

Darwen Town Deal Board

Media Relations Protocol

Media relations will play an important role in updating local residents and businesses on the work of the Darwen Town Deal Board and the development of the Darwen Investment Plan for Government.

It will also help inform stakeholders about public consultation events – actively encouraging interested parties to have their say on key themes for potential funding.

The Communications Team at Blackburn with Darwen Council will help provide support to the Board with a communications plan to be developed and agreed with members. It will include a multi-channel approach with media relations forming just one part of the strategy.

This protocol will help to ensure a seamless approach to clearly communicating key messages externally.

Media Relations Framework:

- All media enquiries should be directed to the Blackburn with Darwen Communications Team.
- A response will be drafted with the Chair, who will be the key spokesperson and will have final sign-off on all statements and press releases.
- In the event that the Chair of the Board is unavailable for comment, the Vice Chair will become the nominated key spokesperson.
- Other Board members will be quoted to reflect the theme and expertise within the Board. These statements will be co-ordinated by the Communications Team and signed-off by the Chair.
- A communications plan agreed by the Board will identify milestones and opportunities to share key messaging and information with the media with the option of press briefings, where appropriate.

As part of the framework, Board members are reminded of the need to respect confidential and sensitive information, as outlined in the Darwen Town Deal Board Code of Conduct.

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