

Dewsbury Town Deal Board

Thursday November 4th 2021

Communications/Marketing Strategy

Background

Board will be aware that earlier this year it considered a draft strategy on the comms/marketing of the Town Deal Board. As there was limited feedback at the time, coupled with the appointment of a substantive Chair and the signing off of the Town Deal by government, it's appropriate that the Board re consider the approach and strategy we wish to take with regards to communications and marketing.

For the purposes of this item, it is hoped that Board will have a lively debate around:

- A template produced for Board earlier this year and reissued tonight
- Considering whether we wish our strategy to align/mirror that of the Growth and Regeneration Directive and its approach with town centres across Kirklees
- Our own aspirations for the Town Deal and whether we should adopt a brand or not

Attached with this short covering note are two papers which I hope members will consider in advance covering the above themes. I am aware that some members will have strong views on this issue which is why it would be helpful if members can give some thought to this issue in advance of tonight's meeting.