

SEP peer engagement

Briefing note

Context

A peer support programme is being developed to contribute to a wider engagement programme to ensure that residents, businesses, voluntary organisations and other partners and stakeholders understand the priorities of the SEP and how they understand and help deliver them.

Peer work programmes are firmly grounded on values of equality. Peers share experiences, background, and recognise (parts of) a common identity. The programme recognises that the WMCA will not always be the best organisation to directly deliver engagement activities when groups and organisations across the combined authority have the networks, skills and commitment to deliver them effectively and independently.

Aims

The peer engagement work will see the WMCA work with a number of organisations to:

- Design and deliver a series of free workshops to engage and involve business/voluntary organisations/stakeholders in the priorities of the SEP
- Arrange, promote, administer and deliver the workshops in a number of accessible workshops across the West Midlands
- Develop a database of business/voluntary organisation/stakeholders who can be ambassadors for the SEP and/or help with its delivery
- Evaluate the workshops, media/social media activity and activity towards delivering SEP priorities produce a review report and suggest next steps

The WMCA will provide:

- Information and communication materials to provide context, background and specific information
- Speakers/subject matter experts
- Support in identifying venues and offering WMCA connected venues (eg Centro House, council buildings throughout the area), where possible, free of charge
- Support to evaluate success of events

Target audiences

A number of different organisations will need to be identified to ensure that appropriate groups are engaged with across the following sectors:

- Economic

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- Skills
- Transport
- Housing

Specific partners also need to be identified for SEP priority actions:

- New manufacturing economy
- Creative and digital
- Environmental technologies
- Medical, health and well being
- HS2 growth
- Skills for growth and employment for all
- Housing
- Exploiting the economic geography

And for commissions:

- Public service reform
- Mental health
- Productivity and Skills
- Land

Next steps

- Refine specific stakeholder analysis to identify organisations able to deliver engagement activity
- Develop communications and engagement material for organisations to use
- Develop evaluation plan to ensure effective monitoring and evaluation of engagement activity