



# Long Eaton Townscape Heritage Initiative – Communications Strategy



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## **Stakeholders**

There are four main stakeholder groups that will be affected by the Townscape Heritage Initiative bid and it is important that we communicate with each group using a variety of different methods to suit.

The stakeholder groups include:

- Long Eaton residents (general);
- Long Eaton residents (those living in the THI designated area);
- Local traders;
- Schools;
- Council's partner organisations;
- Council officers and members;
- Local historical society;
- Chamber of Trade; and
- Local, regional and national media.

These stakeholders all have different communications needs and must be approached using alternative forms of communication.

## **Methods of Communication**

There are a variety of methods we will use to communicate the message about the THI Bid to our stakeholders.

These will include:

- Press releases;
- Media features – interviews with team and special organised visits to look at the THI area with feature writing journalists;
- Direct mail campaigns;
- Stakeholder events;
- Updates on website;
- E-newsletter;
- Printed newsletter;
- THI Blogs;
- Mil Open Days;
- Youth Council; and
- Presentations to organisations affected ie Chamber of Trade, Historical Society.

## Communications Action Plan - YEAR 1 2008/2009

Date	Activity	Communication method
April 2008	THI launch	<ul style="list-style-type: none"> <li>• Local events – Long Eaton Town Hall, Library, market place. Collate email addresses of interested parties for e-newsletter;</li> <li>• Leaflets – with summary of initiative, how it will affect the town and the benefits – to hand out at events and have available in town hall and library receptions;</li> <li>• Direct mail campaign to residents in affected area – use this as a way of consulting;</li> <li>• Press launch through the local events. Press release out to all local and regional press, as well as offering heritage feature to Derby Telegraph or Nottingham Evening Post;</li> <li>• Get page on website, with option to subscribe to e-newsletter, to be sent out 6 times a year;</li> <li>• Feature in Awash with News;</li> <li>• Presentation to Local Strategic Partnership and Council Members. Collation of email addresses for e-newsletter;</li> <li>• Presentation to Youth Council;</li> <li>• Perhaps host launch around environmental improvements scheme launch.</li> </ul>
	Launch of business support programme	<ul style="list-style-type: none"> <li>• Events with Chamber of Trade – presentations and consultation;</li> <li>• Feature in e-newsletter;</li> <li>• Update website;</li> <li>• Feature in Awash with News; and</li> <li>• Press release to local and regional press.</li> </ul>
	Begin preparation for refurbishment and reinstatement of Long Eaton Market Place	<ul style="list-style-type: none"> <li>• Consultation with market traders;</li> <li>• Update website;</li> <li>• Update in e-newsletter; and</li> <li>• Press release.</li> </ul>

	Carry out repair works on min. three commercial buildings within the THI area (shop fronts/roofs/reinstatement of first floor windows etc.)	<ul style="list-style-type: none"> <li>• Prepare posters for shop owners to display before and during works;</li> <li>• Press release to local and regional media – with input from shop owners;</li> <li>• Update on e-newsletter;</li> <li>• Update website;</li> <li>• Photography taken to be used in final analysis document;</li> </ul>
	Community design competition for historic townscape improvements to Long Eaton	<ul style="list-style-type: none"> <li>• Publicise competition through Viewpoint (council's newsletter);</li> <li>• Press releases to local and regional media;</li> <li>• Leaflets and information sent to local schools;</li> <li>• Presentations on history of Long Eaton at local schools to encourage entries;</li> <li>• Leaflets for Historical Society;</li> <li>• Update on website;</li> <li>• Update on e-newsletter;</li> <li>• Campaign through Long Eaton Advertiser; and</li> <li>• Organise event to unveil designs and liaise with local traders for prizes.</li> </ul>
	Begin a programme of education within the local community	<ul style="list-style-type: none"> <li>• Events to take place at local schools, or local heritage sites to educate local people, young and old, about the history of their town and why preserving its heritage matters;</li> <li>• Media features to offer background to the story about the initiative and incorporate more about historical elements;</li> <li>• Work with schools, historical society, perhaps local artists at Harrington Mill, to produce a small book with images and information about the history of Long Eaton;</li> <li>• Update e-newsletter;</li> <li>• Update website; and</li> <li>• Include winning designs in annual printed newsletter.</li> </ul>

## Communications Action Plan - YEAR 2 2009/2010

Date	Activity	Communication method
April 2009	THI launch	<ul style="list-style-type: none"> <li>• Local events – Long Eaton Town Hall, Library, market place. Use these for updates – a year on, of how the project is progressing and what residents can expect to see over coming year. Invite partners and councillors to attend;</li> <li>• Consultation with residents in THI area – through direct mailing of questionnaires – to find out what they think so far, are they happy with progress, what would they change etc;</li> <li>• Invite press for features to update on how THI is progressing. Try to get local traders involved in interviews to offer alternative perspective on project;</li> <li>• Keep staff informed internally with a feature in Awash with News; and</li> <li>• Work with Youth Council on project to help promote the work of the THI.</li> </ul>
	Business support programme	<ul style="list-style-type: none"> <li>• Meeting with chamber of trade to update;</li> <li>• Feature in e-newsletter;</li> <li>• Update website; and</li> <li>• Feature in Awash with News.</li> </ul>
Summer 2009	Refurbishment and Reinstating of Long Eaton Market Place	<ul style="list-style-type: none"> <li>• Consult with market traders and businesses to find out their views on the refurbishment and how it has affected their trade/general feeling of the town;</li> <li>• Update website with progress – use image gallery;</li> <li>• Use images in e-newsletter to show progress; and</li> <li>• Press feature – invite journalists for interviews with traders/councillors/staff on the improvements- with historical angles.</li> </ul>
Summer 2009	Repair works on commercial buildings within the THI area (shop fronts/roofs/reinstatement)	<ul style="list-style-type: none"> <li>• Consult with shop and business owners on progress of project and local reaction to repairs and refurbishments;</li> <li>• Press release to local and regional media – with input from shop owners;</li> <li>• Update on e-newsletter;</li> </ul>

	of first floor windows etc.)	<ul style="list-style-type: none"> <li>• Update website – image gallery;</li> <li>• Photography taken to be used in final analysis document;</li> </ul>
	Programme of education within the local community	<ul style="list-style-type: none"> <li>• Continue with visits to local schools, or local heritage sites to educate local people, young and old, about the history of their town and why preserving its heritage matters;</li> <li>• Encourage press interviews on progress of education programme, use schools to feedback, and possibly get reports from schools on this to the Youth Forum;</li> <li>• Launch History of Long Eaton book, that will have been put together as part of Year 1 projects, alongside local schools and artists at Harrington Mill;</li> <li>• Update e-newsletter; and</li> <li>• Update website.</li> </ul>