



Chief Executive

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Our Ref:

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Mr Peter McGrath
Clerk to the Local Government and
Communities Committee

Dear Mr McGrath

Local Government and Communities Committee and City Region Deal

Thank you for your letter dated 18 March 2019, following the Local Government and Communities Committee on the 13 March 2019.

Your letter requests further information on consultation activities with local business and communities as part of the City Region Deal in Clackmannanshire. I have set out further information on this below:

Consultation Activity

A communications and engagement plan was developed in November 2017. The aims of the plan were to ensure that appropriate stakeholders are effectively engaged and informed about the City Deal and have opportunity to provide feedback or views. The audience for communication and engagement was identified as follows:

Residents	Service users
Employees	Trade unions
Clackmannanshire Business and BIDs	Local business community
Partner organisations (Clackmannanshire Alliance)	The third sector including CTSI, Community Council and JCCF and the Tenants and Residents' Federation
Elected members	The media

The approaches adopted have included:

- A dedicated website <http://www.clacks.gov.uk/citydeal/> regularly updated and used as the main channel for external communication. Social Media accounts also established.
- CONNECT, Grapevine and cascade briefings used as the main channels for internal communication.
- Elected members briefed and updated by regular reports to committee, Council and Commission.

- Regular partnership update reports provided to the Clackmannanshire Community Planning Partnership (Clackmannanshire Alliance).
- Press and media activities
- The citydeal@clacks.gov.uk email mailbox used in all correspondence.

A number of specific consultation and engagement events have also been held on City Deal. These have included:

Parliamentary Reception (Nov 2016) for local businesses.

82 businesses either located or with interest in Clackmannanshire were invited; 5 attended; 7 declined; 70 did not respond.

Community Conference (March 2017) for local communities and the third sector

Presentation & discussion session with 25 representatives of community groups within Clackmannanshire. All were invited to complete feedback cards or get in contact with specific ideas and issues they thought were a priority.

Heads of Terms Event (August 2018)

Invitees included: 7 Community representative or third sector organisations; 36 businesses; 10 business representative groups (eg FSB, BIDs etc).

I trust this response provides you with the information that you are looking for, however, please let me know if there is any further information you would like.

Yours sincerely

Nikki Bridle
Chief Executive