

# Levelling Up Partnership Programme

## DRAFT Communication and Engagement Strategy

### 1. Purpose and Summary

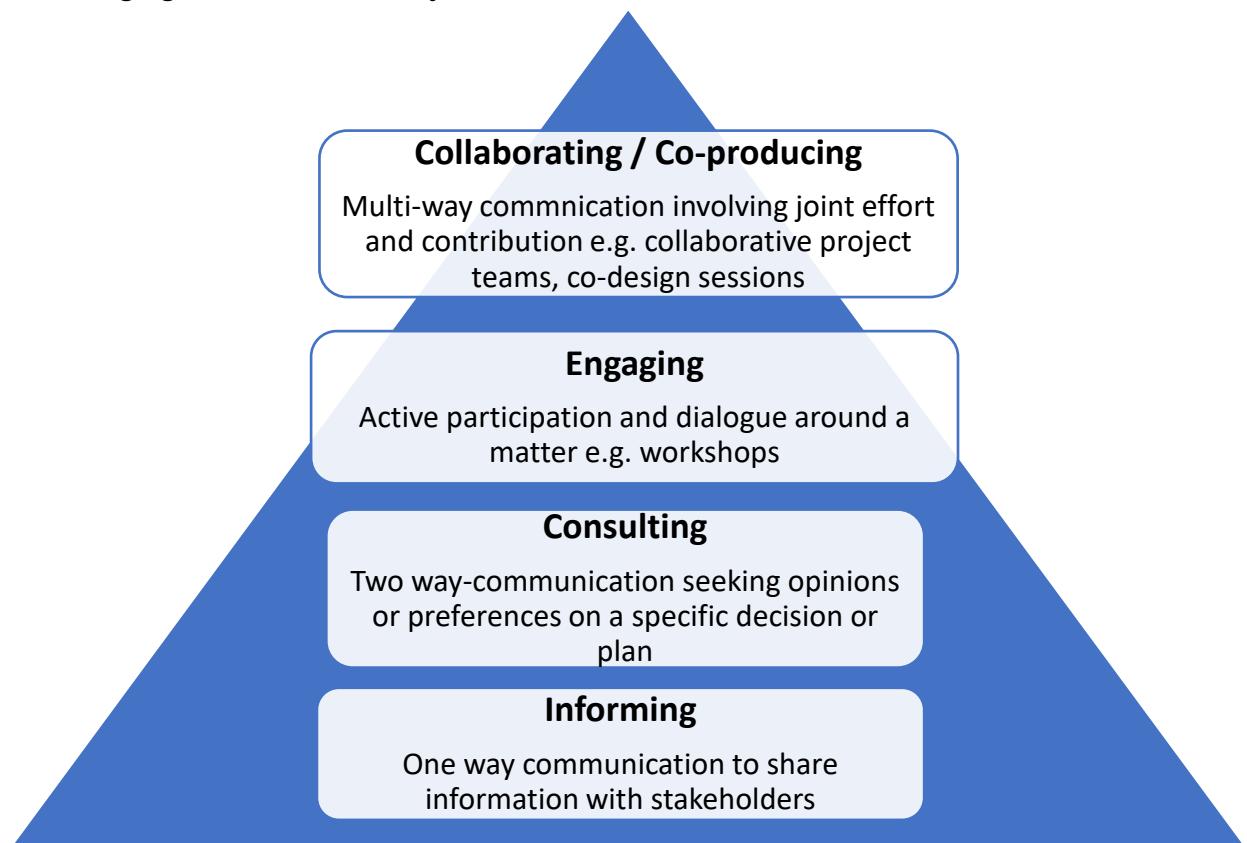
The purpose of this communications and engagement strategy is to ensure a robust and planned approach to communications and engagement throughout the Levelling Up Partnership (LUP) Programme.

It recognises that effective communication and engagement around the LUP programme plays a part in building residents' understanding of changes within Wednesbury and contributes to building social trust.

The strategy recognises that projects being delivered through the LUP will require different types of input or information sharing with stakeholders at different points in time.

Underpinning this LUP Programme Communication and Engagement Strategy are individual project-level communication and engagement plans.

Terminology used throughout the document reflects the communication and engagement hierarchy:



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## **3. Programme Overview**

In September 2023, Government announced details of Sandwell's £20m Levelling Up Partnership.

The Partnership focuses on the Wednesbury area and will help Sandwell Council deliver much-needed new homes, help tackle crime and antisocial behaviour, improve green spaces and Wednesbury town centre, and expand the Millennium Centre so that more can be done to give people the skills they need to secure better jobs.

Sandwell Council have set up a partnership board to oversee the Levelling Up Partnership. The Board brings together a range of representatives including councillors, MPs, statutory bodies, business leaders, voluntary sector representatives and young people.

6 projects are starting to be delivered. The projects are:

- **Wednesbury Town Centre** – making it greener with new trees and planting, and creating long term plans to tackle derelict sites and keep the Town thriving
- **Friar Park Urban Village** - Preparing the land at Friar Park Urban Village ready to build 630 new homes
- **Community Safety** - Helping partners tackle crime and antisocial behaviour with new and improved CCTV, a new business partnership and making changes in green spaces to discourage nuisance bike activity
- **Greenspaces** - Improving greenspaces at Hydes Road Playing Fields, Balls Hill Open Space, Wyntor Lane Open Space, Lakeside and Norbury Road Open Space
- **Millennium Centre** - Improving the Friar Park Millennium Centre so that more can be done to give people the skills they need to secure better jobs

#### 4. **Communication Objectives**

Objectives of the LUP Programme Communication and Engagement Strategy have been formed with the Wednesbury Levelling Up Partnership Board.

- **To increase understanding** of the Levelling Up Partnership Programme and its scope across all stakeholders including residents (including bringing clarity around what the programme will not deliver)
- **To encourage residents to become involved** and shape elements of the programme that are in design phase
- To ensure that **young people are involved and engaged**
- To **empower Members** of the Wednesbury Levelling Up Partnership Board to play an active role in sharing key messages about the LUP programme
- To ensure communication and engagement approaches are **proportionate** and make best use of resources

#### 5. **Stakeholder Analysis and communication methods**

Stakeholder analysis has been conducted at programme level and used to inform the programme approach to communication and engagement. See appendix 1.

At project level, key stakeholders have been identified to shape individual project communication and engagement plans.

<b>Stakeholder Group</b>	<b>Communication Methods</b>
DLUHC	Monthly monitoring conversations Standing invite to WLUP Board as advisors Conversations as required Key messages document provided to WLUP Board Members to aid their role in supporting communication and engagement across the programme
WLUP Board	Board Meetings Working Groups Individual discussions
SMBC Cabinet	Programme Progress reporting Briefings with Cabinet Members (portfolios relevant to projects being delivered)
Wednesbury Elected Members	Updates at quarterly Wednesbury Members' Meeting Dissemination by Elected Members on WLUP Board Key messages document provided to Wednesbury Elected Members to aid their role in supporting communication and engagement with residents and stakeholders
<b>Major partners involved in delivery:</b> - Police	Position on WLUP Board Town Tasking – Engagement around community safety project Design out Crime Officer participating in Task and Finish Group for community safety project
- WMCA	Joint Venture Group in place for Friar Park Urban Village Project Invited to attend WLUP Board
- Environment Agency	Initial discussion between DLUHC and EA and EA and SMBC

	Regular dialogue through Friar Park Urban Village Project
- Friar Park Millennium Centre Board and Staff	Chair of Board has a position on WLUP Board CEX is a member of Millennium Centre Project Group
<b>Other partners:</b> - Canal and Rivers Trust	Initial sharing of programme-level information through meeting Invitation to participate in project group for nuisance bike solution should Addison Rd proceed
- TfWM	Position on WLUP Board
<b>Wednesbury Residents (all)</b>	Website presence with regular updates on programme, opportunities to get involved, and signposting to WLUP Board papers and information Information in Sandwell Herald  Press releases and social media (via SMBC)  Project-specific engagement and consultation as required.  WLUP Board Members share information with networks  Email <a href="mailto:Wednesbury_LUP@sandwell.gov.uk">Wednesbury_LUP@sandwell.gov.uk</a> shared on website for any queries
<b>Young People in Wednesbury</b>	Young person's representative on WLUP Board  School engagement through project-specific consultation  Sharing project consultation materials with young people's groups  Engagement with young people at Millennium Centre via Project group and staff

	<p>Regular information sharing with the SHAPE youth forum</p> <p>Development of video footage and content Email <a href="mailto:Wednesbury_LUP@sandwell.gov.uk">Wednesbury_LUP@sandwell.gov.uk</a> shared on website for any queries</p>
<p><b>Community, VCS Groups and Faith representatives</b></p>	<p>WLUP Board Members (EDI representatives, Faith Forum Representative, and VCS representative) share information with networks</p> <p>Website presence with regular updates on programme and opportunities to get involved</p> <p>Press releases and Social media (via SMBC) Information shared with SCVO</p> <p>Email <a href="mailto:Wednesbury_LUP@sandwell.gov.uk">Wednesbury_LUP@sandwell.gov.uk</a> shared on website for any queries</p>
<p><b>Businesses in Wednesbury</b></p>	<p>WLUP Board Member (Business rep) share information with networks</p> <p>Information shared with Sandwell Business Ambassadors Forum</p> <p>Messages disseminated by Business and Community Engagement Officer</p> <p>Website presence with regular updates on programme and opportunities to get involved</p> <p>Press releases and Social media (via SMBC)</p> <p>Email <a href="mailto:Wednesbury_LUP@sandwell.gov.uk">Wednesbury_LUP@sandwell.gov.uk</a> shared on website for any queries</p>

## **6. Branding**

All press releases and communications materials will acknowledge the Funded by HM Government logo (requirement of the LUP grant), and the Sandwell Council logo.

There is a requirement for all projects to erect a plaque / similar on project completion acknowledging the Funded by HM Government.

## **7. Communication and Engagement Plans**

A programme level communication and engagement plan sets out key programme activity. This will be maintained throughout the programme. See appendix 2.

Each of the 6 LUP projects will develop and maintain a communication and engagement plan throughout the project lifecycle. See appendix 3.

## **8. Monitoring and Evaluation**

To ensure that communication and engagement objectives are being met across the programme, discussion and review will take place with the WLUP Board regularly, with reference to:

- Numbers of residents participating in consultation and engagement activity
- Views on whether young people are sufficiently involved and engaged
- Views on whether WLUP Board Members feel empowered to play an active role in sharing information

## **List of Appendices**

Appendix 1 - Stakeholder Analysis

Appendix 2 - LUP Programme Communication and Engagement Plan

Appendix 3 - LUP Project Communication and Engagement Plans

Appendix 4 - LUP Programme Key Messages Document

Appendix 5 - Programme summary of consultation activity and press releases