

## **Additions to the Community Engagement Plan text that specifically relate to marketing and communications.**

### **Why is community engagement important?**

A key element to Community Engagement is marketing and communications which let people know what is going on in their area, how they can become involved and influence decision making. One of the keys to successful community engagement is marketing and communications.

A typical method of marketing is to use the 4P's:

Product,  
Price,  
Place,  
Promotion

An Extended mix of the 4P's can include: People, Process, Physical evidence. Further information is available from [http://en.wikipedia.org/wiki/Marketing\\_mix](http://en.wikipedia.org/wiki/Marketing_mix)

### **Community engagement plan – how it works**

A Marketing Calendar which lists publications and marketing media throughout Northwich and Rural North. One of our aspirations is to promote engagement activity to as many residents in Northwich and Rural North. The calendar will list the deadlines, contact details and publication dates, to ensure that material is included and viewed as widely as possible.

SWOT Analysis – A SWOT analysis is an assessment of the Strengths, Weaknesses, Opportunities and Threats of an organisation or in this case Northwich and Rural North area. This SWOT was produced by the members of the Marketing and Communications Sub Group, with input from other APB sub group members.

PESTLE Analysis – A PESTLE analysis is an assessment of the Political, Economic, Social, Technological, Legal and Environmental issues – In this case any issues that affect the Northwich and Rural North area. The PESTLE Links into the SWOT analysis by identifying Strengths, Weaknesses, Opportunities and Threats. When used in conjunction with each other they provide a great view of issues that can affect an area.

Unique Selling Point (USP) – The Unique Selling Point is the real (or perceived) benefit of goods or service that differentiates it from competing brands. The USP in this case is the Northwich and Rural North area highlighting the key points which make the area unique. USP is a key component of the promotion theme around which advertising campaigns can be built.

The SWOT, PESTLE and USP will all be used to help develop the basis of our marketing plan.

### **Marketing and Communications Plan**

The marketing and communications action plan highlights the key actions for the group to deliver.

### **Tracker Survey**

The Tracker survey is a perception survey which will be taken to each partnership event, in order to ask local residents a number of questions re: their thoughts on key APB priorities namely Community Safety, Community Engagement, Education and

Economy, Environment and Transport, Health and Wellbeing. The tracker survey will be used initially for an 18 month period to capture people's perceptions and enable us to do a year on year comparison of perceptions in the area.

Action Plan The priorities of the APB will form the basis of an action plan which details how partners will inform, consult and engage, as well as marketing and communications across the area.

[http://www.westcheshiretogether.org.uk/area\\_partnership\\_boards/northwich\\_and\\_rural\\_north\\_apb.aspx](http://www.westcheshiretogether.org.uk/area_partnership_boards/northwich_and_rural_north_apb.aspx)

Neighbourhood Plans are being developed for specific areas throughout Northwich and Rural North namely: Town and Parish areas, The Neighbourhood area of Northwich and Witton. Engagement with local people will be a central to these plans.

[http://www.westcheshiretogether.org.uk/area\\_partnership\\_boards/northwich\\_and\\_rural\\_north\\_apb.aspx](http://www.westcheshiretogether.org.uk/area_partnership_boards/northwich_and_rural_north_apb.aspx)

### **Marketing and Communications Work Plan**

The APB tasked the Community Engagement Sub Group with developing a Marketing and Communications Work Plan which will be developed to work alongside the CEP. It was agreed that in order to take this forward this request and develop an action plan, a new Marketing and Communications Sub Group be set up. 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, which can be used by partners and voluntary sector that are looking to enhance their marketing and communications activity and will be updated on a regular basis.

(NB A copy of the work plan is attached with the APB agenda)

### **What needs to be considered before you start marketing and communicating?**

We need to be clear about the messages from the Area Partnership Board and Area Team as we are apolitical and need to be sensitive to issues that are politically motivated.

The chair of the APB is to be the official spokesperson of the APB – quotes from the chair are the sought as much as possible.

All messages need to be timely and in plain English.

Use the philosophy “You Said, We Did” to show residents are being listened to.