

## **Community Engagement Sub Group**

### **Background**

The Community Engagement Sub Group has developed a Community Engagement Plan which is updated on a monthly basis and includes an annual calendar of events.

### **Progress to Date:**

- CEP updated to include marketing and communications – September 2011.
- Developing 2012 events calendar– Sept/October 2011

### **Issues:**

- Not all partners have events programmed so far in advance.
- Some partners have not replied to let Team Northwich know what they are doing.

## **Marketing and Communications Sub Group**

### **Background**

A Marketing and Communications Sub Group has been set up to compliment the work of the Community Engagement sub Group and provide a co-ordinated approach to marketing and communications. The aims of the group are:

- To raise awareness and understanding of the N&RN APB.
- Promote monthly partnership events
- Raise awareness and understanding APB sub groups, Northwich and Rural North Area Team and partner organisations
- Promote key messages and keep communities informed
- Promote key community activities e.g. Community Forums or equivalent, Town and Parish Council planning days.

The plan will become the work programme for the group and wider partnership organisations, linking into the Community Engagement Events calendar. It is important to state that the Marketing and Communications plan must be a flexible working document.

To the best of our knowledge the information compiled by the sub-group is unique in that it has been written in such a way that any organization or group could read the document and it would provide useful information and help anyone to put together there own CEP. The sub-group has already shared the plan with other APB areas but feels that the document could be shared more widely.

### **Progress to Date:**

- Initial Marketing and Communications sub group held 26 July 2011:
- A draft sub group work plan has been developed and is attached with agenda for this meeting and comments are requested from the APB
- Additional marketing and communications elements have been inter-woven into the CEP
- Draft Marketing and Communications plan produced including the following appendices:
  - Appendix H – a list of weekly / monthly / annual tasks which the APB could adopt to promote the partnership work
  - Appendix I – a list of publications which affect the N&RN area and additions would be welcomed by partners. The APB should aim to use these publications
  - Appendix K – a list of unique selling points (USP) that the APB could use to promote the area
  - Appendix L – the tracker survey questions. These are presented as a separate item for this meeting.

### **Decisions/Agreements needed from APB:**

- Agree the Marketing and Communications Work plan for the next 12 months.
- Agree the additional information added to the CEP
- Agree on the questions to be included in the Tracker Survey.
- Agree the appendices to be included in the CEP.
- Agreement to develop a generic toolkit (e.g. remove specific reference to N&RN) that can be sent to Neighbourhoods North West and National Association of Neighbourhood Managers.

## Marketing Toolkit – Methods of Approach

The table below indicates a number of methods that can be used in Marketing and Communicating along with examples of best practice. Please note that it is only an indication – the method you choose depends on the nature, size, subject and objective of the particular exercise.

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## No 101. Case Study

### Billboards

#### What is this?

A billboard, also called 'hoarding' within the UK, is a large outdoor advertising structure that is typically situated in high traffic zones.

#### Who is it for?

Billboards are mainly for big name, well known advertisers as the size and easily recognisable branding creates a memorable impression very quickly. They have to be readable in a very short time because they are usually read while being passed whilst people are driving.

#### How to do it?

Contact advertising agent, telephone number at the bottom of the billboards.

#### Why use this method?

Large target audience can be reached when the right area is chosen for billboard placement.

#### Costs to consider

The cost is directly related to the size of the billboard and the location. It can be a very expensive option of marketing.

#### Tip

Use catchy memorable slogans, images and colour to leave a lasting impression on the audience.

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## No 102. Case Study

### Blogs

#### What is this?

Blogs are online journals or notice boards where individuals or organisations can provide commentary and critique on news or specific subjects such as politics, food and local events. Within the Northwich and Rural North Area a number of blogs have been set up by Community and Voluntary Groups, Ward Councillors and Community Representatives.

Blogs provide a quick and informal way to disseminate information to the wider public or specific groups and can play an important role in marketing alongside more involving processes.

#### Who is it for?

Blogs can be targeted at any groups who wish to provide comment and critique on news, places, people and objects as well as online comments and discussion.

However access to Blogs relies on people having the technology and skills necessary to go online, therefore some groups are excluded from accessing blogs.

#### How to do it?

Blogs are not only a good way to express opinions on products/services, advertise and promote events to get people involved in local activity once you have established a following.

#### Why use this method?

Blogs have the potential to send a marketing message to a large number of people (followers) who might not normally be reached.

#### Costs to consider

Time associated with updating the Blog and initial development of the blog.

Minimal financial costs (free if blogging on someone else's site).

#### Tip

Blogs run by individuals can be completely free as there are a number of sites that provide free hosting for blogs.

Potential for offensive, personal, pointless and inappropriate comments about people, products and services written on blogs - content may need to be moderated.

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## No 103. Case Study

### Bluetooth

#### What is this?

Bluetooth is an open wireless technology standard for exchanging data over short distances from fixed and mobile devices, creating personal area networks (PANs) with high levels of security.

#### Who is it for?

More for the modern technologist; Bluetooth connections can be quite difficult to manage for novice users and with information shared over a short distance; large crowds are needed to reach its potential.

#### How to do it?

A master Bluetooth device can communicate with a maximum of seven devices. At any given time, data can be transferred between the master and one other device and since the data is transferred using a radio communications system; they do not have to be in visual line of sight of each other.

#### Why use this method?

Data can be transferred to the audience completely free of charge to anyone who has Bluetooth enabled at that time. In busy shopping centres e.g. Arndale Centre use Bluetooth to promote goods and/or safety messages.

#### Costs to consider

Bluetooth is incorporated in most modern mobile phones and communication devices so initial set up costs are nil if you have the right technology.

#### Tip

Unless there are large crowds of people with Bluetooth enabled phones switched on this will not reach as great a number of people as other marketing tools.

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## No 104. Case Study

### Branding / Visioning

#### **What is this?**

Branding and Visioning is a means of creating an image or a slogan for your company or group. The idea is to create something catchy that your audience will remember and relate to your group or organisation.

#### **Who is it for?**

Any organisation/group.

#### **How to do it?**

Consider what the best attributes of your group are and go from there, what makes your group special, what image do you want to promote for your group?

#### **Why use this method?**

Creating a brand or a vision helps your group become instantly recognisable and makes it much easier to promote yourself.

#### **Costs to consider**

The cost of a facilitator to run a visioning day for the group will help control the day's actions but will come at a cost.

#### **Tip**

It can be expensive developing the initial vision/brand.

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## No 105. Case Study

### Community Forums - Market Place

#### What is this?

Within the Northwich and Rural North Area Team there are several Community Forums based around the Wards within the area boundary. The Community Forums provide local residents and organisations with an opportunity to contribute to decision making at a local level; feel they can make an impact on improving both their local area and the services functioning locally. It is also an opportunity for Councillors to engage with the residents of their ward and a means by which the Council can provide information prior to each forum we have developed a market place which involves a number of partners promoting their services to local residents.

#### Who is it for?

Each of the Forums is focused on individual Wards covering the Northwich and Rural North Area therefore target local residents and community groups. The market place at the Community forums is for local residents wanting to obtain information on services etc

#### How to do it?

Email local community and voluntary groups, town and parish councils, CWAC departments to invite them to attend the market place with information on their services. This process is very similar to booking places for a volunteer fair.

#### Why use this method?

Groups get a chance to interact and network with other groups working within the local area and the opportunity to meet with and speak to the local community.

This provides greater awareness of community activity, interaction with councillors and CWAC staff.

#### Costs to consider

Venue hire/Refreshments; Officer time/Members time  
Publicity – printing of flyers  
Postage and Mileage of CWAC officers/members and partner organisations

#### Tip

Can act as a focal point for engagement at a ward level  
All areas within Northwich and Rural North are covered by a Community Forum.  
Only certain members of the community will attend the Community Forums.

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## No 106. Case Study

### Display Boards / Notice Boards

#### **What is this?**

Display Boards are portable advertising devices that display products, events and information.

#### **Who is it for?**

Any group or organisation wanting to promote services/products.

#### **How to do it?**

Boards can be taken to events and consultations to advertise  
Can be displayed in public places

#### **Why use this method?**

Display boards do not have to be managed and can be left in a public place.

#### **Costs to consider**

Good quality display boards can be expensive

#### **Tip**

Consider sharing the cost of display boards with another group or organisation.

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## No 107. Case Study

### E-mail

#### What is this?

Email provides a way to exchange information between two or more people with no set-up costs and that is generally far less expensive than physical meetings or phone calls. It is the most cost effective way to communicate between people who are not physically in the same building, area or even country.

#### Who is it for?

Groups that have a lot of information to send to a lot of people will find marketing by email the most effective way.

#### How to do it?

Generic emails are created and sent to distribution lists by the use of a mail merge. This is the most effective way to send out information to large groups of people.

#### Why use this method?

It is free and has the opportunity to expand distribution list over time to reach more people.

#### Costs to consider

Nil financial costs,  
Time to create mailing lists  
Purchase of PC/Laptop  
Internet connections cost typically £15 per month.

#### Tip

Share distribution lists with other groups (with user's permission).  
Not everyone wants to receive information via email, therefore the risk of people not reading mail.

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## No 108. Case Study

### E-Marketing

#### **What is this?**

E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. E-Marketing is the process of marketing a brand using the Internet.

#### **Who is it for?**

To get the most out of E-Marketing, the user must have good knowledge of their customers, how they would like to receive information, what specifically are they interested in and be willing to explore the boundaries of E-Marketing.

#### **How to do it?**

E-Marketing is considered to be broad in scope because it not only refers to marketing on the internet, but also includes marketing done via e-mail and wireless media.

#### **Why use this method?**

The return on investment from E-Marketing can far exceed that of traditional marketing strategies. The internet is a means to reach millions of people every year.

The measuring of statistics can be easy and inexpensive, almost all aspects of E-Marketing can be traced measured and tested.

#### **Costs to consider**

Small investments can make a huge difference compared to traditional marketing strategies where larger investments are needed.

#### **Tip**

Personalise your marketing strategy and make it more engaging to get the most out of it.

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## No 109. Case Study

### Facebook

#### What is this?

Facebook is a social networking site that has over 600 million users worldwide with the ability to share pictures, messages and other profile information.

#### Who is it for?

Facebook is available to everyone who declares themselves to be over the age of 13 years and have a valid email address.

#### How to do it?

Users create profiles showing their interests, photos and details of themselves and add other users as 'friends', similar to twitter and 'followers'. As well as being able to set up individual profiles, users can create and join interest groups which other users can join and show there interest in. Groups can create their own interest pages and promote their activities through the site.

#### Why use this method?

Target audience is guaranteed to be hit with over 600million users on Facebook

#### Cost to consider

The cost to set up a Facebook account is completely free once on the internet

#### Tip

If you make a group public (as opposed to a private, invite only group) watch out for spam messages from users.

Try not to put personal, sensitive information on your facebook page.

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## No 110. Case Study

### Focus Events

#### **What is this?**

Focus Events draw the attention of people to a specific area or issue or for a common agenda.

#### **Who is it for?**

More fun interaction

Lots of face to face interaction

#### **How to do it?**

Meetings are set up and held within a specific area such as a park or a community centre with groups and members of the public invited to attend.

#### **Why use this method?**

This method reaches a specific demographic

Meets people that share a common agenda

#### **Costs to consider**

There is a cost of running and hiring the space to hold the event

#### **Tip**

Multi agency approach to minimise cost and attract more people

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## No 111. Case Study

### Internal News

#### **What is this?**

News that is sent internally through an organization by the means of newsletters, emails, magazines and / or websites.

#### **Who is it for?**

Staff and volunteers of an organisation or group.

#### **How to do it?**

Collate useful, interesting and relevant information and promote through website, email, magazine, newsletter or poster.

#### **Why use this method?**

It's a regular way of keeping staff and volunteers up to date with information and events. It's also a great way for external bodies and organisations to promote their services, products and activities to a wide captive audience on a potentially regular basis.

#### **Costs to consider**

Costs of printing, staff time to collate information and produce a newsletter, email.

#### **Tip**

Internal news on a regular basis can be achieved quarterly through the use of a newsletter or monthly through the use of an email. Website updated can be done on a more ad hoc basis, as and when news is available/relevant.

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## No 112. Case Study

### Leaflets / Newsletters

#### What is this?

The Council, Parishes and Partners all have newsletters and leaflets to inform the public of their work, news and events.

#### Who is it for?

Any residents, group, organisation within Northwich and Rural North.

#### How to do it?

Newsletters and leaflets can hold many different forms depending on what is being advertised. Newsletters and leaflets can hold information on recent consultations, upcoming events or local news stories.

#### Why use this method?

Newsletters provide a greater awareness of agency and group activity within the target area. Residents that struggle to interact are more informed about activities and goings on.

#### Costs to consider

Printing of leaflets and newsletters

#### Tip

Circulate the newsletter via email and post to reach more people.  
Make sure the newsletters are available in libraries, post offices, community centres etc.

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## No 113. Case Study

### Market Stalls

#### **What is this?**

Market stall promotion is a face-to-face means of interaction with the customer. Organisations hire a stall on market day to promote their work or consult residents.

#### **Who is it for?**

Local residents who shop in the local market area/town centre location.

#### **How to do it?**

Obtain the use of a market stall to promote group/organisations activity within a key town centre location. Normally each market will have a manager you can contact.

#### **Why use this method?**

More information can be given at the time of interaction then can be put in a leaflet and newsletter and questions can be asked and answered.

#### **Costs to consider**

Hire of a stall and officer/volunteer time to operate.

#### **Tip**

Can be a great way of promoting activities to a target audience.

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## No 114. Case Study

### Media

#### What is this?

The Guardian Newspaper, Cheshire FM, Local press

#### Who is it for?

Everyone is able to tap into the world of media

#### How to do it?

An example of how this works within the local area, Cheshire FM give shout outs for events close to day they are occurring.

Northwich Guardian display adverts and newsworthy stories in the weekly newspaper.

#### Why use this method?

Newspapers and Radio Stations already have a customer base established, reaches a large number of people.

#### Costs to consider

Adverts within local newspapers have a fee attached which depends on the size of the advert and location. Radio stations charge for specific adverts and these can be expensive.

#### Tip

Split the cost of an advert by sharing it with another organisation. Shout outs are usually done free of charge.

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## No 115. Case Study

### Photo Calls

#### **What is this?**

A photo call is an occasion when people at a formal event are asked to have their photograph taken together, or when photographers are officially invited to take photographs of a famous person.

#### **Who is it for?**

Photo Calls usually go hand in hand with press releases.

#### **How to do it?**

Photographers from the media or large organisations are called to an event for promotional and media relation reasons.

#### **Why use this method?**

The use of pictures draws the audience into to read the text.

#### **Costs to consider**

Hire of photographer

#### **Tip**

Use a Digital Camera and take the pictures yourself, although editing these can be a bit daunting.

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## No 116. Case Study

### Poster

#### What is this?

A much smaller billboard that can be placed in windows, display boards and notice boards.

#### Who is it for?

Posters can be quick and simple to make.

#### How to do it?

The poster must grab people's attention so must include eye catching, colourful text and images. The idea is to draw people and tell them just enough detail to inform them on what the poster is telling them.

#### Why use this method?

Posters can be placed in high public traffic areas such as supermarkets, community centres and bus stops.

#### Costs to consider

Printing the posters

#### Tip

Remember the three W's. What is it? Where is it? And When is it? And the [4 P's](#) – Product, Price, Place and Promotion.

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## No 117. Case Study

### Press Releases

#### **What is this?**

A press release is a written or recorded communication for the purpose of announcing something newsworthy.

#### **Who is it for?**

Organisations and groups that want to make an announcement or a story they would like to make public.

#### **How to do it?**

Write the headline – keep it brief and clear.

The main part of the press release – the lead or first sentence should grab the reader's attention and say concisely what is happening.

Communicate the: who, what, when, where, why and how.

Where possible provide contact details so people can get in touch.

#### **Why use this method?**

A press release will attract favorable media attention and provide publicity for products or events.

#### **Costs to consider**

Officer time

#### **Tip**

Keep the text clear concise and accurate.

Include your group/organisations name in the first paragraph of the press release.

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## No 118. Case Study

### QR Codes

#### What is this?

A **QR code** (abbreviated from **Quick Response code**) is a type of matrix barcode (or two-dimensional code) which can be scanned by a smart phone and take the user straight to a website, video, text.

#### Who is it for?

Anyone with access the smart phone (i-phone), Android phone.

#### How to do it?

Ensure your smart phone has the correct software to scan the QR code which will take you to a website, text and video.

#### Why use this method?

It's a quick approach to accessing a website, without the need to remember the web address.

#### Costs to consider

Cost of developing a QR code  
Promotion of the QR code

#### Tip

Can be used on posters and business cards to promote websites.

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## No 119. Case Study

### Short and Multimedia Messaging Services – SMS, MMS

#### What is this?

Short Messaging Service (SMS) is a text messaging service component of phone, web, or mobile communication systems. Multimedia Messaging Service is the incorporation of pictures, audio or video with the text message.

#### Who is it for?

Anyone who purchased a mobile phone after the mid 1990's has the capability to send and receive SMS texts. MMS is less common amongst mobile phones but with the improvements in technology i.e. becoming popular in the 2000s. Mobile phones can have the capability to send and receive SMS but not MMS.

#### How to do it?

Generic messages of news or events can be drafted and then sent to your whole address book.

#### Why use this method?

Text messaging is a cheap and easy way to reach hundreds of people. Generic text messages and pictures can be sent to numerous contacts.

#### Costs to consider

The cost to send a message depends on the type of set up you have with your mobile phone provider. Pay-as-you-go costs 10p-12p per text message and around 25p per multimedia message, whilst most contract deals allow 1000s of messages in a monthly package.

#### Tip

Find a mobile phone contract that incorporates large amounts of text and multimedia messaging within the contract price.

Text messages can also be sent via PC.

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## No 120. Case Study

### Targeted Marketing Also known as Niche Marketing

#### What is this?

Target Marketing or Niche marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments.

Target marketing can be the key to a small group/organisations success.

#### Who is it for?

For any group who wants to target key people. It is used to look for narrower demographic set of consumers that will use the product/service that you are selling.

#### How to do it?

Define the niche market (people, demographic) that you want to target and focus all marketing effort on their needs.

#### Why use this method?

It focused all your efforts on a more detailed audience rather than promoting to everyone.

#### Costs to consider

As with all marketing activity there are costings involved in research, printing, staff.

#### Tip

Establishing a niche market give you the opportunity to provide products and services to a group that other businesses have overlooked.

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## No 121. Case Study

### Tracker Surveys

#### **What is this?**

Tracker surveys contain a set of self perception questions that track the issues and thoughts of the public over a set period of time and measure the change in response over that time.

#### **Who is it for?**

Groups who want to measure the perception of their customers.

#### **How to do it?**

A set of closed end questions are decided upon based around several themes; Health, Community Safety, the Economy, etc.

#### **Why use this method?**

Statistics can only show so much; people's perceptions often have a clearer insight into the public.

#### **Costs to consider**

The time to produce the right set of questions and evaluate the responses can be very lengthy.

#### **Tip**

Avoid having too many questions in the survey; this will put people off completing it.

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## No 122. Case Study

### Twitter

#### What is this?

Twitter is a Social Network site that allows users to post 'Tweets' (comments) about absolutely anything. The site is an instant messaging service that is easy to stay updated on a wide range of topics.

#### Who is it for?

Any one individual or group can create a Twitter account.

#### How to do it?

A twitter account is established for both an individual and group. It allows people to communicate and stay connected through the exchange of quick, frequent answers, allowing people to follow others activity or updates others on news of what is happening or what they are up to.

#### Why use this method?

You can see the number of and who the people are following your posts.

#### Costs to consider

There is no cost involved in creating a Twitter account. 'Tweets' can be made anywhere and anytime through your mobile phone.

#### Tip

Twitter is not moderated and can be subject to abuse

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## No 123. Case Study

### Websites

#### **What is this?**

A website consists of pages on the internet containing images, text, video and audio that are publically accessible.

#### **Who is it for?**

Groups that have a lot of information to share and promote

#### **How to do it?**

Websites can be designed from scratch or by using a template and designated software; however, specialist knowledge of creating websites is needed when doing it this way. Companies offer their services to create websites for you which will look more professional yet come at a price.

#### **Why use this method?**

Once a website is set up, it is very easy to maintain with very little effort and knowledge needed to keep a site up-to-date.

#### **Costs to consider**

Who will host the site and how much will it cost, purchasing a domain name, and who will create the site.

#### **Tip**

Don't be deceived by the phrase 'build it and they will come'; once the site is launched, get out and promote your new website.

Local colleges and learning centres often run short courses to teach people how to 'build' a website.

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## No 124. Case Study

### Web Videos

#### **What is this?**

Video tracks that can be uploaded onto the internet.

#### **Who is it for?**

Groups that have their own website will benefit from this more than those that don't as you will reach your target audience directly. Without your own website, groups can still upload videos onto other host sites but finding the right one for you can be difficult.

#### **How to do it?**

Video clip are recorded through a digital recording device and uploaded onto a designated site.

#### **Why use this method?**

Your audience takes in information in different ways, some prefer to read information some prefer to listen. Animation and moving pictures attract people's attention better than still images and leaflets.

#### **Costs to consider**

The time spent to find the right hosting site, and to produce and edit the video for uploading.  
Cost of recording equipment and software.

#### **Tip**

The most costly and time consuming part of web videos is editing, try to avoid get as much right when shooting the video to avoid costly corrections later.

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## **Appendix H – Marketing Calendar and Publication Listing**

### **Weekly**

- Email APB, Councillors and Parishes – What has been happening this week in the area.

### **Monthly**

- Community Engagement Plan Events
- News articles from partners for:
  - Partnerships Bulletin – Talking Together
  - Parish Bulletin via Emma Stevens or ChALC
- Send partners, and APB, news to wider partners for their bulletins
- Send partners, and APB, news to parishes for their noticeboard and newsletters
- Website updated including action plans and new messages and features
- Have a monthly special focus e.g. parks, community centres
- Targeted e-marketing via db network, Google?
- Market stall promotion/consultation in the Town Centre
- Newsletters
- TV clips for websites

### **Quarterly**

- Community Forums “You Said, We Did” to include news about Community forums, positive messages, consultations, engagement activity, voluntary and community sector.
- Community Forum template developed so we can update as and when, add our script and emailing/posting to interested parties.
- Community Forum events to have a market place to promote APB plans, service news, engagement activity, volunteer opportunities, consultations.
- Targeted marketing via GIS system database
- Member’s only meetings – Ward councillors within the Northwich and Rural North Area meet with the local area team to discuss issues and be updated on APB activity.
- Tracker Survey results
- News from APB, Councillors and Parishes for CWAC Talking Together newsletter including:
  - National news translated in to localised effects
  - Update on Tracker Survey results
  - Budget Spending
  - APB Plan update
  - Community Forums newsletter “You Said, We Did”

# Annual

## Annual Report

A template for the layout of the annual report to be produced, making the production of the formal report and the subsequent 'glossy' easier to compile.

Below is a timetable that should assist in completing the annual report:

- |                         |   |
|-------------------------|---|
| <b>February</b>         | - Begin writing the first draft of the Annual Report. Obtain the approval of APB chair.   |
| <b>February – April</b> | - Add any new information as deemed necessary – have it approved by APB chair.  |
| <b>April – May</b>      | - Final version of the Annual Report produced.  |
| <b>May- June</b>        | - Present to annual council or LSP  |
| <b>June</b>             | - Present to Northwich and Rural North APB  |
| <b>June</b>             | - Post out to Community Centres, Libraries, Sports Centres, Health Centres, Youth Centres, Tenants and Residents Groups.<br>- Place to Annual Report on the website |

## PUBLICATION LISTING

Existing news outlets	Who to contact?	Publish date	Publish deadline
N&RN website (twc.org)	E-communications (Damien)	On-going	N/A
Partnership Bulletin & Talking Together Newspaper	Lyn Brown	Mid month	End of month
CWaC Parish News	Emma Stevens		End of month
Media releases	Shirley Wingfield		
Photo Call			
Guardian	Beth Allcock	Weds	Week before
Internal CWaC i-west news	Marketing and Communications (01244 972324) communications@cheshirewestandchester.gov.uk	Weds	
Enforcement Team			
Cheshire FM	Mike Worthington		
Police news bulletins			
CCDT news	Arthur Neil		
Weaverham News			
Frodsham Life	info@frodshamlife.co.uk (01925 631592)	Monthly	
Buy Sell			
Mid Cheshire Independent	Jan Roberts jan@independentnewspapers.co.uk		
WVHT			
Contact	joe.wainwright@cheshirewestandchester.gov.uk	Quarterly	
i-Contact	communications@cheshirewestandchester.gov.uk	On-going	N/A
Rudheath and Witton Together Website / Facebook	Community Reps	On-going	N/A

<b>Parish news outlets</b>	<b>Who to contact?</b>	<b>Publish date</b>	<b>Publish deadline</b>
Antrobus	Village News Editor via website	Monthly	Approx. 2 weeks before end of month
Barnton, ' <b>Tunnel Top</b> '	jennyjeffs1@sky.com	5 times per year	
Comberbach	Unknown (Newsletter is work-in-progress)	6 times per year	
Cuddington and Sandiway, ' <b>The Round Tower</b> '	Round Tower Editors; rteditors@googlemail.com	Monthly	Mid-Month
Davenham	Used to have a Newsletter, Last edition Dec 07		
Frodsham Post	council@frodsham.gov.uk	4 times per year	1½ months prior to next issue <u>Issue</u> <u>Deadline</u> MAR        Mid - Jan JUNE        Mid - Apr SEPT        Mid - July DEC        Mid - Oct
Hartford News		10 times per year	
Helsby News	Marj Thoburn [marj@thoburn.clara.co.uk]	4 times per year	Summer – 1 <sup>st</sup> June Autumn – 17 <sup>th</sup> Aug Winter – 9 <sup>th</sup> Nov
Kingsley	ewilsonsecretarial@yahoo.co.uk (01928 787678)	Monthly	21 <sup>st</sup> of the month
Little Leigh, ' <b>Grapevine</b> '	grapevine@littleleigh.net	Quarterly	
Marston	Sarah (07813 143783)	Bi-Monthly	
Whitley	Theo Critchley (01925 730569) <a href="mailto:JamesTCritchley@aol.com">JamesTCritchley@aol.com</a>	Monthly	

## **Appendix I – SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<p>Free parking in N&amp;RN            Good parish councils            Good track record of partnership working in N&amp;RN            Expanding local network of groups – signpost to APB info            Higher focus of CWAC attention on Northwich regeneration at the moment            Green Spaces            Largest area of green space next to a town within the UK            Rivers            Educational attainment            Green infrastructure            History            Low unemployment            Locality position –            M’cr/Warrington/Chester/Motorways            Heritage – Salt/Rivers/Canals            Good project delivery e.g. land restoration            Transport links            History of partnership working – desire to improve N&amp;RN            Good examples of voluntary groups            Voluntary groups – esp Arts and Drama            People like living in the area            Political stability for four years</p>	<p>Frodsham/Helsby and Northwich – very different characters            Perception of Northwich            Lack of suitable rural housing for young people and the elderly            Northwich and Frodsham Town Centres            Lack of investment in N’wich Town Centre            Inward looking – low aspirations            Local public transport – especially at night            Busy roads (A559)            Pulling together all partners news/info – very time consuming</p>
<b>Opportunities</b>	<b>Threats</b>
<p>Northwich Woodlands            Anderton Boatlift            Increased joint working            Partnership working            Changes in system/society            Green spaces in N&amp;RN            Town and Parish Council newsletters            Localism Bill            General power of competence            Community asset transfer            Regeneration – Big Local Funding – job creation            Attractive countryside            N&amp;RN website – be ‘The Place’ to go to for local info            New planning framework            Lion Salt Works            Increased tourism            Town and Parish involvement</p>	<p>CWAC focus on Ellesmere Port            Dominance of Chester            Cuts to funding/service provision            Swamped by Chester            Chester/Warrington            Instability in structures/organisations around us because of the political environment            Legislation changes            c300 new homes</p>

## **Appendix J – PESTLE Analysis**

<b>Political</b>	<b>Economic</b>
<p>CWAC - Chester focused authority Engage Town Councils We know the ward Cllrs – 4 years stability Exploit community ownership agenda Unleash the Hidden “Gem” Localism Bill – Big opportunities Use the parishes Lack of co-ordination Tory CWAC v Labour N’wich Town Council NHS changes and boundary changes Big Society Local press blows hot &amp; cold about N’wich Huge differences in Town and Parish involvement</p>	<p>Increasing cost of fuel (lots off-grid) Baron’s Quay – Northwich Vision Lack of cash reserves Job creation/job clubs Funding Social enterprise Community Empowerment CIC – Community Interest Companies Recession – Public Sector debts N&amp;RN vision – The Hidden Gem! Cost of petrol and food rising Increase in demand and expectation – e.g. Health Services Good Access – M6, Train, M’cr, L’pool &amp; Chester. Affordable housing and renting</p>
<b>Social</b>	<b>Technological</b>
<p>Affluent rural areas v Areas of deprivation in N&amp;RN Volunteers – some areas good v other limited Third sector support Think Family approach Use of faith sectors Raising aspirations Residents perceptions and willingness/appetite to get involved Ageing population Sharing services Unemployment</p>	<p>What’s the state of broadband access in rural areas? Bluetooth Level of internet access Neighbourhood networks NICE guidelines – impact on services Youth ideas Use of Apps and QR codes</p>
<b>Legislative</b>	<b>Environmental</b>
<p>Neighbourhood plans Localism Bill Localism and devolvement of power Public Services Bill Localism – community led plans can gain useful feedback New planning framework – more developments, less restrictions NHS reforms Funding cuts Academy</p>	<p>Largest area of green space next to a town within the UK Northwich woodlands and rivers History and heritage Green footprints Cost of petrol rising – an opportunity? Two rivers Limited public transport within N&amp;RN Heavy used of motor vehicles Tourism</p>

## **Appendix K** – USP

### **Unique Selling Point**

**Northwich and Rural North APB Vision “The Hidden Gem of Cheshire- Advancing History, Life and Opportunity”.**

#### ***What makes N&RN special? What makes N&RN different?***

Information Delivery Hub  
Character, History, Lots to do and see  
Countryside roads  
Heritage – Salt/Industry/Canals

#### ***What is it that residents want from us?***

Residents don't necessarily want anything from the APB – they want to see improvements and are possibly not fussed how they came about  
Clear relevant information for residents/visitors

#### ***What are N&RN unique selling points?***

APB – Catalyst  
Good access to motorways esp. M56 and M6  
Diversity – A mixture of great assets to develop (transport, green spaces, history and salt)  
Rural Villages

#### ***Why would people read/use our information?***

APB (or whatever you call it) helps to make things get better, bring people together, raises issues on our behalf (Champion for N&RN)

Read/Use info – Because its useful, easy to read (catches the eye), pertinent, not preachy, show them how to get involved

#### ***What image do we want to promote?***

Nice area to live, work and visit