

# Report to Wednesbury Levelling Up Partnership Board

**29 February 2024**

<b>Subject:</b>	Levelling Up Partnership Communication and Engagement Strategy and Plans
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## 1. Purpose of Report

- 1.1 To provide an overview of the Levelling Up Partnership Communication and Engagement Strategy and project communication and engagement plans.

## 2. Recommendations

- 2.1 That the Board approve the LUP communication and engagement strategy
- 2.2 That the Board receive the project communication and engagement plans

## 3. Background

- 3.1 At the meeting of the Wednesbury Levelling up Partnership (WLUP) Board in December, the Board discussed communication and engagement and emphasised its importance across the LUP



programme. Specific points made by the Board included the importance of communication including clear messages about project outputs and what projects will not deliver, and the need for engagement with young people.

- 3.2 A working group of the WLUP Board was held in January 2024 and this included further consideration of the approach to communication and engagement across the programme, a set of draft communication objectives and an outline of communication and engagement activity targeted at young people.
- 3.3 A programme level communication and engagement strategy has been prepared accompanied by project level communication and engagement plans (Appendix 1).
- 3.4 The Communication and Engagement Strategy contains a programme overview, objectives, stakeholder analysis, branding requirements, communication and engagement plans and monitoring and evaluation details.
- 3.5 Objectives of the strategy are 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)
  - **encourage residents to become involved** and shape elements of the programme that are in design phase
  - ensure that **young people are involved and engaged**
  - **empower Members** of the Wednesbury Levelling Up Partnership Board to play an active role in sharing key messages about the LUP programme
  - ensure communication and engagement approaches are **proportionate** and make best use of resources



3.6 Project level communication and engagement plans are included as an appendix to the strategy document and will be updated throughout the LUP programme.

#### 4. Appendices

- Levelling Up Partnership Programme Draft Communication and Engagement Strategy and Appendices

#### 5. Background papers

Draft Minutes of Wednesbury Levelling Up Partnership Board held 18 December 2023

