

# Community Asset Transfer



## *Communications Report*



*October 2024*



# Summary:

This report outlines key stats from recent marketing activities for the refreshed approach for Community Asset Transfer.

After going live with key stakeholders first at the start of October, followed by a push on social media to the wider public, we have seen significant interest in the initial CAT opportunities on offer.

It is clear that residents are keen to engage with CAT-related content and are clicking through to the website pages to find out more, and getting in touch to share views and ask questions about the assets to then follow-through in submitting an EOI.

## Stakeholders:

- *Community Groups*
- *Town Councils*
- *Charity Organisations*
- *Local Members*
- *Residents*



# Quick Recap

## *Digital Media Platforms*

### **Aim:**

Provide the opportunity for stakeholders and wider public audience with significant interest in each property to submit expressions of interest and bring innovative proposals forward.

### **Why?**

By advertising on social media, it gives us a much wider reach which then in turn results in word-of-mouth and direct applicants straight to the source of the information and application process.

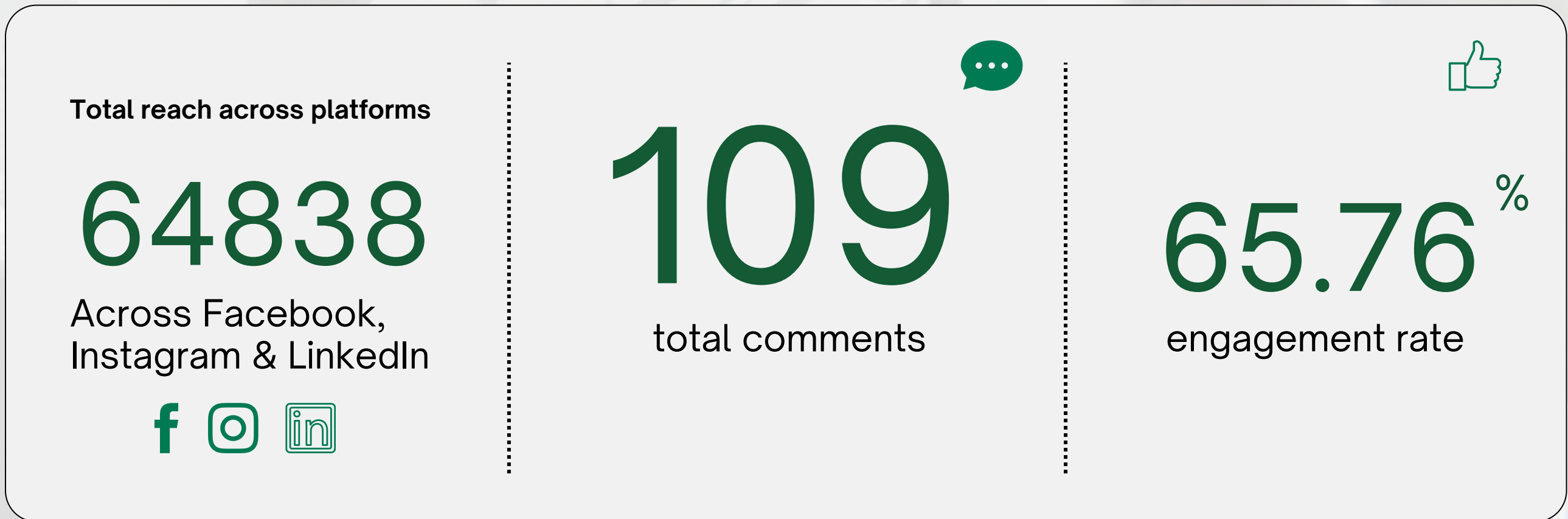
### **How?**

Social media posts with brief information and links to the website that contain information, photos, site plans and the EOI, guidance and policy as well as key contact information.



# Results

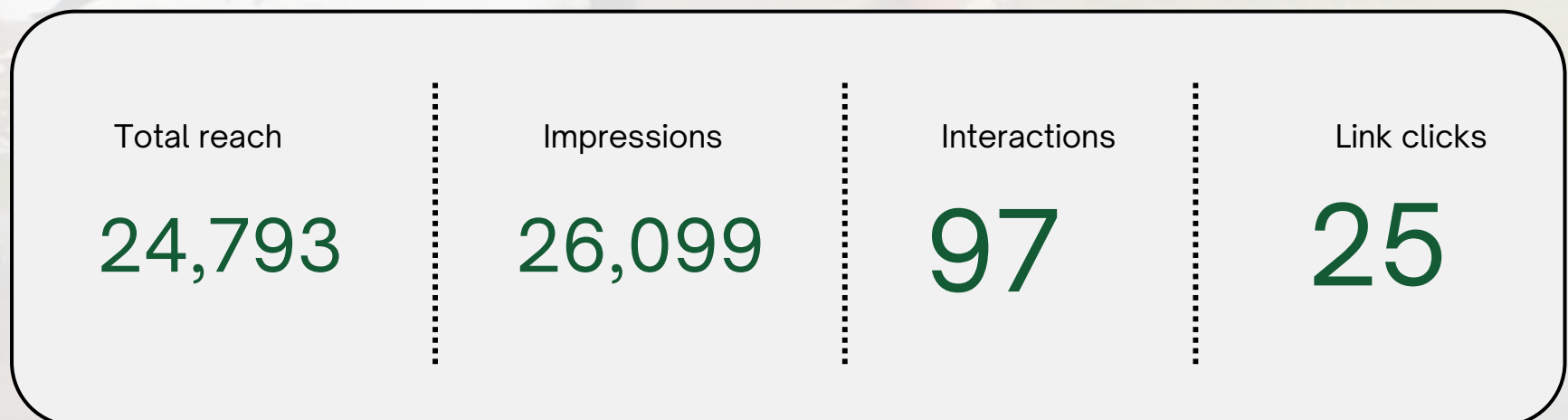
*\*Figures last updated 21/10/2024*



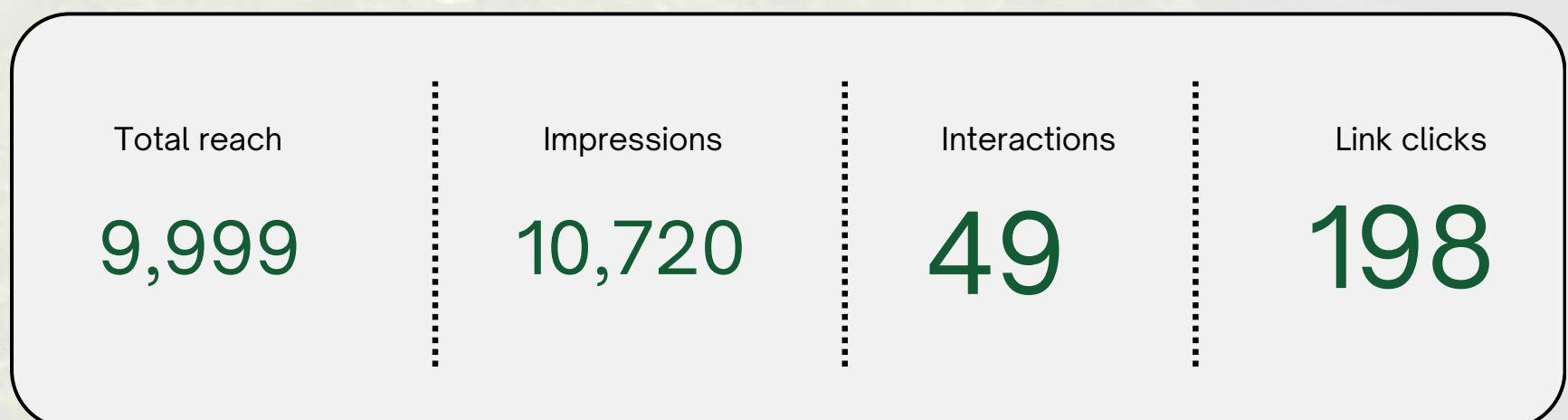
## Content

### Most engaging posts

*“The public toilets at Tredegar Park, Risca have now become available for lease...”*



*“Calling all community groups and residents who would like to step forward to manage a community asset...”*



# Insights

## *Lessons learnt:*

### **Setting the record straight**

*Key messaging surrounding Tredegar Park, Risca toilets needs to reiterate innovative proposal ideas are needed. Also setting the record straight on the facts surrounding the building and it's operation.*

*Comments indicating that it would be a loss to the community when in fact we are proposing that someone make some significant use of the building.*

### **Engagement and awareness**

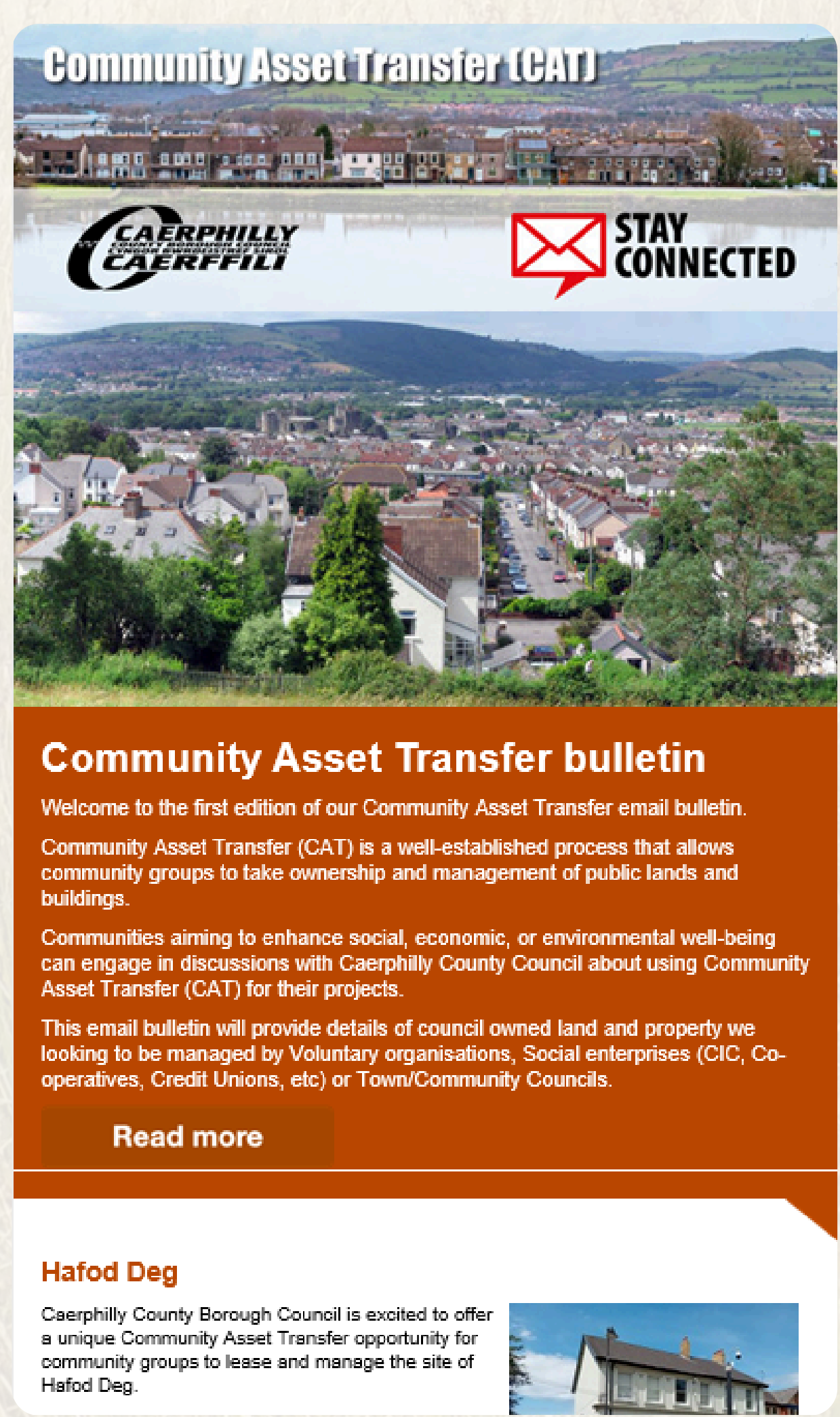
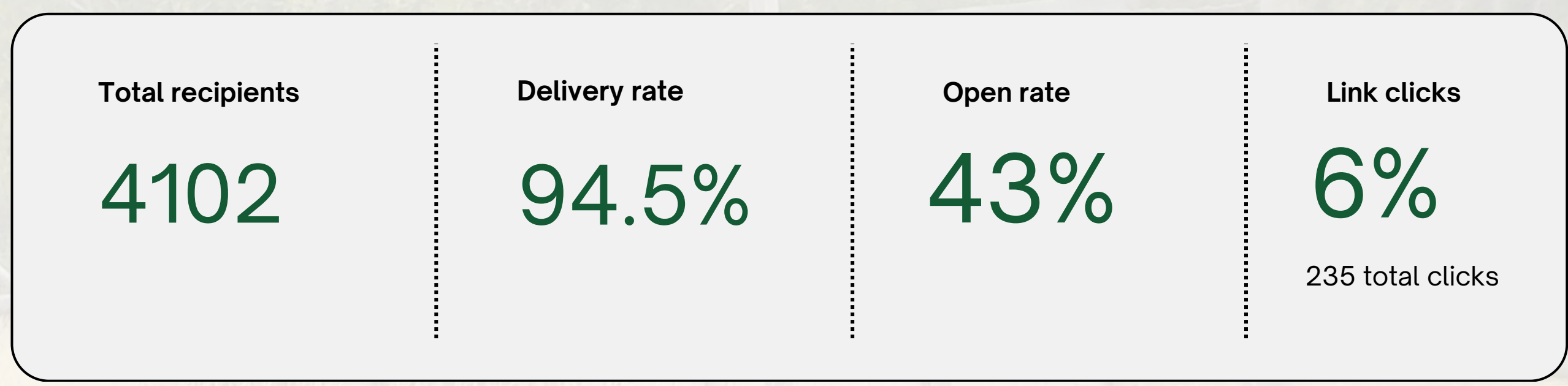
*The start of the campaign has successfully raised awareness about Community Asset Transfer opportunities but the demonstration of community benefits needs to be highlighted more. Comments such as “stop unloading assets” only serve to be a misunderstanding of the bigger picture and what Caerphilly County Borough Council is aiming to achieve but giving residents and stakeholders a unique opportunity.*

### **Community feedback**

*By opening the platform up to anyone in the borough as opposed to hyperlocal, grassroots marketing, we allow feedback from those who may not be living in the area local to the CAT opportunity. Going forward and focusing on the needs of the community groups local to that area will feed back much more useful insights.*

# GovDelivery CAT Bulletin

*\*Figures last updated 21/10/2024*



Bulletin contained introductory paragraph with direct link to CAT landing page. With individual articles linking to each property page.

Recipient list consisting of individuals that had previously signed up to the Property bulletin.



# Website analytics

*\*Figures last updated 04/11/2024*

<b>CAT Landing Page</b> <b>237</b> views	<b>CAT Property Page</b> <b>1333</b> views	<b>Dan-y-Graig</b> <b>767</b> views	<b>Hafod Deg</b> <b>376</b> views	<b>Tredeg Park Toilet Block</b> <b>680</b> views
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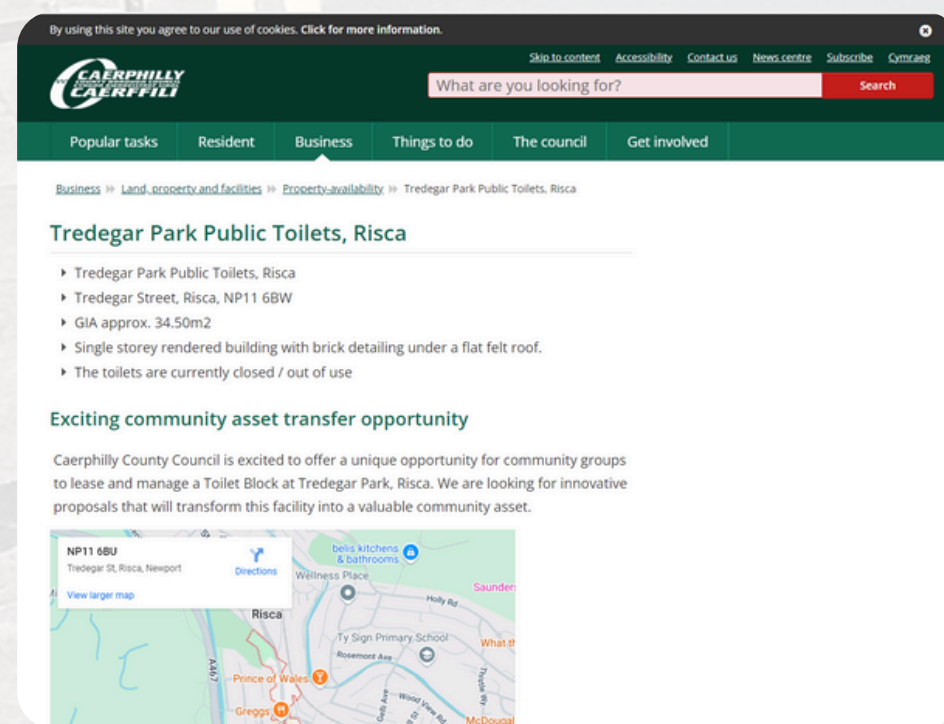
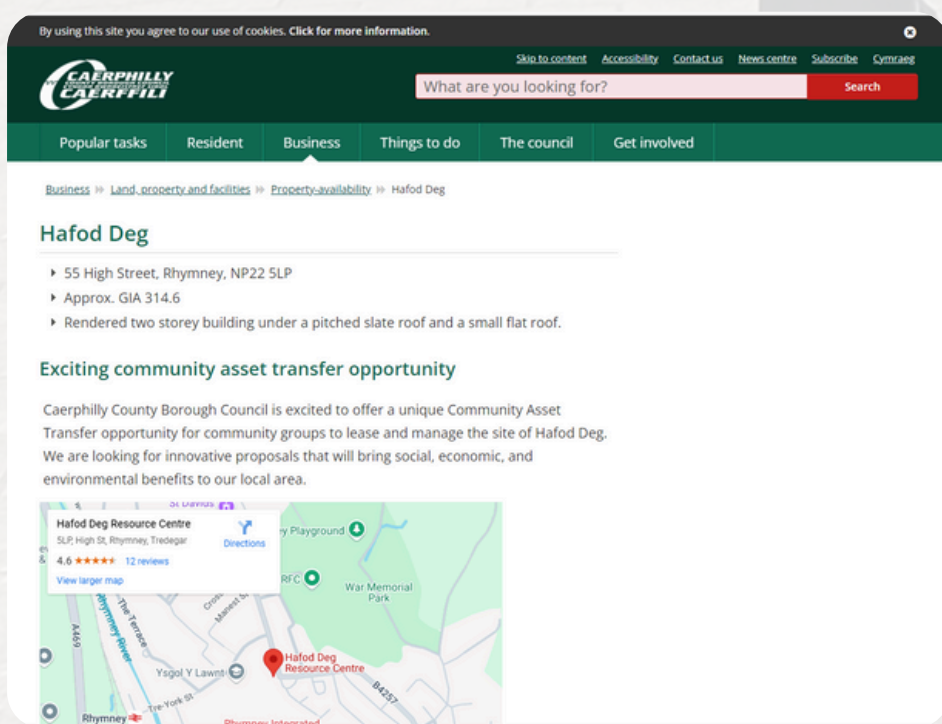
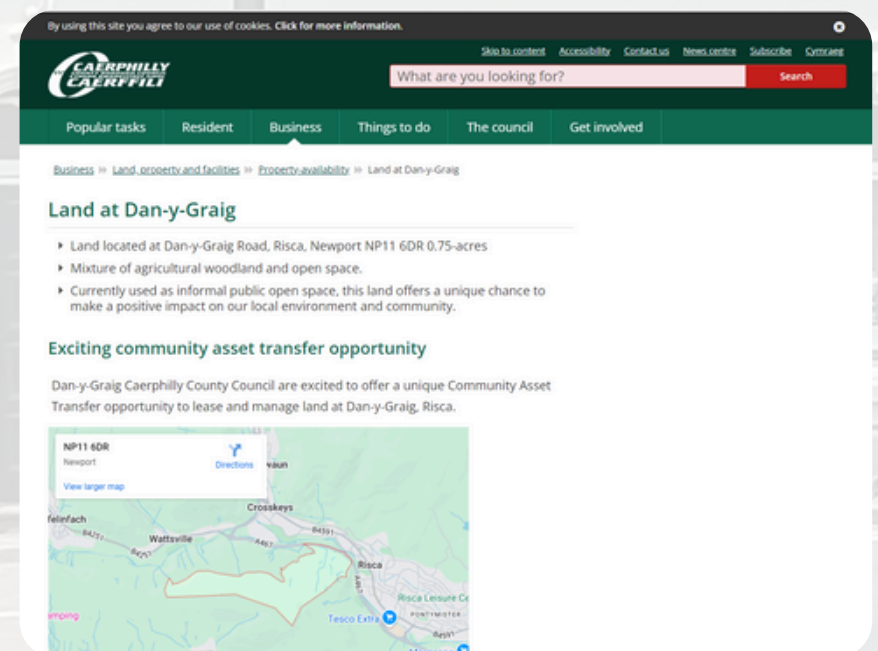
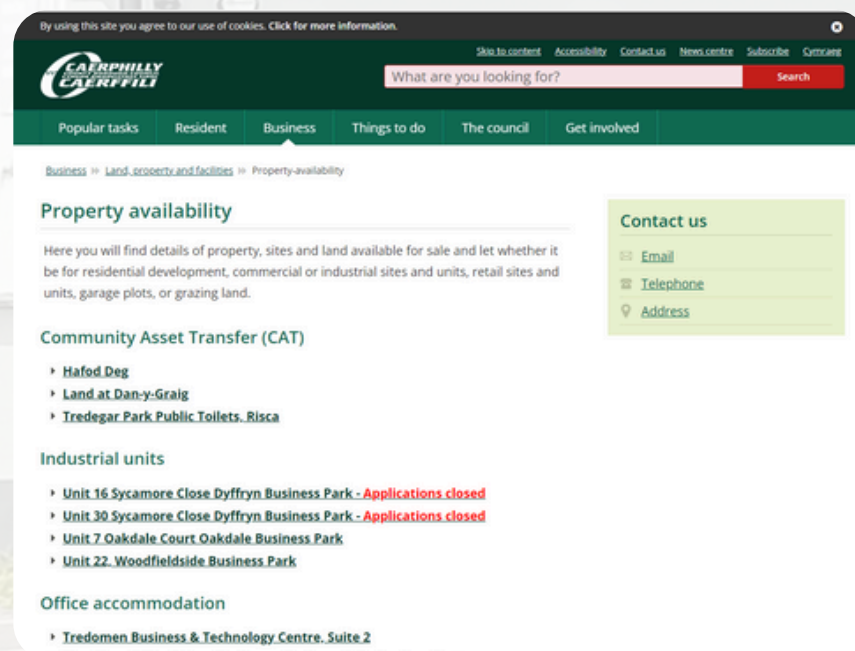
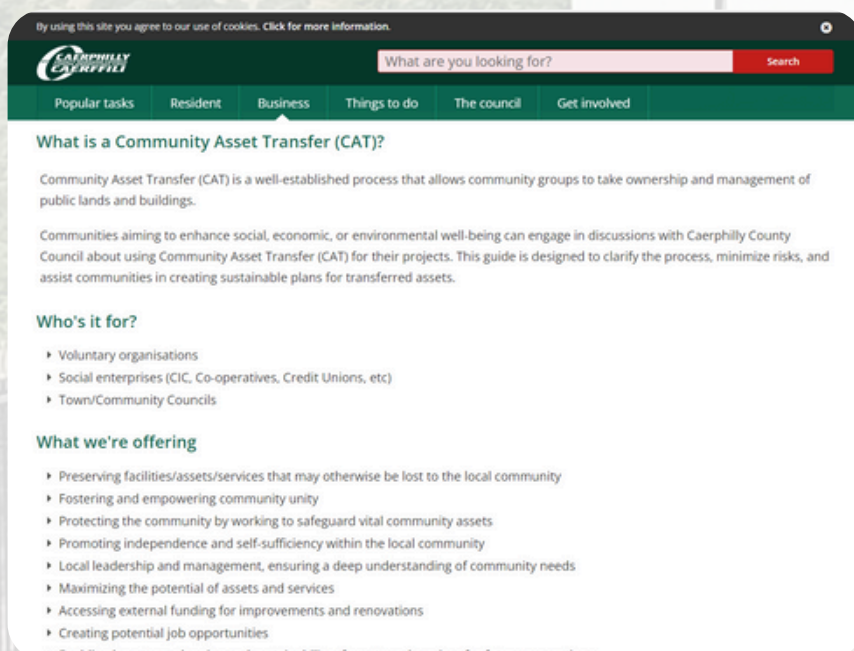
151  
unique views

410  
unique views

567  
unique views

277  
unique views

532  
unique views



# Wider Audience Strategy

## Stakeholder Marketing Pack

- Marketing packs were sent to key stakeholders local to the CAT properties containing fundamental information about the property, as well as detailing the offer and benefits of Community Asset Transfer.
- Finished off with contact information but as part of the pack in a different file, we included the expression of interest so applicants can begin the process.

**Exciting Opportunity: Caerphilly Council are excited to offer a unique Community Asset Transfer opportunity to lease and manage the property, Hafod Deg, Rhymney**

- 55 High Street, Rhymney, NP22 5LP
- Approx. GIA 314.6
- Rendered two storey building under a pitched slate roof and a small flat roof.

**Exciting Community Asset Transfer Opportunity**  
Caerphilly County Council is excited to offer a unique Community Asset Transfer opportunity for community groups to lease and manage the site of Hafod Deg. We are looking for innovative proposals that will bring social, economic, and environmental benefits to our local area.

**Why Apply?**

- **Make a Difference:** Unlock the potential of this site and Transform Hafod Deg into a vibrant community hub.
- **Collaborate:** Work with other local groups to create a multi-functional space.
- **Empower:** Take responsibility for managing a valuable community asset.

**What's on Offer:**  
Location: Hafod Deg, Rhymney, identified on the site plan.  
Flexible Terms: Lease agreements tailored to support your project's needs.  
Comprehensive Support: Guidance and assistance throughout the application and development process.

**What We're Looking For:**

- **Community Groups/Organisations:** Ready to join forces and bring your vision to life.
- **Proposals:** Your Expression of Interest should highlight the benefits your project will bring to the community.
- **Commitment:** Willingness to manage and maintain the asset.
- **Collaborate:** We are seeking local groups to maximise the utility of space.
- **Empower:** Take responsibility for managing and upgrading a community resource.

**Your Proposal Should Include:**  
Project Vision: Your Expression of Interest should describe your vision for the land and its potential impact on the community. Consider the social, economic and environmental benefits of your proposal.  
Community Involvement: Show how you will engage and involve the community in your project.  
Sustainability Plan: Outline how you will ensure the long-term success and sustainability of your project.  
Commitment: Willingness to manage and maintain the building.  
Collaborative Efforts: Highlight potential partnerships with local organisations, businesses, and community groups.

**Why Collaboration Matters:**  
Collaboration is essential for the success of this initiative. By working together, we can:  
Leverage Resources: Combine resources and expertise to create a dynamic community space.

**Promote Inclusivity:** Ensure the project meets the diverse needs of our community.  
**Amplify Impact:** Achieve greater outcomes through shared goals and collective efforts.

**How to Apply:**  
**Express Your Interest:** Submit your proposal detailing your plans and the positive impact on the community.

**Deadline:** 30th October 2024

**Contact Us:**  
Email: [evansn3@caerphilly.gov.uk](mailto:evansn3@caerphilly.gov.uk)  
Phone: 01443 863333

Don't miss this chance to make a real difference in your community. Express your interest today!



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# Initial feedback from pilot schemes



Closing Date

30/10



Digital EOI Form

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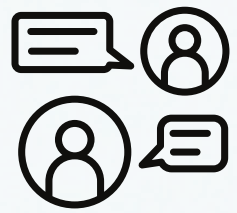


Conversations with interested parties

5



# Looking Ahead



Regular meetings with the CAT delivery group are scheduled as we move into delivery phase



Engagement with GAVO to shape the support



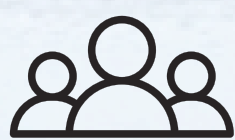
Decision route is mapped out



Future opportunities for proactive CAT approach linked to MTC reviews



Additional resources for the team



Policy allows for any current occupiers to apply