

**APPENDIX 4****TOWN CENTRE STRATEGY CONSULTATION AND COMMUNICATION PLAN****Overview**

The town centre strategy will be made available to the public on Monday 15<sup>th</sup> July and they will be asked for their views.

Public views will be sought over a two-month period ending on Friday 13<sup>th</sup> September.

A one-page infographic outlining in a simplistic and attractive format the key areas of the strategy will be developed as an aid to the consultation to assist members of the public when giving their views.

A survey will be developed and a range of communication tactics will be used over the two-month period to encourage people to visit the website and complete the survey.

The full strategy document, the infographic and the survey will all be available on the DBC website from Monday 15<sup>th</sup> July.

**Communications Tactics**

<b>Tactic</b>	<b>Details/responsibility</b>	<b>Timescale</b>
One Darlington magazine story	A story about the town centre strategy and how to give your views will be featured in the next issue of the magazine due out on 2 <sup>nd</sup> September, AW will write the story and ensure of its inclusion in the magazine.	Copy written & signed off by ML in July and magazine published on 2 <sup>nd</sup> September.
Media release	A media release will be written by AW ready to be circulated on 15 <sup>th</sup> July covering the key points of the strategy, where it can be viewed and how views can be fed in.	Media release written and signed off by ML 12 <sup>th</sup> July to be circulated to media on 15 <sup>th</sup> July.
DBC website	The copy from the media release will be used on the home page of the DBC website as a news story	AW to upload story on 15 <sup>th</sup> July.

	with a link through to the strategy document, infographic and survey.	
DBC Facebook posts	At regular intervals over the two-month period AW will post to DBC Facebook page encouraging people to visit the website to read the strategy and give their view. The infographic will be attached as a photograph on the post.	Twice weekly from 15 <sup>th</sup> July.
DBC tweets	At regular intervals over the two-month period AW will tweet on DBC Twitter feed page encouraging people to visit the website to read the strategy and give their view. The infographic will be attached as a photograph to the tweet.	Twice weekly from 15 <sup>th</sup> July.
Social media shares	At the beginning of the campaign AW will ask TVCA, Darlington Police, Darlington Market and #LoveDarlo to share any Facebook posts and Tweets about the town centre strategy consultation on their own feeds widening the consultation audience.	12 <sup>th</sup> July.
Councillor briefing note	A briefing note will be produced by AW to give to Councillors so they can encourage their ward residents to get involved in the consultation.	Briefing note to be drafted, signed off by ML and with Councillors by 12 <sup>th</sup> July.
Town centre events	Strategy will be available for comment at events being held in the Town Centre	Ongoing

### Next steps

On closure of the consultation (13<sup>th</sup> September) a consultation findings report will be produced and presented back to Cabinet.

The results will also be made available to the public via the website and social media.