

**Appendix 3:**  
**East Birmingham Growth Strategy**  
**Engagement Plan**

**Part 1: Introduction**

The City Council seeks to engage local communities, businesses and stakeholders of East Birmingham on the draft East Birmingham Inclusive Growth Strategy. In addition, the City Council wishes to create avenues of engagement which will guide the delivery of the Strategy through consultation, collaboration and co-design.

This document sets out the strategy the City Council will adopt for this engagement including the identification of the key stakeholders and the methods the City Council will adopt for consulting with these groups.

## **Part 2: Context**

East Birmingham is an area which is faced with a number of complex and inter-related issues, some of which are specific to particular sections of the community. As such it is crucial that the approach of the City Council and its partners is informed by the people who are best placed to understand these issues: the residents, businesses and regular visitors to the area.

The Birmingham City Council Plan 2018-2022 (2019 Update) states that the Council will take a collaborative approach to achieving its priority outcomes and in particular that:

*“We will foster local influence and involvement to ensure that local people have a voice in how their area is run.”*

(Birmingham City Council Plan 2018-2022 (2019 Update) Outcome 4, Priority 6)

The East Birmingham Inclusive Growth Strategy (EBIGS) will not contain statutory planning policies, but nevertheless the starting point for the consultation will be the approach which is used for engagement on planning policy documents, drawing on the general principles set out in the Birmingham Statement of Community Involvement (2020), in particular:

- Consultation should involve key partners, including the community.
- Consultation should begin at the very start of the preparation of a document as part of the ‘pre-production work’ whereby information, issues and evidence are gathered to help in the preparation of the document.
- Comments made should be acknowledged in the preparation of the document and the final document should be produced considering the comments made during the consultation process.
- Documents should be published for a six-week consultation period, being made widely available in public places, online and advertised in newspapers.
- Adopted documents should be widely available to the general public, in public places and available online, and those who asked to be notified of the adoption of the document should be written to.

### **Part 3- Engagement Strategy**

The draft East Birmingham Inclusive Growth Strategy has been prepared for consultation by the East Birmingham Board - a partnership board which includes the City Council and key public sector partners. The aim of this initial stage of the consultation is:

- To publicise the draft Inclusive Growth Strategy and baseline evidence.
- To gather further evidence, including specific feedback on equalities issues.
- To establish links with stakeholders and community groups to facilitate future consultation, with a particular focus on hard to reach groups.
- To encourage community buy-in and ownership of the East Birmingham Inclusive Growth Strategy from the outset.

#### **Consultation Timescale**

The consultation will take place over a period of 12 weeks from 17th February 2020. This period has been extended beyond the usual 6-week in order to maximise opportunities to engage with the community and stakeholder organisations.

#### **Consultation Methods**

- Face-to-face engagement
- Electronic engagement
- Paper based engagement.

Further details of the methods of engagement within these categories can be found at the end of this report.

#### **Consultation Materials**

The preparation of the consultation materials has been informed by discussion with individuals and organisations including:

- Council officers.
- Councillors including the ward members for all affected wards and the relevant Cabinet Members.
- Representatives from the East Birmingham Board, which includes the Children's Trust, the West Midlands Combined Authority, the Department for Work and Pensions (DWP), University Hospitals Birmingham NHS Trust, Public Health England, Birmingham and Solihull Clinical Commissioning Group, West Midlands Police (WMP), Solihull Metropolitan Borough Council, Transport for West Midlands and the Homes and Community Agency.
- The Members of Parliament for the Birmingham Erdington, Birmingham Hodge Hill, Birmingham Ladywood and Birmingham Yardley constituencies.
- The Council's Neighbourhood Network lead partners for the affected constituencies.
- HS2.Ltd

The consultation materials will consist of:

- The East Birmingham Inclusive Growth Strategy
- Leaflets summarising the East Birmingham Inclusive Growth Strategy and seeking comments

Responses will be accepted through the following means:

- In person via meetings with stakeholders
- E-mail
- Online via a web-based consultation site (using the Council's Be Heard platform)
- Post
- Telephone

The consultation materials have been tailored to the demographic profile of the East Birmingham area. In particular consideration has been given to:

- Consultees with limited or no English language\*
- Consultees with limited literacy\*\*

As a result, the following measures have been identified to address these issues:

- The consultation materials feature simple and straightforward language, over and above the City Council's usual plain language approach.
- Consultees, in particular community leaders and educators, will be asked to explain the consultation matters to those who are unable to access the information themselves for reasons of language or literacy, and seek to assist them in submitting responses.

### **Distribution and Publicity**

A consultation database has been produced based on existing resources including the Birmingham Development Plan and Bordesley Area Action Plan consultation databases, expanded using nominations from the groups and individuals listed above, the City Council's Neighbourhood Networks, and direct research which has sought to identify all relevant stakeholders and community groups. It is proposed to distribute the consultation materials to the listed individuals and organisations in a combination of electronic and paper formats. Copies will also be made available in public facilities including local libraries, neighbourhood offices and schools.

The consultation materials are designed to be further circulated within the community following initial distribution, and the database will be further expanded for future use based on responses to this initial consultation. In addition to the distribution of the leaflets, the consultation will be signposted by the City Council's website and opportunities will be sought to publicise the consultation using social media. The specific steps which will be taken to engage with various categories of stakeholder are set out in Appendix 1 to this document.

### **Next Steps**

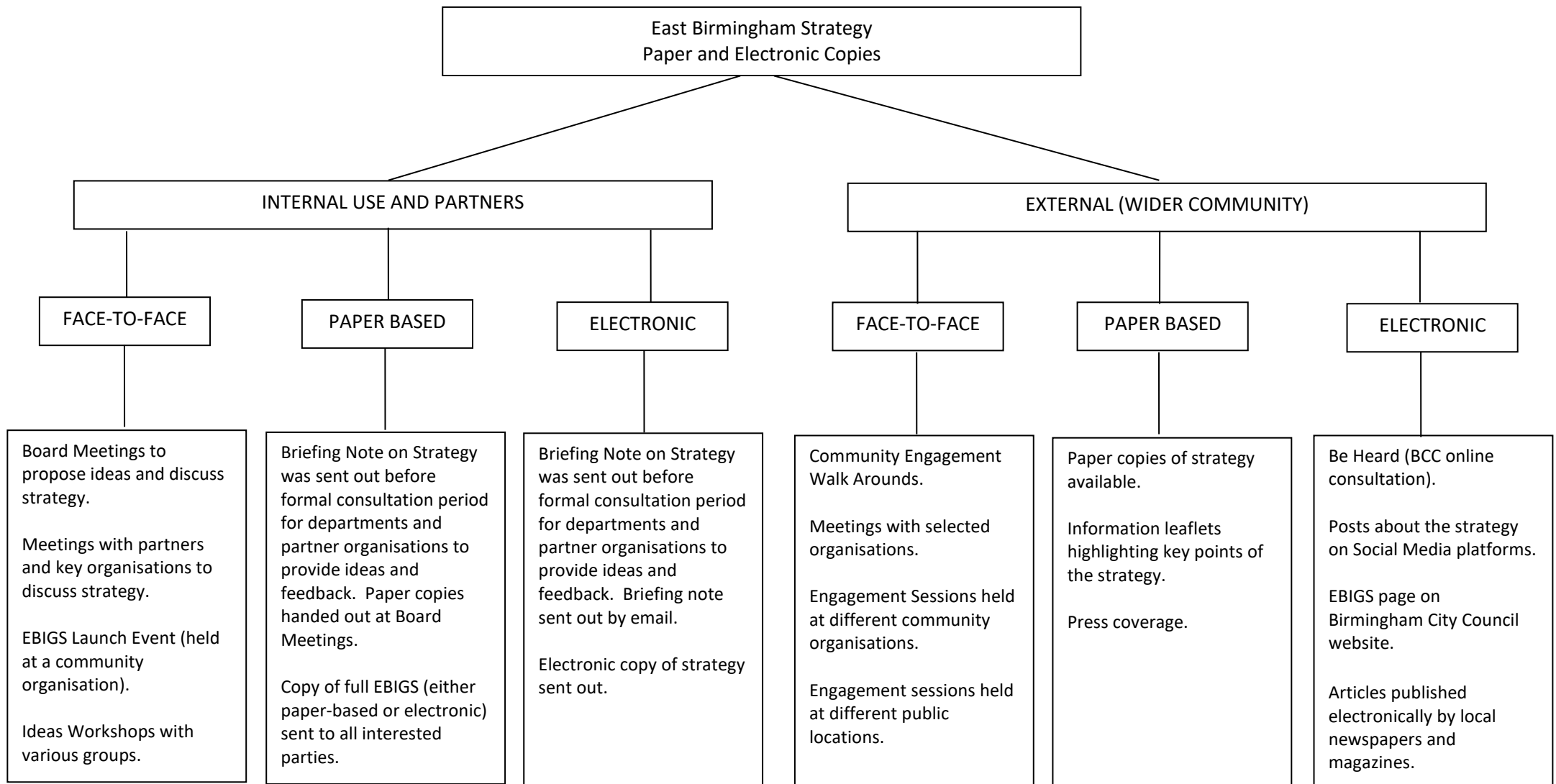
Following the conclusion of the consultation exercise the responses will be anonymised, summarised and reported to the East Birmingham Board. The responses will inform the preparation of revised drafts of the East Birmingham Growth Strategy and this will be reflected in the document and future consultations. The consultation summary will also be published on the Council's website and made available to interested parties on request.

\* Up to 5% of the population of Birmingham are estimated to speak English "not well, or not at all". This is likely to be significantly higher in parts of the East Birmingham area which are very ethnically diverse. Source: Office for National Statistics, *Language in England and Wales: 2011*, 2011

\*\*Inhabitants of multi-cultural inner city areas are significantly more likely to have poor literacy than the national average. Source: *2011 Skills for Life Survey*, Department for Business, Innovation and Skills, 2011

## East Birmingham Engagement Plan – Overview

The table below provides a broad overview of the format the strategy will take. In terms of community engagement, the key points for each of the three types of engagement: Face-to-Face, Electronic and Paper-Based highlighted in the following tables.



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Stakeholder	Role in Area	Type of Engagement	Timescale	Responsibility for Delivering This Engagement
MPs	<p>4 MPs cover the area, with 1 MP representing each constituency</p> <ul style="list-style-type: none"> <li>• Erdington</li> <li>• Hodge Hill</li> <li>• Ladywood</li> <li>• Yardley</li> </ul>	<ul style="list-style-type: none"> <li>• Briefings will be offered to each MP.</li> <li>• Copy of draft Strategy sent for their comments.</li> <li>• Invitation to launch of EBIGS.</li> <li>• Opportunity for regular updates going forward.</li> </ul>	Both before and during the community engagement, with opportunities for regular updates if desired.	BCC Inclusive Growth East Birmingham Team (hereafter referred to as EB Team) to lead this.
Local Councillors	<p>26 Local Councillors cover 20 Wards</p> <ul style="list-style-type: none"> <li>• 6 wards have x2 local councillors</li> <li>• 14 wards have x1 local councillor</li> </ul>	<ul style="list-style-type: none"> <li>• Sent briefing paper covering key points of the Strategy.</li> <li>• Councillor Briefing Session (held at Council Offices) for all councillors.</li> <li>• Opportunity for one-to-one meetings with all councillors.</li> <li>• Invitation to launch of EBIGS.</li> <li>• Opportunity for regular updates as strategy moves forward.</li> </ul>	Both before and during the community engagement, with opportunities for regular updates.	EB Team to lead this.
Neighbourhood Network Partners	<p>4x Neighbourhood Network Partner Organisation. Each organisation covers</p>	<ul style="list-style-type: none"> <li>• Individual meetings between EB Team and each of the 4</li> </ul>	Meetings with the 4 Neighbourhood Network Partners were held while strategy was in	EB Team to lead this.

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	one of the 4 constituencies in East Birmingham.	<p>Neighbourhood Network partners.</p> <ul style="list-style-type: none"> <li>Partners to be provided with a copy of the Strategy notes to comment on.</li> <li>Ongoing engagement and feedback with the groups.</li> </ul>	development. Ongoing engagement after the strategy has been released and throughout the public engagement period.	
Community Organisations and Groups	These range in size from larger community organisations (including places of worship) with a team of paid staff to very small informal groups where all the members are voluntary. These smaller groups may also not have their own premises, but instead may operate within a private house or a venue owned by a larger community organisation.	<ul style="list-style-type: none"> <li>Meetings with larger organisations to discuss the Strategy.</li> <li>EBIGS Launch Event for community organisations – held at a venue in East Birmingham.</li> <li>Scope for community organisations to organise engagement activities for their clients/local networks.</li> </ul>	<p>Meetings with larger organisations during the community engagement process.</p> <p>Smaller organisations to be engaged via email, phone and at community engagement events, during the engagement process.</p> <p>Ideas gained from these organisations to be reflected, where possible, in the final version of the EBIGS.</p>	<p>EB Team to lead this.</p> <p>Engagement sessions involving some of the smaller organisations to be led by larger community partners.</p>
Cross-section of Wider Community	Especially focusing on general public who have not been contacted through another group.	<ul style="list-style-type: none"> <li>Engaged through events held at community organisations.</li> <li>Series of events held throughout East</li> </ul>	At some events prior to formal start of the community engagement process.	<p>EB Team to lead this.</p> <p>Community groups may also lead some engagement sessions to</p>

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		<p>Birmingham – at publicly accessible locations such as shopping centres, local hospital etc.</p> <ul style="list-style-type: none"> <li>• Social media.</li> <li>• Birmingham Be Heard website.</li> </ul>	Throughout the community engagement process.	reach their clients in a familiar and comfortable setting.
Local Businesses (larger)	Larger local businesses categorised as having over 300 employees.	<ul style="list-style-type: none"> <li>• Meetings with larger local businesses to discuss EBIGS.</li> </ul>	Where possible to be engaged individually throughout the community engagement process.	EB Team to lead this.
Local Businesses (SMEs and micro-businesses)	Smaller local businesses of less than 200 employees. These comprise the majority of employers in East Birmingham.	<ul style="list-style-type: none"> <li>• Meeting with smaller local businesses (selected businesses in each of 20 wards)</li> <li>• Engagement Walk Arounds in local areas (covering different parts of East Birmingham).</li> <li>• Wider community engagement in local areas.</li> </ul>	Throughout community engagement process.	<p>EB Team to lead this.</p> <p>Community groups/representatives may also help to consult during consultation events held at their venues and links within the local community.</p>
NHS	<p>This covers all parts of the NHS including:</p> <ul style="list-style-type: none"> <li>• NHS Birmingham and Solihull Clinical Commissioning Group</li> </ul>	<ul style="list-style-type: none"> <li>• NHS Birmingham and Solihull Clinical Commissioning Group (CCG) is part of the EB Board.</li> </ul>	NHS input has already shaped the strategy via previous Board and working group meetings.	<p>EB Team to lead this.</p> <p>Community groups/representatives may also help to consult during consultation events held at their venues.</p>



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	<ul style="list-style-type: none"> <li>University Hospitals Birmingham NHS Foundation Trust</li> <li>Primary Care Networks</li> <li>GP surgeries</li> <li>Clinics</li> <li>Hospitals</li> <li>Extra Care Providers</li> </ul> <p>and any other linked care providers.</p>	<ul style="list-style-type: none"> <li>Meetings will be held with other NHS partners to discuss the Strategy.</li> <li>Updates to all GP surgeries and clinics about the project.</li> <li>Visits to selected care homes and selected venues – where people are unable to attend wider community engagement activities.</li> </ul>	<p>Meetings will be held with key organisations to discuss EBIGS.</p> <p>Engagement throughout wider community engagement process.</p>	
National Government Services	National Government Departments	<ul style="list-style-type: none"> <li>Representatives of some Departments (DWP and BEIS) have been part of the EBIGS Board</li> <li>Opportunity for ongoing updates.</li> </ul>	Copy of strategy sent with invitation for comments.	EB Team to lead this.
Public Services (Police, Fire Ambulance)	<p>Statutory public services, including:</p> <ul style="list-style-type: none"> <li>Police</li> <li>Fire</li> <li>Ambulance</li> </ul>	<ul style="list-style-type: none"> <li>Some services have been part of the Board (WMP)</li> <li>Meetings with service providers where this is possible.</li> <li>Opportunity for ongoing updates.</li> </ul>	<p>Representatives of some organisations have been part of the EBIGS Board.</p> <p>Engagement throughout wider community engagement process.</p>	EB Team to lead this.
Support Services	Services that offer community support/advocacy	<ul style="list-style-type: none"> <li>Meetings with service providers where this is possible.</li> </ul>	Meetings held with certain organisations to discuss strategy.	EB Team to lead this.

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		<ul style="list-style-type: none"> <li>• Launch event for community organisations.</li> <li>• Visits as part of Engagement Walk Arouns</li> </ul>	Engagement throughout wider community engagement process.	
Utilities	Key utility services including: <ul style="list-style-type: none"> <li>• Power</li> <li>• Water</li> <li>• Electricity</li> <li>• Gas</li> <li>• Telecommunications</li> </ul>	<ul style="list-style-type: none"> <li>• Notify about the Strategy as part of the consultation process.</li> <li>• Meetings with specific service providers if required</li> </ul>	Copy of Strategy sent to affected organisations in advance.  Engagement throughout wider community engagement process.	EB Team to lead this.
Residents Associations	'Active' Residents Associations operating in the area.	<ul style="list-style-type: none"> <li>• Notify about the Strategy as part of engagement process – largely via email, letter or phone call.</li> <li>• Invite representatives to wider Community Engagement events.</li> </ul>	Engagement throughout wider community engagement process.	EB Team to lead this.  Community groups may also help to consult during consultation events held at their venues and within their local community. .
Schools, Colleges and Educational Facilities	All public and private run educational establishments including: <ul style="list-style-type: none"> <li>• Nursery</li> <li>• Primary</li> <li>• Secondary</li> </ul>	<ul style="list-style-type: none"> <li>• Notify about the Strategy as part of engagement process.</li> </ul>	Contact throughout Community Engagement process.	EB Team to lead this.  Could also be scope for organisations to discuss the EBIGS with their students.

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	<ul style="list-style-type: none"><li>• Colleges and other further education establishments.</li></ul>			
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Face-to-Face Engagement					
Method Of Engagement	Description Of Activity	Produced By	Delivered by	Main Benefits	Proposed Outcome
Drop-in events and workshops – held at different locations within East Birmingham.	Events held at locations around East Birmingham, such as local community venues, retail centres, GP surgeries. Stands at local events.	Birmingham City Council and Partners	Birmingham City Council	<p>These provide opportunities to discuss the strategy and suggestions going forward in a local, familiar and relaxed environment.</p> <p>Can cover a wide variety of locations.</p> <p>Reach a wider cross-spectrum of the community, including some hard-to-reach groups.</p>	<p>To publicise and discuss the East Birmingham Inclusive Growth Strategy.</p> <p>Gain the ideas and opinions of a wide variety of people.</p> <p>To compare the opinions and ideas of people in different locations across East Birmingham – to see if there are common themes and issues that are specific to particular locations.</p>
Meetings with local community groups	Informal events/meetings with local groups, ideally at their own venues, such as places of worship, community centres and community cafes.	Birmingham City Council	Birmingham City Council / Community Volunteers	<p>To meet with different groups at their own venues or the venues they use.</p> <p>Excellent way to meet with a large number of people across different areas of East Birmingham.</p> <p>Can speak with people individually or as a group, in a place they feel comfortable and often passionate about; which helps build trust.</p>	<p>To publicise and discuss the EBIGS.</p> <p>Gain the ideas and opinions of a wide variety of people.</p> <p>To compare the opinions and ideas of people in different locations across East Birmingham – to see if there are common themes and issues that are specific to particular locations and to specific groups.</p>

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Engagement Walk Arouns	Very similar to 'Drop In' events, but rather than being fixed to one location, the idea is to walk around.	Birmingham City Council	Birmingham City Council / Community Volunteers	<p>Excellent way to meet with a larger number of diverse people within a geographic area.</p> <p>Also offers an excellent opportunity to access a range of locations such as shops, places of work (reception areas), train stations.</p>	<p>Gaining a more in-depth consultation than traditional 'drop in' events provide. By entering a wide variety of venues, people can be engaged with, who may otherwise not be able to attend a static 'drop in' event.</p> <p>This also allows gaining of opinion/ideas and understanding patterns for different types of businesses/venues/workplaces in different areas.</p> <p>The people consulted can then be encouraged to speak with their customers/employees/congregation to participate in the consultation, creating a type of 'net' effect.</p>
Meeting with local councillors (and Ward Forums)	Meet with local council representatives from all 20 wards in the East Birmingham area.	Birmingham City Council	Birmingham City Council	<p>Councillors have an in-depth understanding of their local ward and will have helpful information and contacts.</p> <p>They also have strong local networks that can be accessed (which may not be easily achievable otherwise).</p> <p>To help build-up trust within the local community network</p>	<p>For councillors to promote this community engagement to their local network (residents, local leaders, groups, businesses).</p> <p>To reach a greater number of people, especially accessing more hard-to-reach groups (such as vulnerable people who may attend their advice surgeries).</p>

Electronic Engagement					
Method Of Engagement	Description Of Activity	Produced By	Delivered By	Main Benefits	Proposed Outcome
Birmingham 'Be Heard' online consultation	Online survey via the Birmingham City Council website – that will allow people to learn about the strategy and voice their opinion/suggestions.	Birmingham City Council/ Partners	Birmingham City Council	<p>A fast and cost-effective way to engage with a large number of people, across a wide area.</p> <p>The template and structure for this already exists, so it will be easy and cost-effective to produce.</p> <p>An often used and trusted method of consultation.</p> <p>Being internet-based, anyone with an internet connection, can provide their feedback.</p> <p>Can reach people who live outside the East Birmingham area; who may have helpful opinions/information.</p> <p>A link to Be Heard' can easily be provided from other publicity.</p> <p>As the responses are anonymous if desired and</p>	<p>Hope to receive a wide variety of responses from people within East Birmingham and from outside the area – who may have equally helpful information and ideas.</p> <p>Reaching a larger audience than face-to-face consultation should provide a greater number of responses.</p> <p>Can potentially see if perceptions of the area (by people who live/work outside it) are different from people within East Birmingham.</p>

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				<p>there is no face-to-face interaction, responses may be more honest and people may feel more comfortable to provide suggestions.</p> <p>People can also complete the form in their own time and in the comfort of their own home.</p>	
Social media posts	<p>Posts about the Growth Strategy and engagement can be made from Birmingham City Council's Facebook and Twitter pages.</p>	Birmingham City Council/ Partners	Birmingham City Council/ Partners / Wider Community	<p>These pages already exist and have a large following – for instance Birmingham City Council's main Twitter feed has 153,000 followers.</p> <p>Cost effective and takes minimal effort to add these posts. Links to a dedicated webpage and Be Heard, can also easily be added.</p> <p>Reach an audience who do not traditionally attend 'drop in sessions' or access paper based materials.</p> <p>Provide regular and fluid updates at regular intervals and that can be changed quickly should</p>	<p>Further publicise the strategy and community engagement.</p> <p>Gain feedback from (people, organisations, groups, businesses) both within and outside East Birmingham.</p> <p>Gain responses from audiences who do not traditionally attend 'drop in sessions' or access paper-based materials.</p> <p>With post sharing, a 'net' effect can be created, where posts created by Birmingham City Council and Partner Organisations are shared by other organisations/community, who in turn share these posts and so on. The reach here can be very great indeed.</p>

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				<p>circumstances/events change.</p> <p>Posts can be shared/linked by other organisations and members of the community.</p> <p>Potentially use targeted content aimed towards residents with EB postcodes.</p>	
East Birmingham Inclusive Growth Strategy webpage	<p>A dedicated webpage on the Birmingham City Council website, with important information about the Strategy, an electronic copy of it and information/links to the community engagement.</p> <p>The webpage will show an electronic version of the consultation materials.</p>	Birmingham City Council	Birmingham City Council	<p>A webpage on a trusted website of a well-known organisation.</p> <p>Minimal cost to produce but can host a large volume of information and links to various documents/Be Heard page.</p> <p>Easy to provide the address or electronic links to this webpage from our other publicity (with address posted on paper-based publicity and clickable link on electronic publicity).</p>	To receive responses from a wide variety of people, who would not otherwise be easily contacted.
Content created by local media	Online articles and other publicity created by local and	Local and community media (with	Local and community media	Content created without the time and resources of	To gain a greater reach for the community engagement.



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	community media – discussing the strategy and consultation.	information from Birmingham City Council)		Birmingham City Council required. Content can be reached by a large number of people, who will find it by coincidence rather than searching for it.	
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<b>Paper-Based Engagement</b>					
<b>Method Of Engagement</b>	<b>Description Of Activity</b>	<b>Produced By</b>	<b>Delivered by</b>	<b>Main Benefits</b>	<b>Proposed Outcome</b>
Paper copies of The East Birmingham Growth Strategy	Though people will be encouraged to access electronic copies of the Growth Strategy, paper copies will be available, at specific locations in East Birmingham (e.g. Libraries, Neighbourhood Offices, Schools) and at' Birmingham City Council offices at Lancaster Circus.	Birmingham City Council	Birmingham City Council	Having paper copies will make the Strategy accessible to more people in the community – including people who do not have access to a computer/internet.	All members of the local community to have easy access to the Strategy – so they have the opportunity to provide their feedback.
Consultation Leaflets and Posters (including graphics for events)	Leaflets highlighting the key themes of the strategy – and events during the community engagement process.  Pull-up banners for events.	Birmingham City Council	Birmingham City Council	Further highlights and publicises the key points and objectives of the strategy.  Promotes engagement events in East Birmingham.  Provides the community with clear and quickly-absorbed information.	Further promotes both the Strategy and the community engagement process/events.  With greater awareness in the local community, it is hoped that more people will engage and provide their views for the Strategy.

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