

Report to Wednesbury Levelling Up Partnership Board

18 April 2024

Subject:	Levelling Up Partnership Communication and Engagement Overview
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1. Purpose of Report

1.1 To provide an overview of communication and engagement activity

2. Recommendations

2.1 That the WLUP Board note the information contained in this report.

3. Background

3.1 A programme level communication and engagement strategy was agreed by the WLUP Board in February 2024.

3.2 Since the last WLUP Board meeting, communication and engagement activity undertaken has included:

- Conclusion of public realm consultation
- Engagement with businesses in Wednesbury Town Centre
- Engagement with residents adjacent to nuisance bike proposals
- LUP progress update and key messages document shared with Wednesbury Elected Members



- 3.3 Over the next period (April – June) the following communication and engagement activity is planned. Further detail is contained in Appendix 1.
- Launch Wednesbury Town Centre Masterplan Consultation
 - Commence engagement around Hydes Road project
 - Publicity materials produced for Town Centre improvements and designs shared
 - Launch of CCTV cameras and safety measures
 - Launch of greenspaces - completion of Wyntor and Lakeside Open Spaces
- 3.4 A meeting of the Communication and Engagement Working Group is due to be held in April 2024 to input to forthcoming consultation proposals (Town Centre Masterplan and Hydes Road projects) and to consider other communication and engagement activity. Feedback will be provided during the meeting.
- 3.5 The Communications Key Messages Document is intended to be used by WLUP Board Members and Elected Members to provide up to date information on the LUP programme. The March update is provided as appendix 2.

4. Appendices

1. Forward Plan
2. LUP Programme Key Messages Document March 2024

5. Background papers

Levelling Up Partnership Communication and Engagement Strategy
([Click here to view document](#))

