

# LOUGHBOROUGH

## TOWN INVESTMENT PLAN (TIP)

February 2021



## Appendix Two

Engagement Plan

# Loughborough Town Deal Stakeholder Engagement Plan

## Objectives

The objectives of the engagement plan are to:

- ensure a wide range of stakeholders, including local communities, are empowered to play an active role in shaping the delivery of the Town Deal
- add significant value to the delivery of the projects
- encourage a cohesive execution of the Town Deal projects
- foster support for the projects by ensuring clarity of the Town Deal vision, objectives and openness around progress
- bring a structured approach to engagement with clear activities,

## Stakeholders

The Council will review the existing stakeholders already involved in Loughborough Town Deal and, using its wide knowledge of local stakeholders, identify those who should remain involved and any new stakeholders who should be added. We will then identify their areas of interest, level of influence and the most appropriate channels to engage with them.

Broad stakeholder categories are likely to include:

- Local/National Government (LCC/MPs)
- Businesses
- Education and skills
- Heritage
- Residents and community groups
- Internal audiences

## Principles

All engagement work will be underpinned by the key principles of:

- stakeholder input and involvement will be valued
- there will be multiple opportunities and channels for engagement, to accommodate the diversity of our stakeholders
- meaningful conversations will be encouraged and welcomed
- reasons for decisions and how feedback has been considered will be clearly communicated
- all stakeholders will be treated with respect and will be expected to treat others in the same way

## Strategy

### Evidence:

Using the evidence and learning gathered in the initial phase of engagement, we will agree the purpose and scope of future engagement and the resources required to deliver the objectives with the Town Deal Board.

### Support

We will create a structured programme of engagement using the most appropriate channels to reach different stakeholders. That will include video meetings to make engagement events easily accessible and safer in a Covid-19 world while recognising more traditional channels may be more suitable for others. Focus groups will be used to allow more in-depth conversations to tackle complex issues. Seldom heard groups and appropriate channels will be identified to ensure inclusivity.

### Design

We will use a variety of methods of engagement including:

- Meetings
- Online surveys
- Focus groups
- Public meetings / events (within Covid-19 guidelines)

Results of engagement work will be fed back to the Board and future actions agreed.

Create a new Consultation and Engagement Group which will review progress and give feedback.

All engagement activity will have a clearly communicated purpose and timescale as well as details on how to get involved. Meetings will have agendas and actions will be recorded. Stakeholders will receive updates on outcomes.

The Loughborough Town Deal website will be used as a hub to host all publicly available information including meeting agendas, reports and news updates. Stakeholder feedback will be regularly reported to the Board.

### Working with others

The Council and other partners will build on its existing relationships with the voluntary and community sector and other bodies to support engagement work. That could include utilising networks to highlight engagement events or consultations or seeking views from particular groups or sectors.

### Feedback

The results of engagement work will be featured on the Loughborough Town Deal website and shared using the Town Deal twitter account and the social media accounts of the Council. Partners will be encouraged to also share the results of engagement work

## **Implementation**

The engagement plan will be led by the Council's communications team and town deal project manager, drawing in support from external agencies when appropriate. The engagement strategy will be agreed by the board and regular updates will be provided to the Board.

## **Evaluation**

All engagement activity will set clear metrics for evaluation which are likely to include response rates, attendance of events, number of comments, stakeholder feedback on engagement.