

# Spennymoor Towns Board

17 April 2024

## LTPT Governance and Operational arrangements



### Report of Amy Harhoff Corporate Director of Regeneration, Economy and Growth

#### Purpose of the Report

- 1 This report sets out for Board members approval the governance arrangements for the formation and operation of the Board, to ensure compliance with the established programme guidance.
- 2 The report also sets out further working arrangements to ensure effective Board operations including the communication of Board related activities.

#### Background

- 3 The original guidance for the Long Term Plan for Towns (LTPT) programme and the supplementary guidance for Local Authorities and Town Boards set out clear expectations and requirements in respect of the formation and operation of Town Boards.
- 4 Some of the key requirements set out across the two documents are the focus on building local capacity, developing locally specific plans through the use of co-design principles and ensuring that all board operations are undertaken in line with the Nolan Principles (see Appendix 2)
- 5 The Annex to the further guidance sets out clear requirements covering:
  - Transparency
  - Code of Conduct
  - Declarations of Interest
- 6 These essential governance components have formed part of a governance readiness check which was required to be submitted to Government by 1 April 2024.

## **Board composition**

- 7 Town Boards should be community-led institutions that build civic capacity in the town, with the local authority, or an alternative organisation, providing a secretariat function. The local authority will act as the accountable funding body.
- 8 The programme guidance also provides some specific requirements concerning some aspects of Board operation. This includes the requirement for the involvement of the Local Member of Parliament (MP) and the Police and Crime Commissioner (PCC) in the Board and the restriction to a maximum of five elected representatives (inclusive of the MP and PCC) that can sit on the Board and the requirement for the Chair of the Board not to be an elected official, but instead to represent the business or community sectors.
- 9 Guidance also identifies several typical local organisations and institutions that might provide suitable Board members. However, throughout both sets of guidance there is a clear focus on engagement and activity at a community level as part of the long-term aim of the programme to build civic capacity.
- 10 In developing the Town Board, a decision was taken to undertake an open recruitment exercise for the role of chair which was completed in March. Consequently, Alan Boddy was selected as the chair for an initial three year term - to correspond with the development and delivery of the LTPT Investment Plan cycle.
- 11 The composition of the remainder of the Board is set out in the accompanying Terms of Reference Document. However, to date the Business representative roles have not yet been filled. The advertising of the chair's role generated significant interest in the programme and the associated opportunities for the town and it is proposed that a further open recruitment exercise be undertaken to recruit Business representatives to the Board.
- 12 Given the size of the Board it is proposed that a minimum of two and maximum of three business representatives be recruited ensuring representation by retail / hospitality businesses typically found across the town centre along with a larger business representative reflecting the importance of large employers to the prosperity of the town.
- 13 Town Boards are advised that the size and composition of the Board is a matter for local discretion, however there is reference to convening smaller working groups to facilitate discussion around the three programme themes and reporting back to Board. Again, reflecting the interest in joining the Board, it is proposed to approve the operation of three working groups allowing Board members to participate in subject

specific discussions (Safety & Security, High Street, Heritage & Regeneration and Transport & Connectivity) but also to widen input into the programme and potentially develop future board members.

### **Terms of Reference**

- 14 Terms of Reference for the Board setting out its purpose, membership, accountabilities and meeting procedures are appended to this report at Appendix 3. These terms of reference have been developed to ensure clarity over the work and operation of the Board and how board members can best contribute towards achieving the long term aims for Spennymoor.
- 15 The document also reflects that Board members are undertaking their duties in a voluntary capacity and that the membership of the Board will change over time. This could be due to Board members resigning, Organisations amending their nominations to the Board or if Board members are absent from three consecutive meetings without good cause.
- 16 In addition, and reflecting the processes used in confirming some of the initial appointments, Board members should hold a term of office of three years with the composition and membership of the Board reviewed at that point to ensure it remains reflective of the needs of the programme and of the issues faced across Spennymoor.

### **Code of Conduct**

- 17 All Town Board members are required to sign up to a Code of Conduct based on the Nolan Principles as set out at (Appendix 4).
- 18 This code of conduct sits alongside a conflict-of-interest approach which government expect should mirror that undertaken by the local authority. A copy of the declaration of interests' policy and the submission required from each Board member is appended to this report.
- 19 This policy, covers specific requirements relating to:
  - The Financial and non-financial interest individuals must declare.
  - The process Town Board members must follow for declaring interests.
  - The process for requesting an exemption.
- 20 Town Board members must then complete a declaration of interests, which the lead council will then hold.

- 21 The County Council as Accountable Body for the programme is required to publish a variety of information in connection to ensure transparency of decision making and to help build public trust in the process. As a result, declaration of interest returns are required in advance of the next Board meeting and should be submitted to the programme secretariat.
- 22 Declarations of Interest will from this point on be a standing item on Board agendas. Town Board members are responsible for declaring their interests before Town Board considers and decisions. The County Council as Accountable body will then record actions taken in response to any declared interest and any gifts or hospitality given to the Town Board or individual members.

### **Board Operations**

- 23 Alongside the formal governance requirements set out by DLUHC, there are several other key considerations which support the effective operation of the board. These are:
- Communications Strategy / Protocol
  - Equality and Diversity Strategy
- 24 Communications for an essential aspect of the Board's work, supporting not only the requirements for transparency but also providing a mechanism to inform, enthuse and mobilise residents and businesses in support of the programme.
- 25 A communications strategy and protocol has been drafted (Appendix 5), building on the experience of delivering high profile government funded regeneration programmes elsewhere in the County.
- 26 While some aspects of the strategy remain live and subject to ongoing iteration, the strategy sets out the aims for broad engagement and multi-channel messaging of all items relating to the programme.
- 27 The associated Communications protocol sets out the process of developing and managing press releases and press interest in the work of the Board.
- 28 In line with the strategy and protocol, regular Communication updates will be provided to Board.

### **Equality and Diversity Strategy**

- 29 As a government funded programme, the operation of the Board and the Vision and Investment plan that it develops need to support the public sector equality duty.

- 30 An Equality and Diversity Strategy is attached at Appendix 6 for consideration demonstrating the ongoing considerations that will be required in developing and then delivering the Spennymoor Town programme.

### **Next Steps**

- 31 The appended documents for the governance framework for the work of the Spennymoor Town Board. Once the required returns are received, appropriate information will be uploaded to the Board's webpage in line with the programme guidance.
- 32 The Governance framework and supporting policies remain as live documents and will be subject to regular review. The Terms of Reference document reflects the three year investment cycle of the Long Term Plan for Towns programme and Board members corresponding initial three year representation.

### **Recommendation(s)**

- 33 Board is recommended to:
- i. Note the contents of this report.
  - ii. Approve the Terms of Reference.
  - iii. Endorse the proposal and methodology for the recruitment of Business representatives to the Board.
  - iv. Delegate interviews and appointment of Business representatives to the chair in conjunction with the secretariat.
  - v. Agree the development of three working groups to support board operations and the development of the Spennymoor Investment Plan.
  - vi. Approve the Code of Conduct.
  - vii. Approve the Conflicts of Interest Policy and Board members submission of Declarations of Interest returns.
  - viii. Approve the Communications strategy and Communications protocol.
  - ix. Approve the Equality and diversity strategy.

Author(s)

Graham Wood, Economic Development Manager

### **Background Documents**

Long Term Plan for Towns Guidance DLUHC October 2023

Long Term Plan for Towns Guidance for Local authorities and Town Boards  
DLUHC December 2024

Spennymoor Town Board Terms of Reference (draft) **(Appendix 3)**

Spennymoor Town Board Code of Conduct **(Appendix 4)**

Spennymoor Town Board Conflicts of Interest Policy (draft)

Spennymoor Town Board Declaration of Interest pro-forma (draft)

Spennymoor Town Board Communications Strategy / Protocol **(Appendix 5)**

Spennymoor Town Board Equality and Diversity Strategy. **(Appendix 6)**

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## **Appendix 1: Implications**

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### **Legal Implications**

Core governance requirements for the Spennymoor town board have been developed in line with the overall governance requirement of the county council

### **Finance**

None associated with this report.

### **Consultation**

### **Equality and Diversity / Public Sector Equality Duty**

The draft Equality and Diversity strategy provides a starting point for ensuring compliance with the Public Sector Equality Duty.

### **Climate Change**

None associated with this report.

### **Human Rights**

None associated with this report.

### **Crime and Disorder**

None associated with this report. Safety and Security are a core theme for the programme and the subsequent investment plan.

### **Risk**

None associated with this report.

### **Procurement**

None associated with this report.

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## **Appendix 2: The Nolan Principles**

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### 1. The Seven Principles of Public Life

The Seven Principles of Public Life (also known as the Nolan Principles) apply to anyone who works as a public office-holder. This includes all those who are elected or appointed to public office, nationally and locally, and all people appointed to work in the Civil Service, local government, the police, courts and probation services, non-departmental public bodies (NDPBs), and in the health, education, social and care services. All public office-holders are both servants of the public and stewards of public resources. The principles also apply to all those in other sectors delivering public services.

#### 1.1 Selflessness

Holders of public office should act solely in terms of the public interest.

#### 1.2 Integrity

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

#### 1.3 Objectivity

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

#### 1.4 Accountability

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

#### 1.5 Openness

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

#### 1.6 Honesty

Holders of public office should be truthful.

#### 1.7 Leadership



Holders of public office should exhibit these principles in their own behaviour and treat others with respect. They should actively promote and robustly support the principles and challenge poor behaviour wherever it occurs.

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## **Appendix 3: Spennymoor Town Board Terms of Reference**

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### **The Spennymoor Town Board**

#### Terms of Reference

#### **1. Status of this document**

1.1 The purpose of these Terms of Reference is to establish and govern the operations of a partnership of voluntary, community and statutory agencies, cooperating together under the name 'The Spennymoor Town Board'.

1.2 This document does not create a binding legal relationship between the Town Board's members, nor is it intended to result in the creation of a new organisation.

#### **2. Property and contracts**

2.1 As the Town Board is established as a means of co-ordinating the activities and resources of its member agencies in the furtherance of common aims, and not as a discrete organisation, the Town Board shall have no powers to acquire property, assets or liabilities or to enter into contracts in its own name.

#### **3. Purpose**

3.1 The purpose of the Town Board is to contribute positively to the social, economic and physical regeneration of Spennymoor and its environs, by enabling its member agencies to submit joint funding bids and contract tenders for projects that further their own objectives and to which they can contribute effectively as well as supporting greater collaborative working.

#### **4. Membership**

4.1 Membership of the Town Board shall be open to voluntary, community and statutory agencies that have an interest in the purpose of the Town Board and have been admitted to membership by a majority vote of the Board.

4.2 An organisation shall cease to be a member of the Town Board if it:

- a) resigns in writing to the Town Board;
- b) is removed from membership by a majority vote of the Town Board for conduct prejudicial to the Town Board provided that any member to be so removed shall have the right to make representation to the meeting at which the decision is to be made;
- c) is wound up.

## **5. Joint bidding, accountable body and implementation**

5.1 The Town Board may identify and facilitate joint bids for contracts, grants and other resources which will assist its members to further the purpose of the Town Board.

Signatories to such bids shall be all or some of the Town Board's members and may also include non-members who have an interest in a particular project proposal.

5.2 Where circumstances require, it shall be standard practice for the Town Board to nominate one organisation or agency as the Accountable Body in respect of a joint bid. The role of the Accountable Body shall be to hold or channel the funds relating to the bid, and to enter into any necessary legal agreements with the funder. The Accountable Body shall also enter into agreements with such of the Town Board's members and others who are to deliver any part of the project or programme to which the bid relates.

## **6. The Town Board**

6.1 The Town Board will comprise of one person nominated by each member.

6.2 The Town Board may at any time co-opt additional persons to the Board, who bring with them skills or experience useful to the Town Board, provided that at no time shall more than one-third of the membership of the Board comprise co-opted persons. Co-opted Board members shall have full voting rights.

6.3 The proceedings of the Town Board shall not be invalidated by any vacancy among their number or by any failure to appoint or any defect in the appointment or qualification of a member.

6.4 Town Board members will serve for a maximum term of three years before Board membership is reviewed.

## **7. Meetings and proceedings of the Town Board**

7.1 The affairs of the Town Board shall be co-ordinated in such manner as the Board may see fit, including – as appropriate – meetings, electronic networking, newsletters, and telephone contact.

7.2 Members of the Board shall meet together and may adjourn and otherwise regulate their meetings as they think fit. At the request of the Chair or of two or more Board members, a meeting of the Board can be summoned at any reasonable time by giving at least seven days' notice to its members.

7.3 The Chair shall preside at all meetings of the Board. If there is no Chair or if she/he is absent fifteen minutes after the time set for the commencement of the meeting, the members of the Board present shall choose one of their number to chair the meeting before any other business is transacted.

7.4 No meeting of the Board shall proceed unless a quorum is present. A quorum shall be one-third of the Board.

7.5 It is hoped that decisions will be reached by consensus, but in situations where this is not the case, decisions shall be decided by a majority of votes of the members of the Board present and voting, and in the case of an equality of votes the Chair of the meeting shall not have a second or casting vote and the resolution shall be deemed to be lost.

7.6 The Board may from time to time make and alter rules for the conduct of their business and the summoning and conduct of their meetings. No rule may be made which is inconsistent with these Terms of Reference (noting para 10).

7.7 The Board shall ensure that proper minutes are kept of the proceedings at all meetings of the Board. Durham County Council will provide the secretariat function to the meeting.

## **8. Conflict of Interest**

8.1 Board members are obliged to declare a conflict of interest if they, or the organisations they represent, stand to gain financially from any decision taken by the Town Board.

8.2 Should such a conflict of interest occur, the member concerned will not be able to participate in or vote on the decision in question and may, at the discretion of the Chair, be requested to leave the meeting while the issue is being discussed and decided. This clause shall not apply when the conflict of interest is shared with a majority of the other Board members present.

## **9. Removal of Board members from office**

9.1 A member of the Town Board shall cease to hold office if she/he:

- a) is the nominee of an organisation that ceases to be a member of the Board;
- b) is absent without good cause from three consecutive Board meetings and the Board resolve that he or she shall cease to hold office for this reason;
- c) notifies to the Board a wish to resign.

9.2 Where a Board member ceases to hold office because of either of the reasons described in (b) or (c) above, the member organisation that nominated her/him shall be entitled to nominate a replacement.

## 10. Alterations to the Terms of Reference

10.1 These Terms of Reference may only be altered by a resolution passed at a meeting of the Board. The notice of the meeting where the resolution is to be considered must include details of the alteration(s) proposed.

## 11. Communications

11.1 Any media activity/communications about the actions of the Town Board should be agreed by the Chair prior to circulation.

## 12. Termination

12.1 These Terms of Reference shall cease to have effect, and the Town Board governed by this document shall no longer exist, if no quorate meetings of the Board are held in any period of 12 months or if it is decided to terminate these Terms of

Reference by a resolution of the Board, at a meeting of which not less than 21 days' notice has been given stating the resolution to be proposed

### Membership:

<b>Elected Representatives</b>	
<b>Organisation / Role</b>	<b>Board Member</b>
Member of Parliament ( Bishop Auckland Constituency)	Dehenna Davison Member of parliament
Police and Crime Commissioner – County Durham and Darlington	Joy Allen
Durham County Council (2) Cabinet Portfolio Holder Economy & Partnerships Local member	Cllr Elizabeth Scott  Cllr Liz Maddison
Spennymoor Town Council (1)	Cllr D Raynard
<b>Organisational Representatives</b>	

<b>Organisation / Role</b>	<b>Board Member</b>
Livin - Chief Executive	Alan Boddy Chief Executive( Chair)
Durham County Council (Accountable Body)	Amy Harhoff
Spennymoor Town FC - MD	Ian Geldard
Whitworth Park Academy - Leader of Childrens Services & Civic Services	Dave Stone
<b>Business and Community Representatives</b>	
<b>Organisation / Role</b>	<b>Board Member</b>
Faith Representative	Rev Cannon Matt Tarling
Community Representative – Chair Tudhoe Community Centre / Spennymoor Youth Centre	Barbara Graham
Durham Youth Council – Spennymoor Youth council nominee sought	t.b.c.
Business Representatives(2) Retail / Hospitality representative Business Representative	t.b.c. following further open recruitment exercise

**Dated April 2024**

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## Appendix 4: Spennymoor Town Board Code of Conduct

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### Spennymoor Town Board

#### Code of Conduct

1. You are a Board Member of the Spennymoor Town Board and hence you shall have regard to the following principles at all times:

a. **Selflessness:** Holders of public office should act solely in terms of the public interest;

b. **Integrity:** Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships;

c. **Objectivity:** Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias;

d. **Accountability:** Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this;

e. **Openness:** Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing;

f. **Honesty:** Holders of public office should be truthful

g. **Leadership:** Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.

2. Accordingly, when acting in your capacity as a Board Member of the Spennymoor Town Board:

a. You must act in a manner consistent with your Town Board's equality and diversity strategy and treat your fellow Board Members, members of staff and others you come into contact with when working in their role with respect and courtesy at all times.

b. You must act solely in the public interest and should never improperly confer an advantage or disadvantage on any person or act to gain financial or other material benefits for yourself, your family, a friend or close associate.

- c. You must not place yourself under a financial or other obligation to outside individuals or organisations that might be reasonably regarded to influence you in the performance of your official duties.
- d. When carrying out your Town Board duties you must make all choices, such as making appointments, awarding contracts or recommending individuals for rewards or benefits, based on evidence.
- e. You are accountable for your decisions and you must co-operate fully with whatever scrutiny is appropriate to your position. You must be as open as possible about both your decisions and actions and the decisions and actions of the Town Board. In addition, you should be prepared to give reasons for those decisions and actions.
- f. You must declare any private interests, both pecuniary and nonpecuniary, including membership of any Trade Union, political party or local authority that relates to your Town Board duties. Furthermore, you must take steps to resolve any conflicts arising in a way that protects the public interest. This includes registering and declaring interests in a manner conforming with the procedures set out in the section 'Registering and declaring pecuniary and non-pecuniary interests'.
- g. You must, when using or authorising the use by others of the resources of your Town Board, ensure that such resources are not used improperly for political or personal purposes (including party political purposes).
- h. You must promote and support high standards of conduct when serving in your Town Board post, in particular as characterised by the above requirements, by leadership and example.

#### Registering and declaring pecuniary and non-pecuniary interests

3. You must, within 28 days of taking office as a Board Member, notify the Accountable Body's Monitoring Officer of any disclosable pecuniary interest, where the pecuniary interest is yours, your spouse's or civil partner's, or is the pecuniary interest of somebody with whom you are living with as a spouse, or as if you were civil partners.
4. In addition, you must, within 28 days of taking office, notify your Accountable Body's Monitoring Officer of any non-pecuniary interest which you consider should be included if you are to fulfil your duty to act in conformity with the Seven Principles of Public Life.
5. Board members should review their individual register of interest before each board meeting and decision making committee meeting. They must declare any relevant interest(s) at the start of the meeting. If an interest has not been entered onto the Town Board's register, then the member must disclose the interest at any meeting of the Town Board at which they are



present, where they have a disclosable interest in any matter being considered and where the matter is not a 'sensitive interest'.

6. Following any disclosure of an interest not on the Town Board register or the subject of pending notification, you must notify the Town Board's Monitoring Officer of the interest within 28 days beginning with the date of disclosure.

7. Unless dispensation has been granted, you may not participate in any discussion of, vote on, or discharge any function related to any matter in which you have a pecuniary interest. Dispensations may be granted by the Board as permitted by s33 of the Localism Act 2011. Dispensations can only be considered following a written request to the Accountable Body's Monitoring Officer.

### **Disclosable Pecuniary Interest**

Subject	Prescribed Description
Sponsorship	Any payment or provision of any other financial benefit (other than from the relevant authority) made or provided within the relevant period in respect of any expenses incurred by M in carrying out duties as a member, or towards the election expenses of M. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.
Contracts	Any contract which is made between the relevant person (or a body in which the relevant person has a beneficial interest) and the relevant authority— (a)under which goods or services are to be provided or works are to be executed; and (b)which has not been fully discharged

Land	Any beneficial interest in land which is within the area of the relevant authority
Licences	Any licence (alone or jointly with others) to occupy land in the area of the relevant authority for a month or longer.
Corporate tenancies	Any tenancy where (to M's knowledge)— (a)the landlord is the relevant authority; and (b)the tenant is a body in which the relevant person has a beneficial interest.
Securities	Any beneficial interest in securities of a body where— (a)that body (to M's knowledge) has a place of business or land in the area of the relevant authority; and (b)either—(i)the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or (ii)if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the relevant person has a beneficial interest exceeds one hundredth of the total issued share capital of that class

**“the Act” means the Localism Act 2011;**

“body in which the relevant person has a beneficial interest” means a firm in which the relevant person is a partner or a body corporate of which the relevant person is a director, or in the securities of which the relevant person has a beneficial interest;

“director” includes a member of the committee of management of an industrial and provident society;

“land” excludes an easement, servitude, interest or right in or over land which does not carry with it a right for the relevant person (alone or jointly with another) to occupy the land or to receive income;

“M” means a member of a relevant authority;

“member” includes a co-opted member;

“relevant authority” means the authority of which M is a member;

“relevant period” means the period of 12 months ending with the day on which M gives a notification for the purposes of section 30(1) or section 31(7), as the case may be, of the Act;

“relevant person” means M or any other person referred to in section 30(3)(b) of the Act;

“securities” means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

#### Non-Pecuniary Interests

8. You may have a non-pecuniary interest (which is not a disclosable pecuniary interest) in any matter to be considered or being considered at the meeting) where:

- a. a decision in relation to that matter might reasonably be regarded as affecting the well-being or financial standing of you or a member of your family or a person with whom you have a close association, or a body in which you have a beneficial interest, to a greater extent than it would affect the majority of the Council Tax payers, ratepayers or inhabitants of the Town; and
- b. the interest is one that a member of the public with knowledge of the relevant facts would reasonably regard as so significant that it is likely to prejudice their judgement of the public interest.

#### Gifts & Hospitality

9. You must, within 28 days of receipt, notify the Accountable Body’s Monitoring Officer in writing of any gift, benefit or hospitality with a value in excess of £50 which they have been offered as a member from any person or body other than the Board, whether the offer is accepted or declined.

10. The Accountable Body’s Monitoring Officer will place any notification received under on a public register of gifts and hospitality

# Spennymoor Regeneration

## Corporate Communications Strategy 2024 -

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Updated:

Version:

Author: Kate Stewart

Key Project contacts: Graham Wood, Julie Anson

Portfolio Holder: Cllr Elizabeth Scott

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## 1. Background

In October 2023, the Government's Department for Levelling Up Housing and Communities announced a £1.1 billion programme to help regenerate 55 towns across the United Kingdom through their new Long-Term Plan for Towns programme. The programme aims to respond to economic, social, and environmental challenges and support lasting growth, improved infrastructure, and create thriving communities in towns across the United Kingdom.

This programme fits closely with our efforts to support the transformation of communities across County Durham through our Towns and Villages programme and more recently, the approach to regeneration in our County Durham Partnership: Inclusive economic strategy and Delivery Plan. It focuses on improvements to:

- high streets, heritage and regeneration
- transport and connectivity
- safety and security

Over the next decade, Spennymoor will have access to £20 million of funding for projects focussed on reviving the high street, tackling anti-social behaviour, improving transport and growing the economy

- The Long-term plan for towns targeted on revitalising Spennymoor Centre forms part of a wider strategic programme aimed at transforming the town and its prospects following a period of decline
- The aim of the Long Term planning for towns Fund is to renew and reshape town centres and high streets in a way that drives growth, improves experience, and ensures future sustainability.
- There is now an opportunity to consider impact of the wider regeneration programme. The Long Term planning for towns Funding Programme in the context of a much larger regeneration programme for the town.

### Marketing and communications objectives

- To raise awareness, encourage engagement and promote understanding of the different projects taking place in Spennymoor with key internal and external stakeholders to ensure that DCCs commitment to maximising long term plan for Spennymoor is understood.

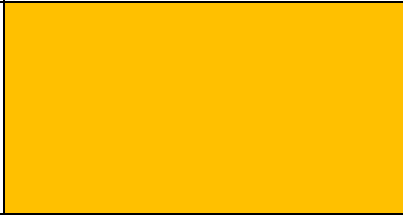
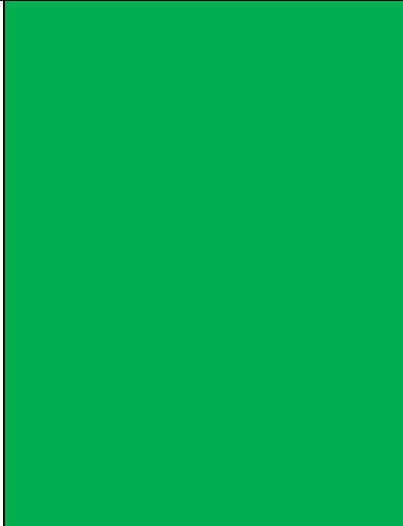
- To raise awareness that DCC is committed to spending on the three long term objectives in Spennymoor – High Streets, heritage and regeneration, transport and connectivity and safety and security
- To raise awareness and attract new businesses to Spennymoor town centre to reinvigorate the town and bring empty properties back into use.
- To provide regular opportunities for co design constructive conversations with key stakeholders using a range of accessible channels.
- To communicate the progress of the projects at each of the milestones identified
- Consultation events will take place with local community groups. There will also be public consultations sent out both in paper form and via the council website which can be returned online or to a council building free of charge.
- In addition to this we will go into the community to hold consultation drop in events to hear the views of the community. Regular press releases will take place as well as social media updates.
- To show how the work of the Spennymoor Long Term planning is linked to the 3 strategic ambitions within the County Durham Vision (2035 – more and better jobs, people live long and independent lives and connected communities), as well as the three initiatives of the project - high streets, heritage and regeneration transport and connectivity and safety and security
- To raise awareness that DCC is committed to spending on regeneration activities in Spennymoor and other towns and villages.
- To raise awareness and attract new businesses to Spennymoor town centre to reinvigorate the town and bring empty properties back into use

### 3: Key stakeholders / target audience

Internal	External
DCC Corporate Management Team Other managers and staff Portfolio Holders for REG / NCC Local Elected Members County Councillors	Local community Local community groups: St Pauls Centre Spennymoor Youth and community centre Middlestone Moor community centre Croxdale community centre

<p>Visit County Durham DCC records department</p>	<p>Tudhoe community centre Local businesses and employers inc board reps Faith representation The Spennymoor settlement group for heritage purposes Durham Constabulary re anti-social behaviour Car park owners in the town? Job Centre Plus Landowners Local businesses Local residents Local schools MP`S Local bus companies Walking and Cycling Groups Spennymoor and Tudhoe Heritage organisation</p>
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#### 4: Risks & Mitigation

Risks	Mitigation	RAG Rating
<p>Controversial content or reaction to it via social media, media or websites</p>	<p>timely accurate and informed communication activity/proactive and reactive</p>	
<p>People do not feel sufficiently engaged</p>	<p>Co Design will mitigate this, “doing with, not to communities”  DCN newsletters, public meetings, business meetings, 121 discussions, engagement and consultations</p>	

Employee turnover – Staff leaving during project e.g DCC or partners	meetings with the teams to ensure communication continues on projects and updates are given	
Government funding is not spent within timeframe	Work with the team to respond with timely accurate and informed communication on project	

## 5 . Methods of communication and engagement

Internal Communications and engagement methods	External Communication and Engagement methods
DCC Website	Public consultation engagement events
Email updates	Durham DCN news
Town Board meetings	DCC Website
Press releases	Town Board Meetings
Buzz Staff Newsletter	Press releases
DCC members/MP briefings	Spennymoor News

## 6. Press and Public Relations (PR)

Press and media queries and requests for information will be addressed through established DCC processes in the Marketing and Communication Team. Key contacts for this project are [graham.wood@durham.gov.uk](mailto:graham.wood@durham.gov.uk); [julie.anson@durham.gov.uk](mailto:julie.anson@durham.gov.uk) [Karl.monaghan@durham.gov.uk](mailto:Karl.monaghan@durham.gov.uk)



Press spokespersons for this project are:

- Andy Kerr – Head of Economic Development
- Cllr Elizabeth Scott – Portfolio Holder – Economy and Partnerships
- Amy Harhoff, Corporate Director - Regeneration Economy and Growth
- Alan Boddy – Chair of Spennymoor Town Board
- Graham Wood – economic development manager

## 7 . Key messages

- Spennymoor has received significant government funding which is going to benefit the town and will continue to drive future business investment to the town.
- Government funding is supplemented by significant investment from DCC and other partners.
- The funding will benefit local businesses and residents by providing new jobs and retail opportunities as well as attracting visitors to the town, thus boosting the local economy for years to come.
- Partners are working together to achieve the best possible outcomes for Spennymoor

## 8. Details of Projects plus communications and marketing action plan

### 9. Project Marketing and Comms Plan

Comm s method	Target audience	Action and key messages	Budget	By when	By who	Complete/status
<b>Overarching actions</b>						
<b>Press release</b>		Launched		<b>20.03.24</b>		
<b>website</b>		Launched		<b>20.03.24</b>		
<b>Online consultation</b>		Launched		<b>20.03.24</b>		

<b>Consul tation events</b>		To meet with various community groups including a mix of age groups as well as drop in sessions for members of the public				
Spenny moor Town Board Meetin g		First meeting of the town board		17.0 4.24		
Spenny moor Family Fun day event	Local commu nity and busine sses	This is a local family fun event with the purpose of providing an opportunity for us to engage with all age ranges of the community in a fun and open setting . This is also an opportunity to improve footfall we are also using this as a consultation event to hear people views of the spennymoor long term plan	£9,995	25.0 5.24		

## 10. Resource and budget

A budget has been allocated to marketing for the above projects.

## 11. **Branding**

A budget has been allocated to marketing for the above projects.

For discussion at board – no decision at this time

## 12. **Matters potentially influencing the communications plan:**

The need to cross reference multiple projects happening in Spennymoor

Align any changes to individual project timelines to overall communications

Develop standard acknowledgement sentence for press releases acknowledging funding and the overall project

## 13. **Success criteria and Evaluation**

- Social media – reach, engagement, and comments
- Website visits and website suggestions/ feedback
- Consultation responses
- Increase in project suggestions

Media coverage- measuring positive, negative, and neutral coverage

- Feedback – engagement with developers, investors, businesses, residents
- MP and Elected Member feedback
- Stakeholder feedback

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## **Appendix 6: Equality & Diversity Strategy**

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### **Equality and Diversity Strategy**

#### **Spennymoor Town Board**

Equality and inclusion are to be at the heart of Boards vision and core values. We recognise that inequality continues to affect different people and communities in different ways. We are committed to creating and sustaining a modern and supportive working environment and tackling the inequalities, prejudice and discrimination affecting the diverse communities which we serve.

#### **Background**

The Equality Act 2010 brought together a number of existing laws making it a more streamlined piece of legislation. It sets out the personal characteristics that are protected by the law and behaviour that is unlawful. The protected characteristics under the Act are; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, sexual orientation.

Under the Act people are not allowed to discriminate, harass or victimise another person because they have any of the protected characteristics. There is also protection against discrimination where someone is perceived to have one of the protected characteristics or where they are associated with someone who has a protected characteristic. The Spennymoor Town Board is committed to advancing equality of opportunity and providing fair access and treatment in employment and when delivering or procuring services or working in partnership.

This policy reinforces our responsibility under the public sector equality duty (PSED) which was created under the Equality Act 2010. It consists of a general equality duty and specific duties.

## **General Duty**

- Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act;
- Advance equality of opportunity between people who share a protected characteristic and those who do not; and
- Foster good relations between people who share a protected characteristic and those who do not.

## **Specific Duties**

- To publish information to demonstrate how we are complying with the Public Sector Equality Duty, and
- To prepare and publish equality objectives (at least every four years).
- The specific duties help us to improve performance on the general duty, by improving focus and transparency.

## **Policy statement**

Our policy is to treat people fairly, with respect and dignity. We believe that everyone in Spennymoor deserves excellent public services which take account of their needs and circumstances. As an employer, service provider, partner and community leader we will ensure that all communities have opportunities to access our services, be involved in decision making and be part of our workforce.

## **Responsibilities**

Our policy applies to every elected member, employee, volunteer and any other person or organisation employed by the council to work or to deliver services on its behalf. This includes contractual and commissioning arrangements. The policy applies to all work related situations including social

events and the use of electronic communications and social media. It is the individual's responsibility to:

- Treat others fairly, with dignity and respect,
  - Follow council policies and procedures,
  - Ensure documentation, information and activity is lawful,
  - Consider reasonable adjustments and other requirements relating to disabled people,
  - Challenge discrimination and unfair treatment, reporting it where appropriate,
- and
- Attend relevant training and ask for advice where necessary.

All actions, which are intentionally contrary to this policy, will be dealt with under the appropriate disciplinary procedure.

## **Our commitment**

We know that some people face inequality and disadvantage, prejudice and discrimination and we are committed to tackling this and use a variety of methods to demonstrate and progress our commitment. We understand the challenges some groups experience, including the social and physical barriers experienced by disabled people, which limit opportunities or choices. We are committed to integrating equality into mainstream service planning, development, delivery and management. This is evident through our policy documentation and budgetary decisions and allocation.

As part of our specific duties, we must develop and deliver equality objectives at least every four years, our equality objectives for 2020-24 are set out below. This helps us to focus our attention on specific equality issues in order to deliver real improvement.

We will take all reasonable steps to ensure that discrimination is prevented, such as staff training and inclusive service design and delivery. We perceive discriminatory bullying, harassment and unfair treatment of any individual as contradictory to our core values

which will not be tolerated and have processes in place to investigate complaints.

We have described below some of the ways we meet our commitment to equality.

### **Equality objectives**

Our equality objectives were identified through previous public consultation with a wide range of stakeholders for a shared vision for the county for the next 15 years.

Analysis of evidence including countywide data sets and national policy has also influenced our priorities.

Our equality objectives support the 2035 vision that County Durham is a place where there are more and better jobs, people live long and independent lives and our communities are well connected and supportive of each other. Our equality objectives will be used as a framework to illustrate how the the Board complies with the Public Sector Equality Duty.

### **Our equality objectives are:**

We will improve employment opportunities for disabled people

- We will encourage the participation, recruitment and retention of disabled people within project and service activity developed by and on behalf of the Board.

### **We will build inclusive communities**

- To connect our communities and improve levels of tolerance and integration for our diverse communities we will support better partnership working on equality. This work will support a series of events that foster good relations between groups.

## **We will build an inclusive and welcoming employee culture**

- Through our transformation programme we will become a more inclusive organisation by improving our staff engagement through the development of staff networks and improving how we collect, monitor, analyse and utilise staff diversity data.

## **Our values**

The culture of the Spennymoor Town board is created by the way we behave. To help develop a positive culture, four core values and a behaviour framework have been developed to describe the sort of organisation we want to be. Our 'open' values focus on creating a positive working environment by setting guidelines for the way staff should approach their work which underpin our approach to equality and inclusion:

- Outcome focussed – we work together to achieve the best for people
  - People focussed – we put people and communities at the heart of everything we do
  - Empowering – we value trust and support each other
  - iNnovative – we embrace change and look for better ways to deliver services
- Impact assessment and equality analysis

We use a process of equality impact assessment (EIA) to support the development of inclusive and responsive policies, procedures and service provision. These are carried out when a new policy, procedure or service is being developed or significantly changed, where a service review is taking place or where a potential inequality has been identified.

The assessment involves an evidence-based analysis of impact across the protected characteristics. This is carried out for all funding proposals where there is a relevance to equality.

## **Integrated communities**

We know that people in our communities can face prejudice and discrimination. This can be due to fear, a lack of understanding or intolerance which may be linked to a person's disability, race, religion, sexual orientation



or transgender identity. We recognise that some people express fear, lack of respect and contempt towards people from other groups and communities.

To tackle this, we work closely with a range of agencies including Durham Police under the banner of the Safe Durham Partnership to tackle the underlying causes of crime and behaviour adversely affecting our communities.

We will actively facilitate integration, with programmes that build intercultural awareness

### **Consultation and involving others**

To ensure our services are inclusive and responsive we involve and consult employees, elected members, trade unions and people who use our services, on service changes, including communities and organisations who represent protected groups, e.g. Area Action Partnerships, Disability Partnership, People's Parliament. Engaging with communities of interest allows us to gain focussed customer insight.

### **Commissioning and procurement**

Integrating equality considerations into our commissioning and procurement work improves services by making them more appropriate and responsive to the needs of different groups. Use of our procurement award criteria helps us to engage with organisations who drive equality through schemes such as Disability Confident and Stonewall Diversity Champions.

### **Dealing with complaints**

Any allegations of discrimination, harassment and/or unfair treatment will be investigated with appropriate action taken where necessary.

**March 2024**