

Channel	Activity	Target Audience	Timing			
			w/c 7/11	w/c 14/11	w/c 21/11	w/c 28/11
<b>Online</b>						
Live web page www.tameside.gov.uk/ashtontowncentre	Information on the consultation documentation with a link to the survey. (This will be updated following the survey close as a general overview and update page)	All	X	X	X	X
Social media messaging and regular updates and monitoring of interaction on corporate channels, including business facing channels on; LinkedIn, Twitter, Facebook, Instagram	Regular messaging circulated and linked to news articles and main page on the website daily.  Information sent with toolkit for all key partners including housing Association and groups, AgeUK, Action Together, Active Tameside, GC Business Growth Hub and GM Chamber	All	X	X	X	X
MP to publicise via social media	Issued via Twitter 25th November 2022	Tameside Council staff			X	
Leader's Stakeholder Weekly briefing	Information sent to Leaders contacts and stakeholders	Key stakeholders, partners and councillors	X	X	X	X
Chief Executives Weekly Brief	Information and web link	Tameside Council staff	X		X	X
LiveWire - online monthly staff newsletter	Article to encourage staff to complete the survey	Tameside Council staff		X		
<b>Offline</b>						
Press Release	Proactive press release to local, regional and national contacts to announce the launch of the survey	Local, regional and national press and public	X			
Ashton Ward Members	Presentation of market square proposals to group followed by Q & A's session.	Local Ward Members	X			
Market Traders/Town Team	Drop in event 17th November	Ashton Market Traders		X		
Market Hall Public Consultation Event	Local event in the Market Hall for everyone to view the draft proposals and discuss any issues or ideas local people have. Saturday 26th December 10:30am - 3:00pm	Local Community			X	
Market Traders Session - Kiosk Operators Only	1st December 2022, 4:30 - 5:30pm	Tameside Council Staff				X
Scrutiny Panel	Presentation of market square proposals to group followed by Q & A's session - 23rd November 2022.	Local Members and Senior Council Officers			X	
Tameside College	Direct session led by Planit IE to engage local students identified as a key demographic in the town. Monday 5th December, Ashton Old Baths	College students and members of staff				X
Jonathon Vickerstaff, Secretary Tameside Owners and Drivers Association (TODA)	Meeting held 25th November 2022	Taxi Drivers			X	
Youth Council	Engagement session - awaiting a response. Chased	Identified stakeholder group			tbc	
Blind and Deaf Team	Engagement session - awaiting a response. Chased	Identified stakeholder group			tbc	
Open Space Society	Engagement session - awaiting a response. Chased	Identified stakeholder group			tbc	
People First	Engagement session - awaiting a response. Chased	Identified stakeholder group			tbc	
Faith Groups	Issued to Diversity Network. Cllr Allam to provide contact details.	Identified stakeholder group			tbc	
Emergency services	Rob Froggat, GMP contacted to arrange a meeting.	Identified stakeholder group			tbc	
Stakeholder engagement sessions	See full outline plan of meetings provided by Planit	Key stakeholders, partners and councillors	X	X	X	X
Resident and public Engagement Sessions	In person sessions at The Market Hall	All			X	X
Tameside Community Champions	Weekly round up, plus daily WhatsApp group message	Residents and local community	X		X	

Neighbourhood Forums	Attendance and presentation of consultation document at all four Neighbourhood Forums	Tameside Councillors	X	X	X	
All other available shared channels and partner networks including GP surgeries	Emailed information for dissemination through relevant channels	All	X	X	X	X
Correspondence to PEN participants	Email correspondence to encourage and highlight survey and participation	All	X		X	
Discover App	Feature across all towns	Residents/visitors and app users	X	X	X	X
Communications Network including social housing providers	Email information with toolkit	All				
Schools, Colleges and Learning Providers Network	Email issues to all secondary school and college providers	All		X		
Tameside Means Business Newsletter subscribers	Email addressed to 2,500 businesses to encourage participation in the survey	Businesses	X		X	
<b>Other External Media and Publications</b>						
Tameside Reporter Manchester Evening News Tameside Correspondent About Tameside Tameside Radio BBC Radio Manchester HITS Radio	Articles and press release as well as member interviews and briefings where requested.	All	X	X	X	X

**Additional channels will be added on an ongoing basis**