

Channel	Activity	Target Audience	Timing			
			wk 1	wk 2	wk 3	wk 4
<b>Online</b>						
Live web page www.tameside.gov.uk/hydetowncentre	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.	All	X	X	X	X
MP to publicise	Publicise via social media streams	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			
Hyde Ward Members	Presentation of draft proposals to group followed by Q & A's session.	Local Ward Members	X			
Hyde Together CIC	Regular attendance and updates at meetings	Representation from wider community		X		
Market Traders Session	Discussion sessions with market traders from indoor and outdoor markets	Market traders				
Town Centre Public Consultation Event	Local event to be held in the town for everyone to view the draft proposals and discuss any issues or ideas local people have.	Local Community			X	
Scrutiny Panel	Presentation of draft proposals to group followed by Q & A's session	Local Members and Senior Council Officers			X	
Creative and Cultural Workshops	Design workshops	Key representatives from the creative and cultural industries.				
Local Schools	Workshops with students in local area	Students and members of staff				X
Youth Council	Engagement session to be offered	Identified stakeholder group			tbc	
Blind and Deaf Team	Engagement session to be offered	Identified stakeholder group			tbc	
Open Space Society	Engagement session to be offered	Identified stakeholder group			tbc	
People First	Engagement session to be offered	Identified stakeholder group			tbc	
Faith Groups	Engagement session to be offered	Identified stakeholder group			tbc	
Emergency services	Continued liaison with key senior locality officers	Identified stakeholder group			tbc	
Stakeholder engagement sessions	Sessions with key stakeholders including the shopping centre owners and land/building owners.	Key stakeholders, partners and councillors	X	X	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	Continued liaison with key senior officers in the NHS/PCT	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**