

Towns Fund Board - Regeneration

Proposed Media Strategy

March 2021

Strategy	Objective
Raise the profile of regeneration schemes being developed within North Lincolnshire	To instil confidence and reinforce the positioning of North Lincolnshire as a progressive location to both community and investors.
Develop the website as the single point of entry for the digital front door	Create opportunities that enable people to achieve better outcomes, develop pride, belonging and ambition, identity and resilience enables communities to develop.
Align partner communications strategies	Enforces the community strategy at whole place level and positions the council as an enabler of "community"
Build and maintain relationships with influential individuals and organisations for the public benefit.	Build awareness and understanding of Council policies and achieve a better balance between encouraging supportive voices and also answering concerns and mitigating criticism.
<p>To develop a proactive and consistent campaign targeting selected, segmented audiences of:</p> <ul style="list-style-type: none"> • Community (whole region and hyper local) • Developers (local, regional, national) • Investors (local, regional, national, international) • Government Funding Agencies / Strategic Organisations • Intermediaries. <p>A multi-channel approach utilising predominantly digital platforms to amplify information, advice and guidance and engage with key audiences to build and maintain relationships with influential individuals and organisations for the public benefit.</p> <p>A detailed, deliverable media schedule for year one will be required with years two to five detailed at a high level only.</p> <p>The campaign will initially concentrate on the Towns Fund and Future High Street Fund portfolio of projects but not exhaustively. The campaign activity will also be designed and developed to raise awareness of the Council Plan, Priorities, Goals, Outcomes and Values with a view to changing attitudes and ensuring the council is recognised for these and the totality of the offer as One Council.</p> <p>A specific focus on this work stream will be to amplify the goals of progressive and enabling.</p> <p>Potential/suggested methods/channels:</p> <ul style="list-style-type: none"> • e-letter bi-monthly to universal audience • community forums / webinars • Dedicated and interactive website • Project by project campaigns designed around two-way engagement and consultation • Award entries • Utilisation of board members as influencer in theirs and adjoining networks • Database management. 	
Budget Envelope	
Phase 1 Strategy, Audience Insight and Campaign Planner Development	tbc
Phase 2: Campaign Delivery	tbc