



**BIG PLANS FOR  
A GREAT PLACE**  
...FOR THE PEOPLE OF SANDWELL



## Appendix 2

### COMMUNICATION AND ENGAGEMENT FRAMEWORK

Big Plans for a Great Place  
Refresh 2021



## 1. Purpose statement

The Council is operating in a context of continuous change and needs to be adaptable and responsive to this environment and have clarity of focus on its core focus.

External influences come in the form of an international pandemic, economic and political changes, and the impact of Brexit. Socially, growing levels of inequality caused by the pandemic requires us to be continuously responsive to the changing needs of the community.

Our current Corporate Plan, approved in March 2020, represented the Council's strategic priorities and areas of focus at that time. Since then COVID-19 has impacted on our communities in every way possible. It has also impacted on the work of our partners and key stakeholders. The time is now right for refocusing and clarifying our offer as a council, ensuring that our priorities address the needs of our communities and those of our partners.

Engaging our partners and the community in reshaping our corporate plan, and how we will measure it is vital in order to foster buy-in to the approach and to maximise our collective impact in achieving our shared outcomes. This communication and engagement framework outlines how we will engage with our internal and external stakeholders over the next few months to develop and define our plans.

The guiding principles of the approach:

1. Existing resources and intelligence we have already gathered recently through engaging with the community and stakeholders will be utilised effectively;
2. Utilise all forms of existing communication channels we have internally in the organisation and externally with stakeholders;
3. Minimise asking people the same or slightly different questions avoiding consultation fatigue.

The communications and engagement plan will outline:

- key aims/messages/objectives
- internal/external stakeholders to be engaged
- what methods and communication channels will be utilised to maximise involvement and engagement
- the timeline or frequency
- reporting and evaluation



## 2. Key aims

The aims of this Communication and Engagement Framework are to:-

- Engage all our stakeholders in reshaping and refreshing our corporate plan, strategic outcomes and a reviewed performance framework for Sandwell;
- Where possible co-produce solutions to ensure the best possible outcomes;
- Increase meaningful collaborative conversation and dialogue with the grass roots community on key issues about future services and areas of focus.

## 3. Key messages

To collect views from as broad a group of stakeholders as possible on our plans and future priorities for Sandwell Council.

## 4. Key objectives

- Engage with a cross-section of our community;
- Ensure the views of the hardest to reach groups are represented;
- In particular, engage with the Youth Parliament and young people who represent the future of the borough.

Robust, quality communication and engagement interventions will ensure the successful implementation of the project by ensuring the knowledge and experience of all internal/external stakeholders are maximised. A mix of communication channels, methods and processes will be utilised to ensure this is achieved.

The way in which internal/external stakeholders interact with the programme in terms of attitude, awareness and behaviour will have a huge impact on its overall success. All communication and engagement activity will be recorded and captured in a structured way.

## 5. Communications and engagement plan

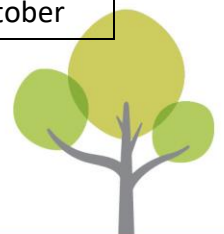
Outlined below are our key stakeholder groups together with the reason and need for engagement activity: -



Members	Staff	Partners	Voluntary & Community Sector	Community
<ul style="list-style-type: none"> <li>• Cabinet - workshops, political steer.</li> <li>• Scrutiny - policy development.</li> <li>• All member briefing - information, opportunity to comment/input.</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership Team - lead, influence, shape and develop plans</li> <li>• H Grade &amp; above - influence and shape plans</li> <li>• All staff - awareness, opportunity to comment/input</li> </ul>	<ul style="list-style-type: none"> <li>• SSP, SSAB, SSCP, SSAB, H&amp;WBB - as a whole to raise awareness, to ensure we are working in a complimentary way with partnerships, to also assess potential for collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• We need to ensure that our offer aligns with that of the vol sector, that we work in a complementary way and maximise our outcomes to improve the lives of our residents</li> </ul>	<ul style="list-style-type: none"> <li>• Community panel - seek views from residents on outlign proposals.</li> </ul>

The following table outlines which individual stakeholder groups will be included, channels of communication to be utilised in line with the key aims and objectives listed above: -

Stakeholder group	Key channels	Timing
Members	Cabinet Workshop	March/July
	Scrutiny Workshop	March/July
	All Member Briefing	April
	Cabinet	September
	Budget and Corporate Scrutiny Management Board	September
	Council	October
Employees	H Grade and above employees participate in themed workshops	February
	Collaborative conversations on key themes with existing Council/Partner Groups e.g Climate Change Officer Working Group.	February
	Formation and establishment of cross council working groups [where necessary] to further develop and influence plans.	March - August
	All Staff Briefing Sessions	April/July/October



	Manager Aid's for Team Meetings	May/June
	Intranet – CEO email messages	January - October
	Work Place Vision Champions	March - August
CE and Directors	Workshop with Leadership Team	March/July
Wider stakeholders Public Sector Voluntary Sector Strategic Partners Schools Business leaders	Use existing networks and channels to have conversations.	April - July
Residents/community	Sandwell Herald Social media Community Panels	June - July
Children and young people	Shape Youth Parliament Schools Looked After Children Board	June/July

## 6. Reporting and Evaluation

Findings of this engagement activity will be paramount in developing the refreshed corporate plan and supplied to cabinet in due course.

