

**INVEST**  
City of Wolverhampton

# TOWNS FUND BOARD

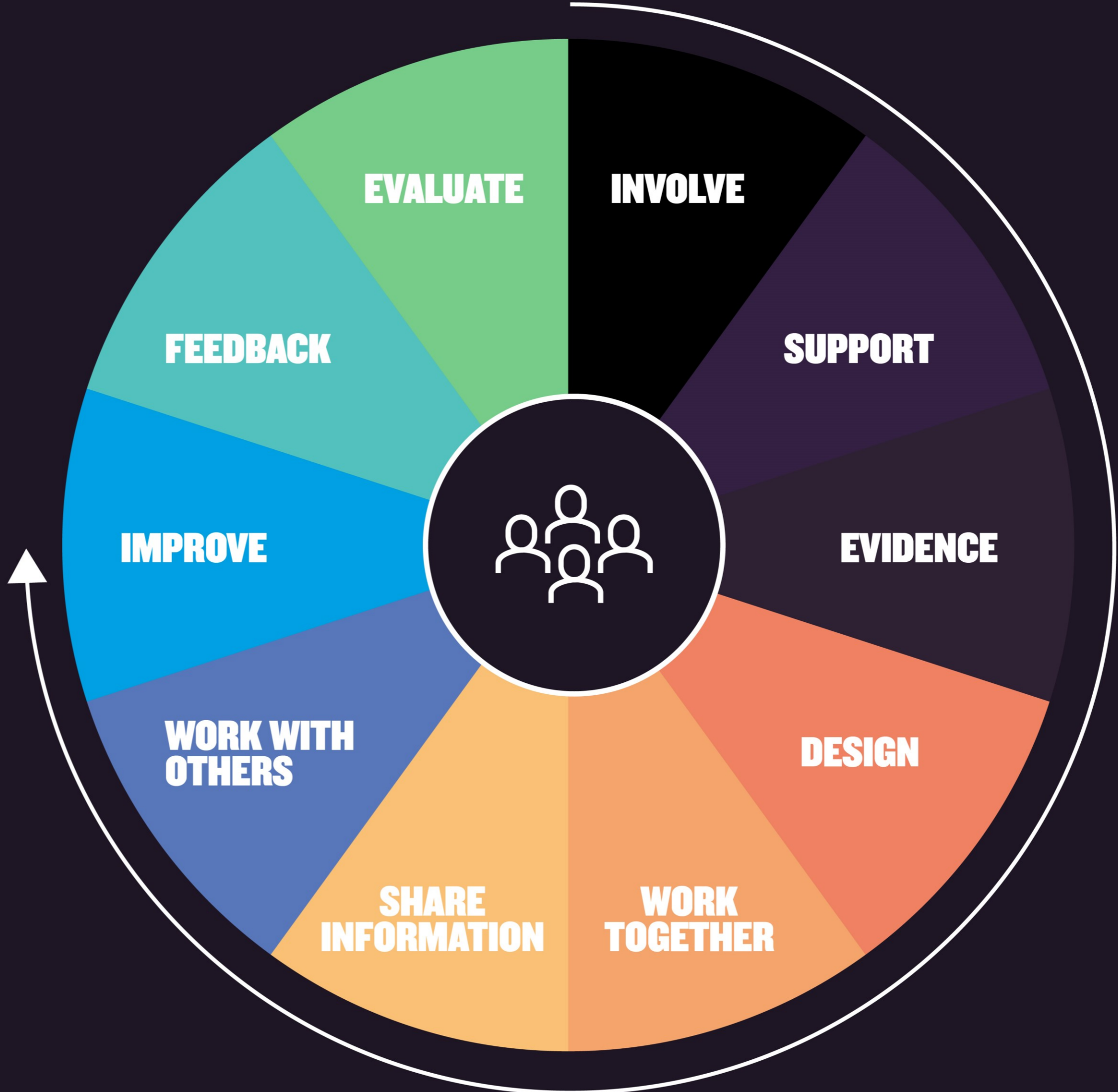
Stakeholder Engagement Approach  
3 July 2020



# Overview

- A key role for the Board is to ensure diversity in its engagement with local communities & businesses
- Guidance reaffirms importance of stakeholder buy-in
- Requirement for a Stakeholder Engagement Plan as part of the TIP

# STAKEHOLDER ENGAGEMENT PLAN



# Our Approach

- Involve – Clear stakeholder mapping to ensure inclusive engagement
- Support – Addressing barriers to engagement/ identifying ‘hard to reach’ groups
- Evidence – Understand information gaps and use engagement to help address gaps
- Design – Engagement to be ongoing as opposed to a single engagement opportunity & build on previous engagement
- Work together – Be cognisant of stakeholder needs and design approach to secure synergy amongst stakeholders

# Our Approach

- Share information – Enable stakeholders to make effective decisions
- Work with others - Use existing networks
- Improve - Help support participants, eliminate jargon
- Feedback – Results of engagement and how this has influenced decision-making
- Evaluate engagement: Monitor and evaluate whether the engagement has been a success and moderate



# Next Steps

- Preparation of Stakeholder Engagement Plan – to be submitted as part of the Town Investment Plan
- Build on existing engagement through MyTown, youth engagement, project-specific consultation & use of existing networks
- Engagement to be ongoing
- Monitor and review progress



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