

# Filwood LUF Communications and Engagement Strategy

#WeareKnowleWest



The Filwood Levelling Up project will take an innovative approach to local regeneration, providing a powerful example of a new kind of Council / local relationship and delivery.

## Principles

The Filwood Comms and Engagement Working Group made up of local residents, Knowle West Alliance (KWA), Knowle West Media Centre (KWMC) and Community In Partnership Knowle West (CIPKW) have voluntarily (not funded) worked together to shape and define this strategy. The group will work with Bristol City Council (BCC) to monitor and implement the following comms and engagement principles.

1

**Collaborative Working:** involving the community by enabling collaborative working. Where possible, enable projects to be delivered with and by local people. All partners will work together to ensure that the range of resident voice and influence is heard.

2

**Co-creation:** take a proactive approach to introducing creative and inclusive opportunities for real participation and co-design which shapes development. Empowering local voices is critical to ensuring developments are suitable, well used and valued community assets in the future and longer term.



3

**Respect:** ensure people feel safe and comfortable, and communicate respectfully. Take an inclusive and positive approach to engagement



4

**Trust:** build trust through timely, clear and transparent information about the project, decision making and options for involvement. Ensure local people are listened to and heard. Capture how people have been heard and demonstrate how project delivery has responded to feedback.

5

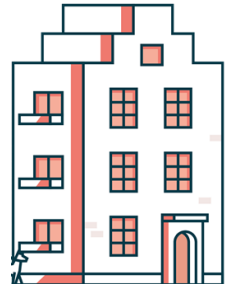
**Clarity:** uphold transparency about how and when the community can have a say and clarity about how decisions are made and what is open for real participation and what is not. Consistent, regular and clear information shared widely.

6

**Community Voices:** co-ownership of this news story by supporting community-led storytelling with different voices such as young people telling the story.

7

**Inclusive and Accessible:** create safer spaces that encourage diverse participation that reflects the local demographics. Build awareness, accessibility and ease of participation by all.



8

**Opportunity:** introduce new opportunities for local people by utilising local assets, knowledge and skills.

9

**Support:** connect grass roots action with levers of power and help people with the journey of change.

10

**Celebrate Success:** harness opportunities to celebrate success through fun local events, success stories and positive comms.



## Implementation

The Comms and Engagement Working Group have identified strategies for implementation which outline the actions required to meet these principles. These will be reviewed regularly by BCC and the Working Group alongside Comms and engagement objectives to monitor progress of comms and engagement activities in Filwood.



How would you use your expanded Filwood Community Centre?



Postcard story memory and fact collection



Wish tree collecting 3 wishes for Filwood Community Centre's future



Speaking with stall holders