

Darwen Town Deal Board

Draft Communications Strategy 2020

Digital Communications Team Leader, Blackburn with Darwen Council

24 July 2020

Summary

The Board has previously considered and agreed a media protocol and terms of reference which define specific responsibilities, behaviours and expectations with regard to communications by Board members.

Moving forward, the enclosed draft Communication Strategy 2020 is presented for consideration and approval. The proposed Strategy aims to advance a more proactive communications approach in support of the Board and the Town Deal.

Subject to comment and approval, the proposed Strategy would be regularly reviewed and adapted to reflect the progress made in developing the Town Investment Plan, which also includes significant opportunities for stakeholder engagement, as well as the need to manage the communication challenges and constraints generated by COVID-19.

Recommendations

The Board is asked to:

1. Note the contents of this report; and
2. Approve the draft Communications Strategy 2020, as set out at Appendix 1.