

Be Birmingham Board 30th November 2007

Consultation and Communications Plan: Birmingham 2026 and LAA

1 Purpose

The purpose of this paper is to describe the Consultation and Communications Plan for the Sustainable Community Strategy (hereafter called *Birmingham 2026*) and Local Area Agreement (collectively called *the vision*), from December 2007 to April 2008, and gain approval for the general approach and the wording on the consultation leaflet.

2 Background

The Birmingham 2026 sets out the strategic ambitions for the city and the LAA sets out the partnership priorities for the short-term (see accompanying documents). Communicating this vision gives the partnership the opportunity to raise awareness, attain citywide buy-in, inform the vision itself and further develop community engagement. The consultation process has been specially designed to compliment and support the wider communication activity. The PB agreed £50K funding.

3 Consultation rationale

We want to consult on the vision with as many people across the city as possible and have them respond and engage with the process. Therefore the rationale for the consultation leaflet is that it;

- Is tailored to our main audience, the people of Birmingham
- Is quick and easy to understand and complete
- Contains no jargon and is short
- Asks as many people as possible for a view
- Signposts people to more information and encourages engagement

We will take advantage of a number of partnership events; taking place between December 2007 and Spring 2008, to disseminate information, leaflet and/or consultation document (see Annex 1). We think this will encourage a constructive sustainable, two-way, long-term dialogue/debate beyond the consultation period.

4 Communication messages

The primary communication messages are:

- To position Birmingham 2026 and the LAA as the overall collective vision for the city
- The importance of Birmingham's future generations, its changing demographics, and evolving challenges

- Citizens' views are vital to creating a new vision for the city and they also play an important and active role in shaping the future of Birmingham
- Emphasising sustainability issues, i.e. economic progress, quality of life and living within environmental limits
- Highlighting the joint commitment by the private, public, voluntary, community and faith sector to deliver better outcomes for the people of Birmingham

A monthly consultation and communication project plan to April 2008 has been agreed and will include;

- A consultation leaflet with prepaid tear off survey distributed around the city to libraries, schools, consultation networks etc
- Electronic consultation version 'housed' on Be Birmingham website
- Global email to Birmingham Bulletin, BCC, partner networks etc
- Media campaign (Glad, sad and mad, 'heart and minds').
- Use of partnership consultation networks to disseminate leaflet & updates
- Regular features in Forward and other publications
- Emerging issues identified to Be Birmingham partners.

5 Consultation leaflet

The 33 aspirations expressed in the Birmingham vision 2026 have been summarised down to a shorter easier to read list. We will seek views using a leaflet with a tear off portion for return and through the Be Birmingham website. Designers have produced a mock-up (to be tabled at the 30th November meeting). There is an opportunity to make minor changes, as need be, so that the leaflets can be printed after the meeting.

Respondents will be asked to pick their top 5 priorities for them, their family/friends and Birmingham. This gives three different sets of data from one short exercise. People may well give different responses depending on their perspective. Additionally we will ask their age and whether there are any issues missing. As an added precaution the survey questions will be in one order on the electronic copy and reverse order on the leaflet to reassure ourselves the order doesn't influence the answers.

The consultation leaflet will direct those motivated to do so, to read a summary document (4-8 pages long showing the relationship between the LAA and the Birmingham 2026) or longer detailed documents (the Birmingham 2026 and the LAA). Any detailed comments received will be collated.

6 Recommendation/decisions

The board members are asked to agree the approach and approve the consultation leaflet.

Annex 1: Examples of consultation and communication activities planned to date

Birmingham Chamber of Commerce	<ul style="list-style-type: none"> ▪ 250 leaflets to be included in a one day networking conference on 6th December ▪ Inclusion in February Chamber Link ▪ Monthly email to members (85% Birmingham post codes) ▪ Website inclusion
BVSC (Birmingham Voluntary Service Council)	<ul style="list-style-type: none"> ▪ Attendance of networking AGM, 50 leaflets ▪ Inclusion of weekly e-bulletin (950 contacts) ▪ Website inclusion
Faiths For The City	<ul style="list-style-type: none"> ▪ Meeting arrange for 10th December with the leaders for 'Faiths for the city'
New Style Radio (Afro Caribbean and diverse Groups)	<ul style="list-style-type: none"> ▪ Can arrange a radio slot. Community show on Friday 10-1 Monday 10-12 ▪ Distribution of leaflets, estimated 1000 per month
The Vine – publication (Afro Caribbean and diverse Groups)	<ul style="list-style-type: none"> ▪ 5000 leaflet distribution in January issue, 30,000 readership
Forward - publication	<ul style="list-style-type: none"> ▪ Inclusion in January issue, 300 words
Jobcentre Plus	<ul style="list-style-type: none"> ▪ Leaflet distribution across 14 citywide offices
Symphony Hall/NIA/NEC	<ul style="list-style-type: none"> ▪ Intranet story on homepage with a link to the survey
Acting Director of Constituencies	<ul style="list-style-type: none"> ▪ Disseminate across Constituency Directors and wards
Community Libraries	<ul style="list-style-type: none"> ▪ Distribution of leaflets and posters across 39 city libraries
Adults and Communities	<ul style="list-style-type: none"> ▪ Distribution of leaflets to 25 offices (front line points - service users and carers units)
The Harp - publication	<ul style="list-style-type: none"> ▪ Could be included in December, Jan – March 08 ▪ 10,000 copies (readership 40,000) ▪ Networking links with West Midland Irish Business Group
Partner agency networks	<ul style="list-style-type: none"> ▪ Global email with vision's URL web address to partner agency staff (this contributed to almost 17,000 replies for the cutting CO₂ campaign) ▪ All 120 councillors