

MK: Bletchley and Fenny Stratford Town Deal – update on engagement activities

Key messages:

- Online survey launched (c. 50 responses so far from the initial emails and with further promotion now underway)
- Board members and local organisations to disseminate through their networks
- Directly engaging with local Town Councils
- Initiative name identified 'Groundbreaking Bletchley & Fenny'
- Web presence under development
- Sub Groups started to meet
- Web based Q&A sessions being organised (for later in September)
- Slot at next Youth Conference
- Stakeholder Engagement Plan being drafted.

This note provides a summary of engagement activities that are currently underway to promote awareness of and participation in work to prepare the Town Investment Plan for Bletchley and Fenny Stratford.

Contacts:

- Meeting held with the clerks for Bletchley and Fenny Stratford Town Council and West Bletchley Council. Both very supportive and are playing a key role in the engagement activities. Information about the Town Deal and the current survey is on their respective websites; Hyas prepared an article for the WBC newsletter which will be distributed from 3 September, and both are providing details of contacts willing to be involved, especially in the business and faith community locally. We will continue to work closely with the local councils.
- Details of the questionnaire survey were emailed to a wide number of partners on 21 August, including the Town Board, ward councillors, the community sector and residents' associations. The email requested partners' support in sharing information about the survey across their networks and has resulted in a number of responses with offers to share information and views.
- We have established contacts with the local business associations for both Bletchley and Fenny Stratford and will be speaking to these contacts to understand their thoughts on the issues and opportunities for the area, as well as to agree a suitable approach for bringing the business sector together in one or more online meetings.
- We now have a number of names and contacts for the mosque in Bletchley and are following up on those to understand how we can best connect with the faith community there.

Web presence:

- Working with MKC Comms team and their web designers, weblabs, to produce a bespoke website for the Town Deal which will have the ability to evolve to become a central hub for Bletchley and Fenny Stratford. Hyas have provided content for the website and weblabs are creating the logo and branding which can then be used on other engagement material. The domain name will be:
www.groundbreakingbletchleyandfenny.co.uk
- In the interim, information is available on the MKC website and, as above, is now also available on the Bletchley and Fenny Stratford Town Council and West Bletchley Council websites.

Questionnaire Survey

- A short questionnaire survey using Survey Monkey was launched on 21 August. This seeks views on the Town Deal area's strengths and weaknesses as well as what could be done to improve the situation. Responses are being reviewed regularly as they are received so that the key messages can be shared with Hatch for their work on the Town Investment Plan (TIP). Responses will also be shared with the relevant sub-groups to assist them in their consideration of the challenges and opportunities of the area. The final Stakeholder Engagement Plan will include a summary of the responses and an analysis of who responded using the equalities information requested in the survey.
- MKC Comms have arranged for the survey to be shared via the MKC website, Consultation Finder and social media to promote this. A press release is also planned for 24 August to draw attention to it and build on the flow of articles on the Town Deal in the last couple of weeks.

Sub groups

- 4 sub groups have been identified to support the work of the Town Board and Hatch on the TIP. The Land and Development and the Economy and Skills groups have met and have identified a number of actions which are underway. The membership of the Place and Connectivity and the Community, Health & Wellbeing, Heritage and Culture groups have taken a little more time to confirm but we are now in the process of arranging meetings for these groups.
- In addition to bringing together technical knowledge, the sub groups are a useful way to involve a wider range of stakeholders and interested parties in the evolution of the TIP.
- Hyas has provided a briefing note on the sub groups' scope and terms of reference and is supporting each group, providing continuity and assisting in sharing common themes and issues. A plenary meeting of all 4 sub groups is being planned in mid-late September, to share outputs and consider how each groups' topic interacts with the others.

Stakeholder Engagement Plan

- A draft engagement plan and stakeholder mapping analysis is in production and will be shared for comment by 28 August. This will be a working document as the final Stakeholder Engagement Plan will need to reflect on the engagement activities undertaken to support the preparation of the TIP as well as setting out the approach to engagement that will be delivered post bid.

Next steps

- The immediate next steps are to plan a number of webinars and Q&A sessions for mid to late September for a variety of audiences, including the wider community and local businesses. This will be done in conjunction with Hatch.
- Hyas will be attending the online Youth Conference on 5th September where we have an hour slot to talk about the Town Deal with the young people.