

## Belfast Agenda Review - Engagement Plan (Phase 1)

The engagement plan has been drafted to achieve the following engagement outcomes from the initial phase of Belfast Agenda: Continuing the Conversation which seeks to reach consensus on:

- The long-term vision and outcomes for Belfast (to 2035); and
- The short-term priorities, which will form the focus of community planning activity over the period 2022-2026.

The Plan includes four flagship area-based, online workshops, for which we will work with local partners to plan and deliver the event. Please note that while further thematic events are planned for Phase 2 (Action Planning), an Engagement Toolkit will be provided for all partners should they wish to lead/ deliver additional events or engage their stakeholders directly. It is proposed that any information captured from these events is fed back to [communityplanning@belfastcity.gov.uk](mailto:communityplanning@belfastcity.gov.uk)

It is assumed that lockdown measures will remain in place for the near future and therefore, most engagement events will at least initially take place virtually or online. However, if the situation improves, we will allow for face-to-face engagement later in the process.

Proposed Engagement Event	Who (Lead Organisations)	When
Evidence gathering		
1. Call for evidence - immediately following the launch, a formal request and gathering of views including data, research and evidence.	BCC	9 Jun
Online and electronic engagement		
2. Scheduled Drop-In briefing 1 – opportunity for public to join an open MS Teams information briefing.	BCC	16 Jun
3. Scheduled Drop-In briefing 2	BCC	30 Jun
4. Scheduled Drop-In briefing 3	BCC	21 Jul
5. Your Say Belfast Vision, Outcomes and Priorities survey questionnaire; guestbook/ feedback tool; forums tool; ideas generation.	BCC	Jun-Sep
Area based engagements (online facilitated workshops)		
6. Continuing the Conversation with North Belfast stakeholders – agreed with existing Neighbourhood Renewal partnerships.	BCC, VCSE Panel, NRPs	26 Jul TBC
7. Continuing the Conversation with South Belfast stakeholders	BCC, FSP, VCSE Panel, Other Partners	28 Jul TBC
8. Continuing the Conversation with East Belfast stakeholders	BCC, ESP, EBCDA, VCSE Panel, Other Partners	2 Aug TBC
9. Continuing the Conversation with West Belfast stakeholders	BCC, WBPB, VCSE Panel, Other Partners	5 Aug TBC

Targeted or thematic engagements		
10. Equality & Diversity themed workshops – seeking to engage ‘seldom heard’ groups including disability, gender, ethnic minorities/newcomers, LGBT	BCC (EDU), VCSE Panel	10 Aug TBC
11. Children & Young People – Young persons’ themed event planned with BCC Youth Forum.	BCC Youth Forum, EA, Belfast H&SCT, Area Learning Communities	Jul – Aug
12. Older People – specific event engaging the city’s older population in partnership with the Belfast Health Development Unit.	BCC/ Age Friendly Belfast, G6	Aug
Belfast Agenda Board Meetings / Workshops		
13. Living Here Board	All partners	21 Jun TBC
14. Resilience & Sustainability Board	All partners	1 Jul
15. Jobs, Skills & Education Board	All partners	1 Jul
16. City Development Board	All partners	27 Jul
17. Resilience & Sustainability Board	All partners	26 Aug
18. Jobs, Skills & Education Board	All partners	6 Sep
19. Living Here Board	All partners	20 Sep

## **Communications Activity**

In addition to the above engagement events, the following communications activity is recommended:

- Bi-weekly (every 2 weeks) co-ordinated social media campaign during #Belfasthour.
- Email newsletter to Belfast Agenda/ community planning mailing list.
- City Matters article (June/July edition).
- Media briefing and press releases – (June – following launch and July – pre workshops).
- Social media advertising – targeted ads to Belfast Residents referring users to Your Say Belfast.

## **Monitoring**

In order to measure the breadth and impact of our engagement, we will capture, collate and report the following monitoring information:

- Number of engagement events delivered.
- Number of participants attending engagement events.
- Number of organisations represented at engagement events.
- Number of visitors (aware/ informed and engaged) through Your Say Belfast.
- Number of social media engagements.
- Reach/ impressions of social media content (by demographic).
- Satisfaction levels of participants engaged in the process.