

NURTURE : CONNECT : GROW

# TOWN INVESTMENT PLAN TELFORD ENGAGEMENT PLAN



TOWN  
CENTRE



BOROUGH  
TOWNS



# Telford.





## 1. Introduction

- 1.1 This Engagement Plan has been prepared as part of the Telford Town Investment Plan (TIP) submission.
- 1.2 Its purpose is:
  - (i) To briefly report on the engagement activity carried out to date and
  - (ii) To provide details of the future engagement plan and how Telford & Wrekin Council (TWC) and the Town Deal Board will continue to engage with residents and local stakeholder to develop the projects outlined in the TIP.
- 1.3 This Plan has been developed assuming the context of on-going Covid restrictions and so may be subject to change.
- 1.4 The Plan has been informed by the 'Towns Fund Guidance', published by the Ministry of Housing, Communities and Local Government (MHCLG) in June 2020. The Towns Fund Prospectus can be viewed at [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/843843/20191031\\_Towns\\_Fund\\_prospectus.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/843843/20191031_Towns_Fund_prospectus.pdf)
- 1.5 This document is intended to work as a guide, or framework, for future engagement and it will be updated throughout the project development process, particularly in order to reflect ongoing advice from Public Health England. Any updates will be reported to the Telford Town Deal Board.



## 2. Background

- 2.1 Initial guidance set out by the Ministry of Housing, Communities and Local Government (MHCLG) in November 2019 in the 'Towns Fund Prospectus' stated that a Town Deal Board should be convened. The principal purpose of the Town Deal Board is to oversee the development process and preparation of the TIP and Telford's Towns Fund Board has played a significant role in over-seeing the engagement process.
- 2.2 TWC established a Town Deal Board in Spring 2020. The Board includes representatives from the public, private and third sector and is chaired by Graham Wynn OBE. The Town Deal Board has met monthly, throughout Covid and minutes of the meetings have been published on TWC's website<sup>1</sup>.
- 2.3 The Town Deal Board is comprised of 15 members who represent senior positions from a range of anchor institutions in Telford, from both the public and private sectors including the community and voluntary sector and key delivery partners including Homes England. The Board also includes local Members of Parliament and the Chair of the Marches Local Enterprise Partnership.
- 2.4 Membership of the Towns Fund Board was established to provide expertise across a number of thematic areas with Board Members
- able to apply local knowledge and insight into the barriers to local economic growth. This helped guide the Town Deal process with Board Members acting in a technical advisory and due diligence role during the development of this TIP and the associated proposed projects ensuring that these sit clearly within a wider economic growth context.
- 2.5 Thematic areas were identified to best reflect Telford's strengths, opportunities and needs:
- vibrant town centres
  - sustainable connections
  - nurturing skills and enterprise
  - Destination Telford
- 2.6 Members of the Towns Fund Board have acted as engagement champions for example using their communications background to take a lead on engaging with the SME sector encouraging their input to shaping the proposals in the Plan.

<sup>1</sup> [https://www.telford.gov.uk/info/20725/telford\\_town\\_deal\\_board](https://www.telford.gov.uk/info/20725/telford_town_deal_board)

**Telford and Wrekin Town Deal Board membership**

Member	Details
Graham Wynn OBE	Chair
Lucy Allan MP	MP for Telford
Mark Pritchard MP (ex-officio member)	MP for the Wrekin
Cllr Shaun Davies	Leader, Telford & Wrekin Council
Cllr David Wright	Telford & Wrekin Council Cabinet Member for Economy, Housing, Transport & Infrastructure
Mandy Thorn MBE	Marches LEP
Karl Tupling	Homes England
Professor Nazira Karodia	University of Wolverhampton
Paul Hinkins	Telford Business Board
Maria Machancoses	Midland Connect
Graham Guest	Telford College
Claire Skidmore	CCG
Julie Mellor	Community/Voluntary Sector
Felicity Wingrove	Zen Communications
Guy Beaumont	Sovereign Centros

### 3. Engagement Plan and Programme

- 3.1 Telford’s Engagement Plan was produced to ensure that an accessible engagement and consultation process is undertaken with stakeholders, residents and the wider community during the preparation, development and delivery stages of the Town Investment Plan.
- 3.2 The engagement programme has been created in the context of COVID-19, taking into account restrictions on public meetings and events whilst facilitating an accessible and robust resident consultation process. To ensure that the timescale for preparation of the Town Investment Plan is maintained, it will be important to regularly monitor and, if necessary, review the engagement programme in light of those changes arising as a result of the COVID-19 restrictions.

strategy development and member surveys. These include the Marches Local Enterprise Partnership (Strategic Economic Plan, Local Industrial Strategy, Digital Strategy and Skills Strategy), Chamber of Commerce (member surveys including skills needs and demands), Telford Business Board (engagement across all business sectors through Sector Champion network).

- Engagement with residents borough-wide via the government led #MyTown campaign in October 2019, which provided an opportunity for people living in the 100 towns selected as part of the Towns Fund to have a say in how they think the money should be spent. Since October 2019 the dedicated Telford page<sup>2</sup> has received over 100 comments which have been reviewed as part of the TIP process and have helped to inform the proposed interventions.
- TWC surveyed all households across the borough, receiving a huge response rate of more than 5,000. The results of these surveys have also informed the TIP process and in particular the Station Quarter investment package.

#### Engagement to date

- 3.3 Engagement has taken place at a number of levels. COVID-19 has meant that most engagement has had to be virtual, but within that limitation engagement has taken place in a variety of formats from surveys to presentations and on-line workshops, social media campaigns, opinion polls and local press. In summary activity has included:
  - Engagement with business bodies who have provided an evidence base through

<sup>2</sup> <https://mytown.communities.gov.uk/town/telford/>

- In July 2020, Discover Shropshire & Telford, the Destination Management Organisation for Telford and Shropshire who are administered by Telford & Wrekin Council, undertook two surveys:
  - a) A business needs survey which was completed by tourism, retail and hospitality businesses.
  - b) A customer sentiment survey which was completed by a combined mix of out of area visitors and local residents.

The results of these surveys have also informed the TIP process and in particular the Destination Growth Fund.

- There has been significant engagement at a local level with residents and businesses in Wellington and Oakengates which are identified as Opportunity Towns in the Marches Strategic Economic Plan and in the local Economic Development Strategy. These towns have the greatest potential for regeneration and to contribute to the economy of the borough:
  - a) Both towns have established ‘vision’ strategies developed in consultation with local residents and businesses. These were expanded on in the development of the 2019 bids for Future High Streets funding.

- b) Both towns have established Regeneration Boards, Partnerships, business and community groups who have been involved in vision development and engagement. Community groups encompass a wide range of residents from all age groups such as the Friends of Wellington Station and the Love Wellington Youth group.
- c) Both towns can evidence developer interest and this has been fed into the TIP development process in order to determine the areas that would most benefit from investment.
- d) Both towns have challenges created by areas of deprivation but offer clear opportunities for regeneration and consequent levelling up.

3.4 The table below summarises the stakeholders engaged:

Stakeholder Audiences	Audience Engagement
<b>Business</b>	Chamber of Commerce Federation of Small Business Telford Business Board Local and Town wide business networks Individual businesses Private investors/developers
<b>Community</b>	Residents Town and Parish Councils Representatives of community organisations Digitally excluded Young people
<b>Strategic Stakeholders</b>	Towns Fund Board MP’s and Constituency Offices Education Providers Marches Local Enterprise Partnership World Heritage Site Steering Group Local Regeneration Partnerships Visitor Economy Forum Regional and national arts and culture organisations

3.5 The table below summarises the primary engagement activities and response levels:

Online Engagement	Channels: Town Deal Web Page, Social Media Channels, Resident Surveys/Opinion Polls, Local Press
#MyTown digital campaign in October 2019	Provided an opportunity for people living in the 100 towns selected as part of the Towns Fund to have a say in how they think the money should be spent. Since October 2019 the dedicated Telford page has received over 100 comments which have been reviewed as part of the TIP process and have helped to inform the proposed interventions.
Summer 2020 – Telford wide residents Survey	More than 5,500 responses to a borough wide survey which captured resident views and priorities for Town Centre/Station Quarter investment and issues and priorities for investment in Local Centres.
Future High Streets application resident consultation 2019	Visioning consultation in Wellington and Oakengates to establish resident views and priorities for local centre regeneration. On-line surveys attracted more than 200 responses and informed priorities for investment.
Theatre Review Survey 2019	On-line survey and 1,900 responses and identified resident views about the quality of Telford’s arts and culture offer with a particular focus on Oakengates Theatre.
July 2020, Discover Shropshire & Telford, the Destination Management Organisation for Telford and Shropshire who are administered by Telford & Wrekin Council, undertook two on-line surveys.	A business needs survey which was completed by over 700 tourism, retail and hospitality businesses established priorities for sector growth and investment. 1,800 responses to customer perception survey.

Offline Engagement pre-Covid-19	Walkabout Surveys, Business and Stakeholder Meetings
Business Group/network engagement. Key stakeholder meetings/ interviews with: education and skills providers; Town Centre business owners and developers; regional and national stakeholders; local centre town and parish councils.	On-going scheduled meetings with a wide range of groups to engage in visioning and identification of priorities for investment in town and local centre regeneration.

## Engagement to date

3.5 A range of consistent themes emerged through the consultation process which were fed into the design of the Town Investment Plan:

Theme	Responses	Sample Quotations
<b>Local Centre usage</b>	<p>Wellington identified as most used local centre. 20% of residents use Wellington most frequently only 7% use Oakengates.</p> <p>20% of Wellington respondents and 14% of Oakengates respondents very dissatisfied with the towns as places to live.</p>	<p>“The approaches to the market off Market Square are now dominated by empty shop units and unattractive public space – this is the conservation area of Wellington and should be the jewel in its crown”.</p> <p><b>Nisha Devi-Sanghera, Operations Manager Wellington Market Company</b></p> <p>“No decent shops, all pubs ,charity shops, take away food shops”</p> <p><b>Oakengates resident</b></p> <p>“Despite several attempts at sprucing it up, Oakengates is still looking rather drab and unloved with too many barbers and nail bars, and very few good quality shops”</p> <p><b>Telford resident</b></p>

Theme	Responses	Sample Quotations
<b>Retail: better range of shopping with more independent and quality shops</b>	<p>Identified as a priority for residents in all surveys. Huge overall response (55%) and 16% for Telford Town Centre. 70% identify as a priority in Oakengates and 77% in Wellington. Independent businesses and small shops given as a priority for Station Quarter.</p>	<p>“Empty shops!! No point in encouraging local centres if there are to let, for sale and shutters”</p> <p><b>Telford resident</b></p> <p>“Wellington isn’t what it used to be. Too many charity shops....there is an atmosphere of decline”</p> <p><b>Telford resident</b></p> <p>“The centre of Wellington is run down with many closed shops and lack of investment. There are no decent shops - no menswear, no bookshop, no shoe shops, no deli, no ecoshop, no museum or art gallery, no tourist information... the town needs major investment”.</p> <p><b>Wellington shopper</b></p>
<b>Food and Drink: wider range and variety including more independent/ character offerings in all areas</b>	<p>Again identified as a priority for residents – 25% overall. 31% identified as a priority in Wellington and 29% in Oakengates. For Station Quarter most wanted a contrast to the chains in Southwater with small independent bars, restaurants and cafes.</p>	<p>“There is a general sense amongst businesses and local people that quality shops in Wellington are being replaced by less desirable alternatives. It’s clear from our interactions with the community that there is a big appetite for more quality, independent shops, better cafes, pubs and restaurants and more events; this demand comes from across people of different ages”.</p> <p><b>Sally Themans Love Wellington</b></p>

Theme	Responses	Sample Quotations
<b>Destination/ Entertainment and Leisure</b>	<p>25% identified as a priority overall. 33% identified as a priority in Wellington and 30% in Oakengates. 38% wanted to see more leisure and entertainment facilities in Station Quarter.</p> <p>Theatre Review Survey by Oakengates Theatre – 1,000 respondents:</p> <p>96.6% feel it is important to have a theatre and arts venue in Telford &amp; Wrekin.</p>	<p>“Most people like to visit a show then go on to eat / drink afterwards - there is not that choice in the Oakengates area”</p> <p><b>Telford resident</b></p> <p>“I would love Telford to evolve in to a destination that people talk about positively and actively want to visit”</p> <p><b>Telford resident</b></p> <p>“My business provides clear evidence that there is a market in Wellington for good quality restaurants. However, I am set in the heart of the conservation area which is dominated by empty shops and red tape. Many of these units have been empty for a long time and are clearly not in a condition to be let on any basis”.</p> <p><b>Karen Lee, Walnut Restaurant, Wellington</b></p> <p>“We believe that if Wellington is to survive as a local centre it needs a strong arts, culture and leisure offer. Located at the heart of Wellington’s conservation area, Orbit, along with a strong food and drink, independent shopping offer and quality living spaces would have the potential to transform the town, bringing with it social, economic and environmental benefits. Those benefits would extend not only to Wellington but to its extensive catchment area”.</p> <p><b>Phil Morris-Jones MBE, Chairman, Orbit Community Arts Centre</b></p>

Theme	Responses	Sample Quotations
<b>Housing</b>	<p>19% of residents want to see new housing in Station Quarter. Specific suggestions of the housing being ‘eco-friendly’, for the elderly and being affordable.</p> <p>Almost three quarters of respondents (73%) wanted to see more well-designed housing above shops or on vacant town centre sites.</p>	<p>“High streets could do with a review to include more residential, giving the neighbourhood some pride. Even better, would be accommodation for those who are less mobile, so they have, on their doorstep, local shops, public transport and facilities, thus encouraging more independent living”</p> <p><b>Wellington resident</b></p> <p>“For most respondents to our survey, Wellington is failing to live up to its market town brand with low expectations that the town can continue to survive as a purely commercial centre. We need a more diverse retail offer, but that will only be part of the mix; we need buildings to meet other demands for community space, leisure experiences and for well-designed housing”.</p> <p><b>Cllr Stephen De Launey, Chair, Wellington Regeneration Board</b></p>

Theme	Responses	Sample Quotations
<b>Environment (green spaces and transport)</b>	<p>25% of respondents indicated that they are 'Extremely concerned' about climate change.</p> <p>Overall 31% wanted clean and green public spaces. In Wellington this was a priority for 40% and in Oakengates 28%.</p> <p>25% of respondents want to see green charging points in Station Quarter. Also support for an integrated transport hub with bike hire, cycle paths and park and ride facilities.</p>	<p>"I would love Telford to be a greener town, with better green modern day housing/apartments.....a comprehensive linked cycleway, better transportation and bus routes (ideally electric buses) and a vibrant and thriving evening economy for the younger generation. My son will be 22 in 10 years' time and I would love to think there is plenty for him to do in the town at an evening / weekend without having to travel further afield and that he wants to remain in the town for his education, employment and to start his own family".</p> <p><b>Telford resident</b></p>

Theme	Responses	Sample Quotations
<b>Education</b>	<p>30% of respondents want to see new education provision in Station Quarter.</p>	<p>"Definitely a car charging portal. A well-lit, disabled accessible, safe route from the shops to the railway station, going through green spaces. Perhaps have eating outlets dotted along the route. Perhaps this is a good place for a 6th form college?"</p> <p><b>Telford resident</b></p> <p>"Training facilities would be good and attractive to outside organisations due to transport links",</p> <p><b>Telford resident</b></p> <p>"What about providing start-up business space at low-cost, to try and encourage local businesses. By this I mean micro and solo businesses who often can't afford even said business space. This could be combined with education and training facilities, and a healthy start hub, perhaps with health and fitness advice and subsidised fruit and vegetables for those on low incomes, or a food waste project?"</p> <p><b>Telford resident</b></p>



## 4. Future Stakeholder Engagement Plan and Actions

### Methods of engagement across groups:

The engagement strategy will be led by Telford & Wrekin Council with input from a range of stakeholders appropriate to each project including the Telford Business Board, Marches Local Enterprise Partnership and local network groups such as Wellington Regeneration Partnership and Oakengates Business Partnership.

During the first six months of the programme, engagement will be print, online and social media with a focus on building a clear engagement structure that encompasses a diverse range of business, resident, community and other interest groups. These structures will reflect the town-wide interest that there will be in Station Quarter and more locally focussed interest in Wellington and Oakengates.

Regular press releases have been issued regarding the Town Investment Plan and a web page established sharing the work of the Town Deal Board and the Council's communications team will continue to play a key role in the Town Deal project team and the engagement process.

The established Telford Town Deal project team will:

- Work closely with experienced in-house

departments and engage with a variety of existing stakeholder and networks.

- Work closely with the Telford Business Board and engagement champions to ensure that the strategy reaches hard to reach groups and young people.
- Work closely with Towns Fund Board.
- Host town wide face to face events or otherwise online to meet any remaining Covid restrictions, to raise awareness of the Station Quarter project.
- Establish a localised events programme for the specific project areas of Wellington and Oakengates that reflects local interest.
- Establish focus group meetings for those interested in the arts, culture and leisure sectors to inform the development of the Destination Telford Growth Fund and engage with interested public bodies such as VisitEngland and VisitBritain.
- Work closely with the University of Wolverhampton and Telford College to support engagement structures around the Station Quarter Digital Skills & Enterprise Hub, including business groups and other education providers.
- Take a lead role in:
  - Design and management of social media platforms and webpage

- Media based evaluation [based on video, interviews, participation in public events, exhibition and training]
- Installations and exhibitions
- The design and delivery of public events, promotion and engagement
- Evaluation of feedback from groups, surveys and social media

## Media Networks:

Telford will utilise its local media networks to maximise engagement and awareness, including:

Media	Detail
<b>Newspapers / News websites - Print Media and Online</b>	Shropshire Star – 1.3 million unique visitors per month Telford Journal Newport Advertiser Wrekin News Nova News
<b>Local Radio</b>	BBC Radio Shropshire Signal 107
<b>Online</b>	Telford & Wrekin Council website has 4 million unique visitor's / average 300,000 per month
<b>Targeted e-Newsletter</b>	78,000 e-Newsletter subscribers in total 13,000 main borough e-Newsletter 2,000 Enterprise Telford e-Newsletter

Media	Detail
<b>Social Media – in-house channels and community led forums / groups</b>	<b>Telford &amp; Wrekin Council Channels</b> <ul style="list-style-type: none"> <li>• Facebook @TelfordWrekin – 31,000</li> <li>• Twitter @TelfordWrekin – 22,000</li> <li>• LinkedIn @TelfordWrekin – 7,000</li> <li>• Instagram @TelfordWrekin – 5,000</li> <li>• Twitter @EnterTelford – 2,700</li> <li>• LinkedIn @Enterprise Telford – 1,000</li> <li>• Facebook – Oakengates Theatre – 11,000</li> <li>• Twitter - Oakengates Theatre – 6,000</li> <li>• Instagram – Oakengates Theatre – 1,400</li> </ul> <b>Combined total = 87,100</b>
	<b>Community led Facebook groups Oakengates</b> <ul style="list-style-type: none"> <li>• Oakengates Community group (415)</li> <li>• Oakengates Town Council (1,300)</li> <li>• Oakengates History Group (6,100)</li> <li>• Donnington</li> <li>• Muxton</li> <li>• St Georges</li> <li>• Wrockwardine</li> </ul>

Media	Detail
continued	<p><b>Wellington</b></p> <ul style="list-style-type: none"> <li>• Telford &amp; Wrekin Council social media channels (58k)</li> <li>• For the love of Wellington group (6k)</li> <li>• Friends of Bowring Park (1.8k)</li> <li>• Love Wellington (4.1k)</li> <li>• Wellington Market (4k)</li> <li>• Wellington Town Council (2k)</li> <li>• Wellington What's on (877)</li> <li>• Shawbirch, Bratton &amp; Admaston community page (2, 400)</li> </ul>
	<p><b>Telford Central</b></p> <ul style="list-style-type: none"> <li>• Telford Centre</li> <li>• Southwater Event Group</li> <li>• Hollinswood</li> <li>• Randlay</li> <li>• Great Dawley Town and Parish Council</li> <li>• Southwater</li> <li>• University Centre Telford &amp; Wrekin Council</li> </ul>

Media	Detail
continued	<p><b>Partners</b></p> <ul style="list-style-type: none"> <li>• Both Telford MP's who have constituency in the Towns Deal area</li> <li>• Marches Local Enterprise Partnership</li> <li>• Midlands Connect</li> <li>• CCG</li> <li>• Telford Business Board</li> <li>• Homes England</li> <li>• Zen Communications</li> <li>• Sovereign Centros</li> <li>• Telford College</li> <li>• University of Wolverhampton</li> <li>• Chief Officer Group for Community &amp; Voluntary Sector</li> <li>• BEIS Area Lead</li> </ul>
	<p><b>Media social channels</b></p> <ul style="list-style-type: none"> <li>• Facebook - Telford Live – 41,000</li> <li>• Facebook - Shropshire Star – 60,000</li> <li>• Facebook - BBC Radio Shropshire – 39,000</li> <li>• Twitter - Telford Live – 20,000</li> <li>• Twitter - Shropshire Star - 90,000</li> <li>• Twitter - BBC Radio Shropshire – 56,000</li> </ul>

## 2021 to Project Completion - Engagement Stakeholders by Project

The following tables summarise the key stakeholders to be engaged for each project area, what the objectives of the engagement strategy will be and the engagement mechanisms.

Telford Centre/Station Quarter		
Stakeholders identified	Objective for Engagement	Methods of engagement
<p>All Telford and Wrekin residents including young people, Black, Asian, ethnic minorities, eastern european and other hard to reach communities.</p> <p>Businesses, landowners, developers, education providers, local networks (Chamber, FSB etc), Town and Parish Councils, transport providers, cultural networks and providers. Key stakeholders will include: Network Rail; Telford Business Board; Southwater Events Group and Sovereign Centros; Town Park and Friends of Town Park; University of Wolverhampton and; Telford College.</p>	<p>Enable all businesses, local networks and groups and members of the public to have opportunities to engage in the development of the Station Quarter project.</p> <p>Engagement will enable input into the masterplan for Station Quarter, but will also allow for focus groups around specific intervention areas, for example (but not limited to):</p> <ul style="list-style-type: none"> <li>Digital, Skills &amp; Enterprise Hub – ensuring engagement with businesses so that the Hub reflects the skills needs of Telford businesses across all sectors</li> <li>Enterprise space to ensure that this meets the demands of existing and new potential investors</li> <li>Residential to ensure that development meets local need and in particular the aspirations of young people in the town</li> </ul>	<p>Engage mechanisms will include:</p> <ul style="list-style-type: none"> <li>Masterplan exhibition in an area of high footfall (physically if possible but potentially virtual)</li> <li>Targetted exhibitions for specific themes e.g. Digital Skills &amp; Enterprise Hub to take place at Telford College/University sites</li> <li>Presence on social media platforms, video content, digital advertising</li> <li>E-Newsletters (TWC General and Enterprise Telford Business)</li> <li>Information Leaflets/Brochures (range of languages) also available for digital download</li> <li>Exhibition ‘road show’ taking masterplan material to local community centres/town council offices/ schools with support from the Council’s Community Engagement Team to engage with hard to reach groups</li> </ul>

**Wellington Stakeholder List**

Stakeholders identified	Objective for Engagement	Methods of engagement
<p>Local residents (including within catchment), Ward Councillors, Town Council, Regeneration Board, local Business Board, community groups, education providers, landowners and agents (including Wellington Market). Key stakeholders will include: Orbit Cinema; Wrekin Housing Group; National Trust; Wrekin College; Network Rail; Wellington Business Group.</p> <p>Wellington Regeneration Partnership, supporting engagement and delivery.</p>	<p>To share with a wide range of local stakeholders the details of the intervention area for the Towns Fund and options for investment in that area.</p> <p>To collect a diversity of ideas about the regeneration challenges facing the town to inform a medium to long term masterplan as well as specific interventions under the towns fund. This should reflect the diverse nature of Wellington’s local communities as well as the views and ideas of young people.</p> <p>To gain input from businesses and developers to identify specific potential investment and development opportunities which should include ideas for the creation of reinvestment funds.</p> <p>To identify the potential for the development of Wellington’s arts, culture and leisure assets as triggers for growth.</p> <p>To gain resident views about the future of retail in the town, identifying weaknesses but also potential areas for growth.</p> <p>To gain resident and developer views about how town centre living space should be created and who that space should be targeting for the best economic outcomes.</p> <p>To gain resident views about how Wellington as a key contributor to ‘Destination Telford’ should be marketed and promoted to locals and visitors.</p>	<ul style="list-style-type: none"> <li>• Attendance at network and community group meetings and regular board and individual workgroup meetings</li> <li>• Public masterplan exhibition in Civic Centre</li> <li>• Presence on social media platforms including use of local media platforms e.g. Town Council, Love Wellington</li> <li>• E-Newsletters and articles in Love Wellington magazine</li> <li>• Information Leaflets / Brochures (range of languages)</li> </ul>

**Oakengates Stakeholder List**

Stakeholders identified	Objective for Engagement	Methods of engagement
<p>Local residents (including within catchment), Ward Councillors, Town Council, Oakengates Business Board, community groups, education providers, landowners and agents. Key Stakeholders will include: Event Organisers; The Wakes Community Centre; The Place; Network Rail.</p> <p>Oakengates Business/Regeneration Board, supporting engagement and delivery.</p>	<p>To share with a wide range of local stakeholders the details of the intervention area for the Towns Fund and options for investment in that area.</p> <p>To collect a diversity of ideas about the regeneration challenges facing the town to inform a medium to long term masterplan as well as specific interventions under the towns fund. This should particularly reflect the views and ideas of young people that Oakengates needs to retain and attract to the town.</p> <p>To gain input from businesses and developers to identify specific potential investment and development opportunities which should include ideas for the creation of reinvestment funds.</p> <p>To gather ideas for how Oakengates can capitalise on the presence of The Place – Telford’s theatre and how this can be a trigger for growth.</p> <p>To gain resident views about the future of retail in the town, identifying weaknesses but also potential areas for growth and where the focus of retail provision should be.</p> <p>To gain resident and developer views about how town centre living space should be created and who that space should be targeting for the best economic outcomes.</p> <p>To gain resident views about how Oakengates as a key contributor to ‘Destination Telford’ should be marketed and promoted to locals and visitors.</p>	<ul style="list-style-type: none"> <li>• Attendance at network and community group meetings and regular board and individual workgroup meetings</li> <li>• Public masterplan exhibition in The Wakes Civic Centre and The Place Theatre</li> <li>• Engagement with young people through schools and targeted social media.</li> <li>• Presence on social media platforms including use of local media platforms e.g. Town Council</li> <li>• E-Newsletters and articles in Oakengates magazine</li> <li>• Information Leaflets / Brochures (range of languages)</li> </ul>

Destination Growth Fund		
Stakeholders identified	Objective for Engagement	Methods of engagement
<p>Culture and leisure including accommodation providers, attractions and tourism experiences, businesses in the digital and media sectors, retail businesses, national heritage organisations, regional tourism boards, residents and visitors to the Borough.</p> <p>Key stakeholders will include: English Heritage; Arts Council; Marches LEP; WMCA Culture and Tourism Group.</p>	<p>To engage with all businesses and organisations with an interest in the arts, culture and leisure sectors to establish their views about the needs and potential for growth of those sectors.</p> <p>To gain views of local, regional and national partners about emerging trends and potential for growth in these sectors. In particular to gain insight into how these sectors should be capitalising on digital technology to transform their delivery and offer.</p> <p>To gain input into the design of the scheme in terms of eligibility, scope and delivery.</p> <p>To ensure that the scope of the Fund makes a significant contribution to Destination Telford and the promotion of the town for living, visiting and working.</p>	<ul style="list-style-type: none"> <li>• Physical or on-line event for identified stakeholders</li> <li>• Workshop led by industry specialists to gain insight into market developments</li> <li>• E- newsletter facilitated via Telford &amp; Shropshire Destination Management Organisation Discover Shropshire &amp; Telford</li> <li>• Surveys, visitor ratings, social media campaigns</li> </ul>

## 5. Measurement and Evaluation

- 5.1 It will be important that the engagement process is both regularly and consistently monitored to ensure its effectiveness. The current uncertainty surrounding Covid-19 has changed the way in which we go about our daily life and it may be necessary to make adjustments to the way we engage and consult during the project.
- 5.2 At the end of each quarter, an evaluation will be completed. This will include a review of the activities undertaken and the response rate as well as levels of engagement with groups such as the hard to reach or under-represented. Current Public Health advice will be taken into consideration, however indications are currently that a greater focus on public facing events and activities will be supported.
- 5.3 A variety of metrics will be used to measure the success of each engagement against the objectives set. These will include:
- (i) Website stats using Google Analytics
  - (ii) Social media insights – engagement rates, reach, link clicks, video views
  - (iii) Survey responses
  - (iv) Attendance at any in person events or workshops
  - (v) Attendance at online events and duration of views
  - (vi) Sentiment and social listening
  - (vii) Partner feedback
- 5.4 The results of the evaluation will be fed back regularly to the Town Deal Board and other relevant partners.
- 5.5 Regular updates will appear on the dedicated Town Deal page on the TWC website

NURTURE : CONNECT : GROW

# TOWN INVESTMENT PLAN TELFORD ENGAGEMENT PLAN



Telford & Wrekin  
COUNCIL

Protect, Care and Invest  
to create a better borough