

East Midlands Combined County Authority Briefing

YOUR REGION, YOUR MAYOR, YOUR VOTE

Mayoral elections: 2 May 2024 #VoteEastMidsMayor

Tuesday 26 March a five-week PR campaign launches to encourage people in Derbyshire, Derby, Nottinghamshire and Nottingham to vote in the forthcoming East Midlands Mayoral Election **on Thursday 2 May 2024**. You can see a short video here... <https://www.youtube.com/watch?v=IGjSgsbb0X8>

This campaign aims to:

1. Prompt engagement from key partners and stakeholders and build communications momentum through partnership working and maximising their own channels and networks
2. Generate regional and local media attention
3. Drive up votes across all parts of the region from people across a variety of backgrounds
4. Raise awareness of the new Combined County Authority



Activity will include:

- Media relations
- Social media
- Paid for advertising
- Media partnerships
- Stakeholder channels
- Website

This is an East Midlands Combined County Authority (CCA) campaign being coordinated by public sector PR agency, BakerBaird Communications, with support from CCA partners:

- The four upper tier councils leading on the creation of a CCA are Derbyshire County Council, Derby City Council, Nottinghamshire County Council and Nottingham City Council.
- Those supporting devolution include local leaders across the political spectrum, the East Midlands Chamber of Commerce, the East Midlands D2N2 Local Enterprise Partnership (LEP), the University of Derby, Nottingham Trent University, and the University of Nottingham, as well as all local district and borough councils.

How you can help

- We ask all regional partners to support this activity by scheduling a cascade of information in line with our activity to your staff, stakeholders, networks and community groups where possible.

One of our key priorities is to try as hard as we can to get the vote campaign messages out to community and faith groups, particularly among hard-to-reach sections of our communities. **We can help by providing prepared content for you, or for content you can adapt.**

- A more detailed toolkit can be provided which includes key messages, timeline and sample assets: please do get in touch if you would like the toolkit
- Please help us grow these channels by following them from your organisations' pages and sharing content:
 - **Facebook:** East Midlands Devolution [EastMidsCCA](#)
 - **X:** East Midlands Combined County Authority [@EastMidsCCA](#)
 - **YouTube:** East Midlands Combined County Authority [@EastMidlandsCCA](#)
 - **LinkedIn:** [East Midlands Combined County Authority](#)
 - **Instagram:** [@EastMidsCCA](#)
 - Campaign hashtag **#VoteEastMidsMayor**
 - Campaign website www.voteeastmidlandsmayor.co.uk
 - Existing EM Devolution website www.eastmidlandsdevolution.co.uk
- Do let us know where any deadlines for publications need to be met and the team will support you with content.
- Please let us know if you do plan to share / publish media releases so we can ensure coordination across the piece with other activity so that we can maximise the impact from our content.
- Please share with your colleagues/workforce internally and others you deem appropriate.
- Approved artwork will be held in this [shared Google Drive folder](#) as it's available. We will flag up any area specific content to comms leads from those areas directly. If you require a format not included here, please do not hesitate to contact gaby@bakerbaird.com - if you cannot access the drive please contact us direct

Next steps and key contacts

A weekly forward look will be emailed to comms leads every **Thursday** from BakerBaird, detailing the following week's EMCCA comms activity to enable you to plan and schedule.

For overarching campaign queries and suggestions please contact:

- Stuart Baird (stuart@bakerbaird.com) 07799 678009
- Gaby Taylor (gaby@bakerbaird.com) 07966 417362
- Richard Baker (richard@bakerbaird.com) 07812 413850

For EMCCA direct please contact:

- Rich Dawson, Strategic Communications Manager
on richard.dawson@derby.gov.uk or 07974 842 972

Stuart Baird, BakerBaird Communications

26 March 2024

stuart@bakerbaird.com