

Stakeholder Groups	Project	Objective for Engagement	Type of Engagement	Frequency
Kidsgrove Town Deal Board – including local MPs and elected members.	All Kidsgrove Town Deal Projects awarded Heads of Terms by MHCLG.	To drive delivery; monitor progress; and make key decisions that direct the implementation of Kidsgrove’s Town Investment Plan.	Zoom or face-to-face meetings.	Monthly
Kidsgrove residents, businesses and visitors.	All Kidsgrove Town Deal Projects awarded Heads of Terms by MHCLG.	<p>Enable residents, businesses and visitors to input and provide feedback on project plans and scheme designs. It will also enable Newcastle-Under-Lyme Borough Council to communicate the benefits Town Deal investment will deliver and provide updates on project delivery.</p> <p>To mobilise local people in project delivery, for example Friends of Park; Social enterprise at the Railway Station; and Go Kidsgrove CIC.</p> <p>To catalyse local people as advocates for their local area and its future prospects.</p>	<p>Public engagement via:</p> <ul style="list-style-type: none"> - Drop-in consultation sessions including engagement held in public spaces (e.g. on the canal, at Kidsgrove Railway Station, Kidsgrove’s Parks and town centre) via events and outreach work. - Kidsgrove Town Deal website. - Press releases to local print media outlets. - Presence on social media platforms – Twitter and Facebook. - E-Newsletters – General and Business. - Information Leaflets / Brochures. <p>The format of any consultation activity will be dependent on COVID-19 restrictions. A more detailed community engagement plan will therefore be developed upon award of Heads of Terms and updated regularly to reflect any changes to COVID-19 guidance.</p>	As and when required
Landowners, agents and investors	Chatterley Valley; West Avenue; Kidsgrove Town Centre and Shared Service Hub.	Identify potential investment and development opportunities in Kidsgrove; leverage private sector funding and maximise the potential of Town Deal funding.	<p>Engagement will include:</p> <ul style="list-style-type: none"> - Targeted drop-in sessions. - Kidsgrove Town Deal website. - Formally writing to businesses if required. - Individual meetings where required. - Formal partnerships or legal agreements. 	Quarterly including on-going engagement as and when required.
Key public sector stakeholders – Staffordshire LEP; Staffordshire County Council; DWP; North Staffordshire Clinical Commissioning Group; and	Chatterley Valley; Kidsgrove Town centre and Shared Service Hub; Kidsgrove Leisure Centre; Kidsgrove Station; Parks Investment.	Informing scheme and business case development including shaping a project’s technical requirements; reflecting service or facility user requirements; identifying appropriate links to	<p>Engagement will include:</p> <ul style="list-style-type: none"> - Regular and ad-hoc email and written correspondence. - Formal face-to-face or Zoom meetings as and when required. - Formal legal agreements to take forward scheme delivery. 	Ongoing.

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complimentary investments and securing match funding.

Project sponsors and user groups – Aspire; Kidsgrove Rail Station Group; Canal and River Trust; Kidsgrove Leisure Centre Community Group; Newchapel Residents Association.	Kidsgrove town Centre and Shared Service Hub Kidsgrove Station; Canal Improvements; Kidsgrove Leisure Centre; Parks Investment;	These groups will inform project delivery by advising on design options and providing specialist, technical expertise to inform project delivery (e.g. operational rail industry expertise). They will also provide a means by which community or user engagement can take place.	Engagement will include: <ul style="list-style-type: none">- Formal engagement will take place via working groups that will be established to take forward any project awarded Heads of Terms.- Formal agreements to take forward scheme delivery.- Ad-hoc communication by email and telephone calls as required.	Monthly meetings
Rail and public transport users and representative groups (North Staffordshire Rail Partnership)	Kidsgrove Railway Station; Kidsgrove Town Centre and Shared Service Hub; Canal improvements	Raise awareness and gain feedback on the proposed investments in Kidsgrove.	Engagement will include: <ul style="list-style-type: none">- Regular scheduled user group meetings to provide progress updates and consultation sessions to inform scheme design.- Regular email newsletters to inform of project progress and ensure engagement is maintained in between six monthly meetings.	Bi-Annual meeting. Bi-annual email newsletter updates