

Summary of Devolution Consultation Communications and Publicity

A consultation publicity campaign took place in the build up to and during the consultation, which took place from 14 November 2022 to 9 January 2023.

Communications and marketing colleagues across the four constituent councils (Derbyshire County Council, Nottinghamshire County Council, Derby City Council, and Nottingham City Council) were given a target of achieving 4,000 responses, a benchmark based on comparable figures from other areas. Through a mixed-media campaign approach, the team achieved 122% of this target, with nearly 5,000 responses.

Libraries and other public buildings

- Paper copies of the consultation survey, printed copies of the proposal, and paper copies of the summary document were made available at 45 libraries in Derbyshire, 12 libraries in Nottinghamshire, 15 libraries in Derby, and 13 libraries in Nottingham.
- Paper copies of the consultation survey were also made available at other public buildings, such as the Council House in Derby.
- As well as physical copies mailed out, electronic versions of the survey were provided so that copies could be printed out locally or sent on as needed.
- The photo below shows materials at Arnold Library during the consultation period.



Press releases

Five press releases relating to the devolution consultation were sent out to local media:

- One as the decision on whether to go to public consultation was put to the four constituent councils, sent on 24 October 2022: www.nottinghamshire.gov.uk/newsroom/news/114-billion-east-midlands-devolution-deal-plans-to-go-to-councils-for-approval-on-public-consultation
- The second announcing that the decision had been made, and a consultation would begin on 14 November 2022: www.nottinghamshire.gov.uk/newsroom/news/public-consultation-on-114-billion-devolution-deal-to-begin-in-november
- The third on the day the consultation started, sent 14 November 2022: www.nottinghamshire.gov.uk/newsroom/news/consultation-on-114-billion-devolution-plans-begins
- The fourth relating to the stakeholder conference, which also highlighted the consultation, sent on 13 December 2022: www.nottinghamshire.gov.uk/newsroom/news/local-leaders-discuss-114-billion-east-midlands-devolution-plans

- The fifth highlighting that the end of the consultation period was approaching, sent on 9 January 2023 www.nottinghamshire.gov.uk/newsroom/news/consultation-on-114-billion-devolution-proposal-ends-on-9-january

These releases, and other publicity leading up to and during the consultation period, resulted in dozens of pieces of coverage between November and January, including radio and broadcast pieces, and the articles below:

- [Nottingham agrees to public consultation on £1.14bn devolution deal | TheBusinessDesk.com](#) 1 November 2022
- [All four councils agree to consult public as £1.14bn East Midlands devolution deal edges closer - Notts TV News | The heart of Nottingham news coverage for Notts TV](#) 4 November 2022
- [Find out more about what devolution could mean – Mansfield, Ashfield & Sherwood News Journal \(news-journal.co.uk\)](#) 7 November 2022
- [Chance to have your say on the East Midlands new £1.14bn devolution deal | Worksop Guardian](#) 8 November 2022
- [Public consultation on £1.14 billion East Midlands devolution plan begins - Nottinghamshire Live \(nottinghampost.com\)](#) 14 November 2022
- [Consultation launched over £1.14bn East Midlands devolution deal - Gedling Eye](#) 15 November 2022
- [East Midlands devolution deal plans: Consultation begins - Quest Media Network - Tameside Radio, Tameside Reporter, Oldham Reporter, Glossop Chronicle](#) 18 November 2022
- [East Midlands Chamber urges region's businesses to get involved with devolution consultation - East Midlands Chamber \(emc-dnl.co.uk\)](#) 21 November 2022
- [East Midlands Devolution \(ageuk.org.uk\)](#) 25 November 2022
- [Can devolution close the skills gap? - Issue 16 - University of Derby](#) November 2022
- [East Midlands devolution: 'Still a work in progress' | Local Government Chronicle \(LGC\) \(lgcplus.com\)](#) 10 December 2022
- [Region's £1.14bn devolution plans discussed at conference - Marketing Derby](#) 15 December 2022
- [Rowley: committed to 'empower' East Midlands through devolution - Room 151](#) 15 December 2022
- [Have your say on the East Midlands Devolution... | Nottingham College](#) 21 December 2022
- [How £1.14 billion East Midlands deal could affect you as deadline nears to have your say - Nottinghamshire Live \(nottinghampost.com\)](#) 1 January 2023
- [Public consultation on Nottinghamshire and Derbyshire devolution plan to end next week - Nottinghamshire Live \(nottinghampost.com\)](#) 5 January 2023
- [Public consultation on £1.14bn East Midlands devolution proposal for for Nottinghamshire, Derbyshire, Nottingham and Derby ends on January 9 \(newarkadvertiser.co.uk\)](#) 5 January 2023
- [Consultation on £1.1bn devolution deal set to end | TheBusinessDesk.com](#) 9 January 2023
- [Last chance to have say on £1.14bn East Midlands devolution deal - BBC News](#) 9 January 2023

Local councils also publicised the consultation on their websites.

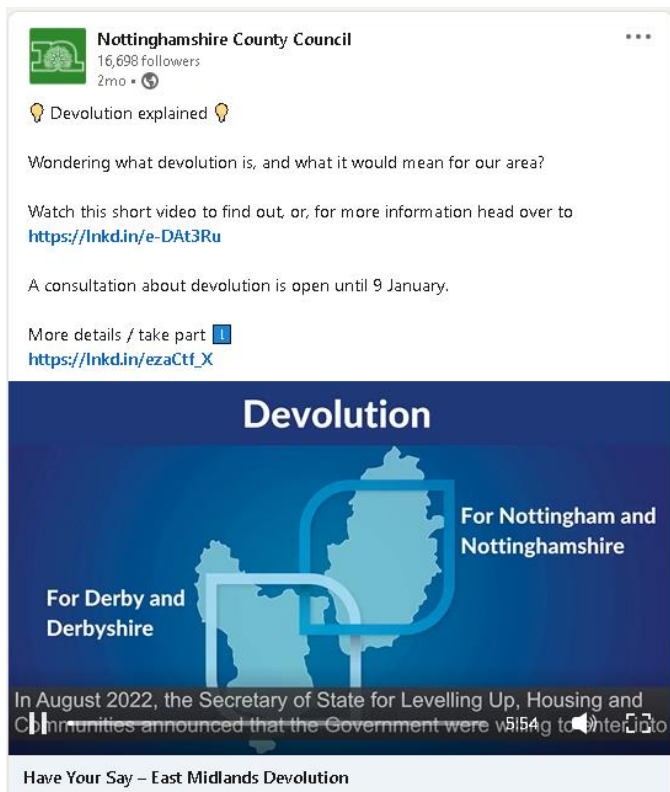
Targeted social media

- The campaign included social media promotions targeted at people in Derbyshire, Nottinghamshire, Derby, and Nottingham with a total combined reach (people who saw the posts) of 406,300.
- The promotions resulted in 9,776 link clicks, taking people to the devolution website.
- The total number of impressions (how many times the promotion was displayed on a screen) of 978,276.



Native social media

- The four constituent councils repeatedly posted about the consultation on their own social media channels. For example, Nottinghamshire County Council posted more than 50 times during the consultation period, linking to the website and online survey.
- This content included video clips, like this one, encouraging residents and local stakeholders to take part in the consultation: www.facebook.com/watch/?v=1273818313399347 and a video animation shown on different social media channels explaining what was happening with devolution, and the consultation: www.linkedin.com/feed/update/urn:li:ugcPost:7010257485148082176/



- Social media content was shared with local partners, such as district and borough councils, universities, and other organisations, for them to use, and posts were also shared natively on platform.

Consultation toolkit

A public consultation toolkit was sent out to local organisations, including district and borough councils, explaining the consultation, giving relevant background, providing social media assets, key information, content which could be used on websites or in newsletters, FAQs, and other details. Parish councils were also notified.

E-newsletters, emails, and print material

Content was made available to be used in e-newsletters or emails to residents, or, where possible, in printed publications, and appeared in print and digital material. For example:

- An article about devolution appeared in the winter 2022 edition of Gedling Borough Council's 'contacts' publication, with a link to the devolution website.
- E-newsletters were sent to Nottinghamshire subscribers (approximately 141,000 people) on 24 November 2022, which correlated to a rise in the number of responses to the consultation.
- The Nottingham Arrow (Nottingham City Council print material) was sent to 130,000 homes in Nottingham during the consultation period and included an article about devolution.
- The devolution consultation was featured in two editions of the Derbyshire Now printed magazine for residents which was distributed to 350,000 households (96%) both prior to and during the consultation.
- The devolution consultation was also featured in five of the Nottingham leader's bulletins, each sent out to 49,000+ people. It was also mentioned in specialist news bulletins about housing, transport, and energy, sent to 22,000+ people in Nottingham.
- Parish councils and community groups were contacted through Derbyshire's Community News e-newsletter on 22 November and 6 December (4000+ recipients). Parish councils in Nottinghamshire were also contacted by email and provided with background information and material.
- The constituent councils also let their own staff know about the devolution consultation through internal newsletters / news channels.

Supporting in-person and online events

E-newsletters, social media posts, and other content sent out during the consultation also highlighted online and in person events taking place, where residents and local stakeholders would have the opportunity to ask questions of council leaders, for example, this social media post highlighting the in-person event at Nottingham Council House:

www.facebook.com/nottinghamshire/photos/a.236752559709581/5977016302349816/

Given extensive efforts to publicise the consultation through different channels throughout the consultation period, the constituent councils are confident that the publicity meets legal requirements.

The views of all interested parties were welcomed and encouraged, with opportunities to ensure everyone had the chance to share their views. Specific efforts were made to engage with harder to reach groups, and stakeholders, including those who would be affected by the proposed changes, were contacted directly.