and how it will be funded.

Infrastructure providers and stakeholders were invited to provide data and comment on the IDP, which will be regularly updated as part of the monitoring process.