

**Sandwell Towns Fund Superboard
Towns Fund Engagement and Consultation Approach for Phase 2**

17 May 2020

Subject:	Engagement and Consultation Approach for Phase 2
Presenter:	
Contact:	Santokh Singh – Neighbourhoods Engagement Manager Tariq Karim – Children and Young Peoples Services Rebecca Jenkins, Towns Fund Programme Manager rebecca_jenkins@sandwell.gov.uk

1 Recommendations

- 1.1 That the Superboard consider and approve the draft Engagement Strategy and Plan for Phase 2 of the Towns Fund Programme; and
- 1.2 That Superboard agree that each project develops a tailored consultation and engagement plan for sign-off by Superboard, following input from the relevant Local Board.

2 Purpose of the report

- 2.1 To outline an engagement strategy and plan for Phase 2 of the Towns Fund Programme for consideration and approval by the Superboard.
- 2.2 To outline the proposed approach that each project develops a tailored consultation and engagement plan to reflect the details of the project and the relevant stakeholder groups.

3 Current position/Background Details

- 3.1 At its meetings of 7 February 2020 and 5 August 2020 the Superboard considered its priorities for engagement and agreed a strategy for Phase 1 of the Towns Fund Programme which involved the development of a Town Investment Plan for each Town.



- 3.2 Key stakeholders were identified and invited to participate in the governance structure of the Towns Fund through membership of the Superboard and Local Boards.
- 3.3 There was a gap identified in young people's participation within the Towns Fund Programme and a young-people's participation workstream was formed led by the Council's youth services.
- 3.4 The Town Investment Plans were based on extensive data from previous engagement and consultation (e.g. gathered through Vision 2030 consultation, Inclusive Economy Deal and regular survey work). New engagement focused initially on generating ideas and priorities for the Town Investment Plans and then focused on the development of the proposed interventions. Engagement took place with Superboard and Local Board Members, targeted sessions with young people, workshops with partners, and two residents' surveys.
- 3.5 Phase 2 (Full Business Case Development) of the Towns Fund Programme involves the finalisation of project details and there is a need across most of the projects for further detailed engagement and consultation to aid project options and finalisation of details.
- 3.6 The TIP submissions included a proposed engagement approach for Phase 2. This has been updated following the receipt of the Heads of Terms and is attached as an appendix to this report.
- 3.7 The draft strategy outlines a set of principles to guide engagement activity throughout the next phases of programme, as follows:
- Communicate and Inform
 - Build on existing information, data and insight
 - Co-design
 - Inclusive
 - Proportionate
 - Compliant
 - Assurance
- 3.8 Each project will have their own requirements for the level of detail required from consultation and engagement and the main stakeholder

groups for each project will differ. Specific consultation activity will therefore need to be developed on a project-by project basis.

- 3.9 The proposal is for each project to develop a tailored consultation and engagement plan to aid the development of the project Full Business Case. This project level engagement plan will be considered and agreed by Superboard, following input from the Local Board, to ensure that plans are in keeping with the engagement strategy and involve relevant stakeholder groups at project-level.
- 3.10 When Superboard give consideration to final versions of Full Business Cases, a consultation report will be included outlining the activity undertaken, findings from this and how it has informed the Full Business Case. Projects will also identify any consultation and engagement proposals to take place after the FBC approval (e.g. statutory consultations connected with Planning Approvals may be sequenced following FBC submission).
- 3.11 Tranche 1 projects (Smethwick Ron Davis Centre, West Bromwich Digital Den, and West Bromwich Civil and Mechanical Engineering Centre) are already well-developed based on consultation undertaken to date. As part of their presentation to Local Board and then to Superboard, the proposal will be made that these projects progress to Full Business Case finalisation without additional engagement activity.
- 3.12 Assurance around engagement methodology and the quality of engagement will be provided through: -
- Local Board Members' input to draft plans,
 - Superboard's input to and approval of plans before consultation commences
 - A report being produced outlining the consultation findings, which will include a breakdown of participation.
- 3.13 To support ongoing effective and consistent communication from the range of organisations set to deliver Towns Fund Projects, a Joint Publicity Protocol will be developed and agreed between Lead Delivery Partners and the Council.

4. Appendices

Draft Engagement Strategy and High Level Plan for Phase 2 of the Towns Fund Programme

5. Source Documents

Sandwell Towns Fund Phase 1 Engagement and Consultation Plan