



**COMMUNICATION
AND
ENGAGEMENT
STRATEGY**



Communications and Engagement Strategy

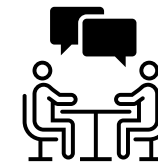
Effective communication and engagement is critical to the success of the Gleadless Valley Masterplan. Having a robust and clear strategy in place ensures that partners and the community are informed, involved, and invested in the Gleadless Valley Masterplan goals and objectives. This communication and engagement strategy outlines how Sheffield City Council will communicate with and engage the community, partners, Sheffield City Council employees, Members and political parties. This strategy will enable Sheffield City Council to build stronger relationships with the Gleadless Valley community and its partners to enhance transparency, and foster a culture of trust, collaboration to achieve community led regeneration for Gleadless Valley.

This strategy will be implemented through a comprehensive and coordinated approach that leverages various channels and tactics, including consultation, events, campaigns, and feedback mechanisms. It will be aligned with Sheffield City Council's values and will be regularly evaluated and updated to ensure its effectiveness.

This communication and engagement strategy will underpin the communication and engagement plan which sets out key messaging, and communication methods that will be and are being used by the Gleadless Valley Regeneration team. The communication and engagement plan will be a live document, regularly reviewed to capture the ever changing needs of the project as well as the needs and feedback of the community.

Strategic Aims

1. To put community involvement at the heart of everything we do.
2. To be open and honest in communications with the public and ensure there is easy access to relevant and clear information.
3. To ensure that the regeneration project is community led and that views from partners and residents are fed into Sheffield City Councils decision making process.
4. To ensure the results of any consultation process is fully communicated with partners and the community.
5. To generate awareness and understanding within the community of the Gleadless Valley Regeneration, and why it is needed.



Communication and Engagement Principles

The following principles have been developed in conjunction with local stakeholders, Councillors and Officers and set out our commitment to open and effective communication and engagement with the Gleadless Valley community and partners. They will act as a set of guiding principles for local stakeholders and officers when consulting and engaging with the community, to ensure that we follow our vision of creating a better future for the community in Gleadless Valley.

The Gleadless Valley Communication and Engagement Strategy will be guided by the Housing & Neighbourhood Service Customer Engagement Strategy Priorities.

Principle 1: Commitment to Consultation

- We will prioritise community engagement and empowerment, creating spaces and opportunities for community members to participate in decision-making processes and shape the regeneration plans. Taking actions from consultation published data.
- We will collaborate with all partners including elected members, political parties and MP's. and facilitate open and transparent discussions that prioritise community needs and aspirations and create opportunities for shared learning and knowledge exchange.
- All consultation will align with the Government Consultation Principles (2018) to ensure the process is targeted with clear, concise information, and is time proportionate.
- We will seek collective agreement to ensure consultation materials are fit for purpose.



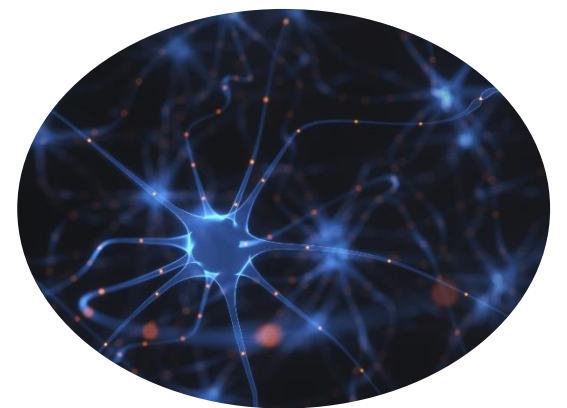
Principle 2: Ensure Engagement is inclusive and ensure a variety of communication methods are used

- We will make sure we use a wide variety of communication methods to reach wider audiences.
- We are committed to have a physical presence on the Valley to enable the community, partners including elected members, political parties and MP's to engage with us in person. These will be close to phased works.
- All venues we use to engage with the community will be accessible and take into consideration the communities physical and cultural needs.
- We will be inclusive when publishing and advertising any information on the project.
- We will seek collective agreement to ensure consultation materials are inclusive.



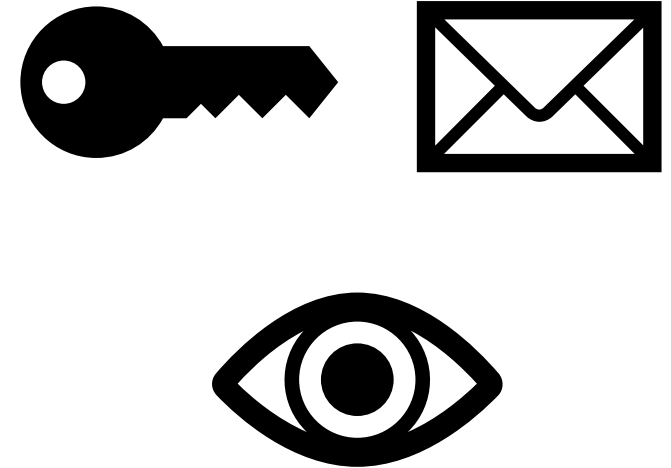
Principle 3: Positively Engage and Involve Partners

- We will hold steering groups to provide opportunities for partners to be involved throughout the lifetime of the project.
- We will conduct a thorough analysis of each partner's interests, needs, and expectations. Understand their motivations, concerns, and how they may be impacted by any phased work and actions carried out regarding the 4 visions and aims set out in the masterplan.
- Partners will be grouped based on common characteristics or interests and influence. This will enable the team to develop targeted communication and engagement approaches for each partner group.
- Engagement with partners will be on-going and we will actively seek feedback and input from partners to demonstrate that their opinions are valued and incorporated into relevant decision-making processes.
- Engagement and communication with partners will be monitored on a regular basis. Adjustments will be made to ensure relevance and on-going improvement.



Principle 4: Continuity of Messages

- We recognise anxieties relating to delays with the masterplan timeline, and will ensure we regularly review and circulate our key messages.
- We will be consistent with our key messages throughout the lifetime of the Gleadless Valley regeneration project.
- We will continually review how and when we communicate key messages to ensure we remain aligned with the masterplan vision and aims. Key messages will be shared with all partners including elected members, political parties and MP's.
- We will work collaboratively with internal teams, partners including elected members, political parties and MP's to ensure that messaging is consistent and up to date.
- All communication channels will be frequently updated, this will be done concurrently to mitigate miscommunication of messages.



Principle 5: Monitoring and Outcomes

- We will ensure engagement activities are relevant, effective and achieve objectives.
- Outputs from engagement activities will be recorded and fed back to the community in an accessible and easy to read way.
- We will monitor all of communication channels outputs to test for effectiveness and reach.
- We will design a survey for our partners to receive feedback on the way we communicate and implement changes where improvement is required.
- We will produce yearly reports on our progress that will be published and easily accessible.

