

**Hastings Town Deal Engagement Programme update  
Hastings Town Deal Board April 2021**

**Background**

As a reminder the Stakeholder engagement programming is taking a past, present and future approach to its phasing:

Past: 2010 – January 2020

Present: January 2020 – TIP submission 2021

Future: February 2021 – 2026

**Future engagement approach to businesses, community, strategic stakeholders as detail in TIP:**

Stakeholder engagement during business case phase	Promotion of TIP through different channels – brand awareness building
Press releases/interviews	Board/project development working groups
Stakeholder engagement subgroup	Roadshows/open events etc (covid permitting)
Tack onto existing projects/networks	Advertising
Promote accelerated fund projects	Local plan & other statutory
Success of completed projects	

**Current position Future Phase 1:**

All of the above marked in green are underway

1. Promotion of TIP through different channels – brand awareness building
  - Larking Ltd contracted to provide blog content and social media oversight
  - Focussed on providing brand awareness raising on projects, vision, challenges, ambitions as well as myth busting and accelerated project progress
  - Challenge to raise awareness of the brand and programme with a wider audience without raising expectations before government decision is announced.
  - Project leads and some board members have shared content/created their own – board members should act as ambassadors for the programme
  - Social media channels and blog are getting great traction in terms of followers, reach and engagement

# Hastings Town Deal

## Social Media and Blog Stats

20 April 2021

### Town Deal Blog:

3.8K visits  
1K repeat visitors  
8.6K pageviews



#### Facebook:

Posts: 8  
Reach: 6,322  
Engagement: 687  
133 page likes  
144 Followers



#### Twitter:

Tweets: 12  
Mentions: 11  
Followers: 69  
Following: 44  
6.3k impressions/reach



#### LinkedIn

Followers: 47  
Engagement: 723

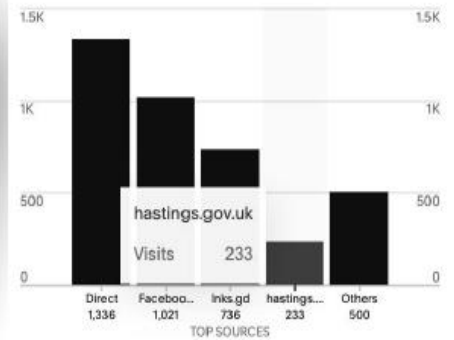


#### Instagram:

Posts: 14  
Followers: 560 (+120)  
Following: 29  
Tagged in 27 posts



#### Top Sources by Visits



#### Top Devices by Visits



*NB: The Hastings Town Deal Instagram feed seems to be the most successful against all other known TD accounts from other areas. Comparison stats will be included in the next report.*

### 2. Promote accelerator fund projects

- Producing feature blogs and social media content on each project
- Section on blog
- Videos being planned to give a 'face' to the projects

### 3. Stakeholder engagement subgroup

- First meeting held with Terry Hume, Caoimhe O'Gorman (engagement manager for Heart of Hastings CLT), John Bownas, Kate Adams, (Sonia Blizzard sent apologies).
- Agreed approach of brand awareness was appropriate until decision from government known
- Develop full stakeholder matrix as a handbook for project delivery leads as they go into the business case phase
- Agreed engagement approach is difficult to agree at this stage until we know what projects are being funded and the level of development and engagement projects leads need/want to do.

#### 4. Tack onto existing projects and networks

Sessions completed:

- Follow up session with Hastings Youth Council – info sharing and detail on projects, how they are addressing their challenges/project ideas from workshop held in October 2020
- LSP EDG and Hastings Community Network – post TIP submission session
- Team East Sussex – TIP submission update
- MP discussion
- Chamber of Commerce

Upcoming:

- Local Plan regulation 18 development
- School programme – Ark Alexandra as a starter with their A Level/GCSE geography students – relevant to their curriculum. Ambition for interested schools to develop ongoing relationship, take on a project as a case study through business case phase and beyond.
- Content strategy planning for business case phase

#### **Future – Phase 2 and 3:**

Phase 2: April 2021 – April 2022

- Project specific engagement, dependent upon individual projects (e.g Garden town lots of opportunity to help shape etc/ Ponswood as shovel ready – end user engagement/in action)
- Overall ongoing Town Deal brand awareness
- Accelerated projects in action
- Shovel ready projects in construction and action

Phase 3 April 2022 – end of programme and beyond

- Project development and construction
- Ongoing overall Town deal brand awareness raising
- Complementary projects/pipeline projects development