

Towns Fund Board Communications Principles and Outline Plan

The strategic aim of all communications activity is to create and sustain a narrative of long-term strategic investment in our country town.

The plan and all subsequent activity is cognisant of demand management and North Lincolnshire Council's strategic priorities:

- Keeping people safe and well
- Prioritising the most vulnerable
- Enabling resilient and flourishing communities
- Enabling economic growth and renewal.

All communications, from the tactical to the strategic, must be aligned with the council's Brand Strategy, itself designed to ensure the attributes defined in the Council Plan are recognised at every point, irrespective of service or audience so the Council is recognised as being sustainable, progressive, enabling, commercial and networked.

The communications activity must at all times be designed to maintain and build trust and confidence in North Lincolnshire Council.

Additionally, all TFB communications should align with the below principles:

- Position the programme according to its strategic aim of making Scunthorpe a better place
- Be cognisant of the need to re-shape experience in lieu of structural changes to the retail sector
- Promote the complementarity of investments covering place, transport, broadband, skills and culture which collectively unleash economic potential
- Demonstrate how individual schemes are components of a wider transformational investment programme
- Promote the TF as an element of the 10 point Economic Development Plan
- Recognise the creation of jobs, the improvement of health and wellbeing and the enabling of communities to flourish
- Recognise local authority/Government investment in Scunthorpe aligned to post-Covid renewal
- Promote the independent voices of the board

Headlines/Content

July

- £1m early
- Project mandates
- Focus on broadband/digital connectivity
- Board member profile – why I am backing Scunthorpe
- Push to #MyTown online notice board

August

- Maintain momentum
- Focus on skills & culture
- Board member profile – why I am backing Scunthorpe
- Push to #MyTown online notice board

September

- Appointment Consultants to write investment
- Focus on economic growth – back to business
- Board member profile – why I am backing Scunthorpe

- Push to #MyTown online notice board

October

- Push to #MyTown online notice board
- Board member profile – why I am backing Scunthorpe

November

- Investment plan submitted to Govt – town centre plans revealed
- Board member profile – why I am backing Scunthorpe

December

- Board member profile – why I am backing Scunthorpe