



VISION 2024

A communications
guide for partners



OUR VISION

Our vision for Calderdale in 2024 is for a place where you can realise your potential whoever you are, whether your voice has been heard or unheard in the past.

We aspire to be a place where talent and enterprise can thrive. A place defined by our innate kindness and resilience, by how our people care for each other, are able to recover from setbacks and are full of hope.

Calderdale will stand out, be known, and be distinctive. A great place to visit, but most importantly, a place to live a larger life.

A VISION FOR CALDERDALE A FUTURE FOR EVERYONE

In 2024 Calderdale will celebrate its 50th birthday. It's the perfect time to look back at all the things that make this such an amazing place, and look forward to what we can achieve in the years to come. We all have a part to play in developing a Vision for Calderdale, so let's be ambitious and work together to create the best possible future for everyone.

Conversations with 'heard' and previously 'unheard' people in Calderdale gave fresh and exciting ideas for the Vision. Now we need your help to develop the next steps.

Take a look inside this pack to:

Learn more about Vision2024.

See how you can support the joint Vision.

Find out about the tools available to help build awareness.





THEMES

Vision2024 is focusing on some of Calderdale's features and qualities as its main themes:

Enterprising and talented:

We want people to achieve their full potential, make Calderdale the small business capital of the North, ensure children get the best start, and help prepare young people for life after school.

Distinctive:

The transformation of The Piece Hall into a stunning international destination has kick-started culture-led regeneration. We want to build on this and put Calderdale on the world map as the place to be for heritage, arts and music.

Kind and resilient:

We want to use our strong community spirit and experience of bouncing back to help us prepare for any kind of setback.





EVENT

Many contributors to **Vision2024** were invited to its official launch event in March 2018. Local residents, employees, businesses and community groups listened to talks, took part in interactive workshops and watched a package of films exploring the Vision's themes.

Lord Victor Adebowale gave an inspiring speech about what leadership means and how local people can best create change. The event was a great opportunity for discussion and debate, giving people the chance to share their views on the future of Calderdale that helped define and create **Vision2024**.





SOCIAL MEDIA

Social media is really important to the visibility of Vision and we need help from partners to share information in this way.

We would like you to use **#VisionCdale2024** as much as possible. Content can be about your ambitions for Calderdale and anything you or your organisation are involved in that's ambitious and future-facing.

You can use the hashtag on either your business or personal accounts,

TAKEOVER WEEKS

Please support us and:

Share, like and retweet content from others using **#VisionCdale2024**.

Use the hashtag.

Quote tweet other content relevant to the Vision - don't forget to use **#VisionCdale2024** in your quote tweet comment.

If your content relates to one of the themes, you can also use a specific hashtag: **#Enterprising; #Talented; #Kindness; #Resilience; #Distinctiveness** - but please use the **#VisionCdale2024** hashtag too to put it in the right context.

Part of the social media strategy for Vision is build engagement through a series of takeover weeks based on the themes.

During these weeks the corporate socials are 'taken over' and a planned programme of content is posted. Vision images are also installed as headers of central accounts.

Planned programme (subject to change):

Distinctiveness - Jul 18
Resilience - Oct 18
Talented - Nov 18
Kindness - Jan 19
Enterprise - Feb 19



DURING TAKEOVER WEEKS WE ASK PARTNERS TO:

- Stage takeover weeks within their own organisations to join in the agreed weeks.
- Use the weeks to explore the themes individually – what they mean to Calderdale and your organisation.
- Use, and encourage staff to use, individual social media accounts to support the week.
- Engage with the public, ask questions and join conversations.
- Use **#VisionCdale2024** and the appropriate theme hashtag (e.g **#Resilience**) on every post.

We also are planning additional Vision takeover days to coincide with key activity in the borough.

There will be additional **#Resilience** days on the days of the annual flood exercise (OperationCdale) and an **#Enterprise** day to work with Small Business Saturday.





TOOLKIT

You can support the Vision project with the digital toolkit available to all partners from **andrew.peacock@calderdale.gov.uk**.

It includes:

Vision framework template: populate the template with your Vision and your plans to deliver it.

Council's Vision framework: the framework populated by the Council for reference.

Vision logos: for appropriate print and digital marketing.

Esignatures and screensaver: to help raise brand awareness.

Templates: Powerpoint and Word templates to brand Vision related documents.

Social media images: branded imagery that can be attached to social media posts.

Social media headers: Vision branding set as headers for Facebook and twitter backgrounds.

Media guidance: information about **Vision2024** to use in press releases and dealing with the media.

Image gallery: a suite of images of Calderdale, people and place, are available on request (for use in Vision related documents only).

The Council can also provide a range of **Vision stands** for use at events and to dress buildings.





NEXT STEPS

This phase is all about helping raise awareness of the project and building the **Vision2024** brand through social media and use of the toolkit.

As your organisation's role in the Vision develops we look forward to hearing your plans and ambitions for Calderdale and joining you on the path to a bright and successful 2024.

Please contact **andrew.peacock@calderdale.gov.uk** for any support.





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