

Pride in Fleetwood Board Supplement

Pride in Fleetwood
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**Pride in Fleetwood Board meeting on Thursday, 16 July 2026 at 5.30 pm
in the Community Hall - Emmanuel on the Mount Church, Fleetwood**

11. Pride in Fleetwood Engagement Plan

(Pages 3 - 30)

Andrea Wallace, Interim Programme Development Manager, has prepared an Engagement Plan for the Board's consideration prior to its submission to the Ministry of Housing, Communities and Local Government (MHCLG).

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Community Engagement Plan



Version Control

1.0	29/06/2026	Document created
1.1	07/06/2026	Document Review & Amended (AW)
1.2	08/07/2026	Document Review & Amend (CL)
1.3	09/07/2026	Document Review & Amend (LB)
1.4	10/07/2026	Document Review & Amend (CL)

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1. Purpose of Engagement

Pride in Place in Fleetwood is about local people shaping the future of their town. Engagement is not a one-off activity, it's something that will start and run alongside the programme from inception, through delivery, and into what comes next for Fleetwood.

We want people who live, work, run businesses and volunteer in Fleetwood to be heard and involved in shaping and making decisions, to see how those decisions are made, and to feel proud of the changes taking place.

Engagement will be practical, welcoming and realistic, using methods that work for Fleetwood and recognising that people give their time generously.

Engagement will ensure the plan reflects local voices and priorities and feedback whilst building long-term community action and ownership.

This will serve to ensure the Pride in Fleetwood Board's investment priorities reflect local needs and lived experience. The engagement will continue for the lifetime of the programme with a view to progressing to more co-production with residents, businesses and local agencies.

2. Engagement Objectives

Our engagement aims to:

- Reflect local priorities, knowledge and lived experience in projects;
- Involve people who live and work in Fleetwood in shaping regeneration;
- Build trust, confidence and long-term buy-in;
- Support community ownership of outcomes, not just consultation; and
- Ensure Pride in Fleetwood activity delivers real benefits that matter locally.

3. Engagement Principles

Engagement in Fleetwood will be guided by the following principles:

- **Local** - shaped around the neighbourhood's communities and networks;
- **Accessible** - using plain language and a mix of ways for all to take part;
- **Proportionate** - realistic and respectful of people's time and capacity;
- **Inclusive** - reaching a broad range of voices and experiences;

- **Ongoing** - continuing through delivery. Building relationships with stakeholders and investors.
- **Transparent** – clearly demonstrating how views inform decisions e.g. “you said, we did”.

4. We Will Engage

Engagement will focus on the following priority groups:

- Residents and neighbourhood groups
- Voluntary, community and social enterprise organisations
- Local businesses and traders
- Local partnerships
- Schools, youth groups and organisations working with young people
- Cultural organisations and community anchors

Focus will be given to seldom heard or underrepresented groups, including:

- Young people
- Older residents
- People with disabilities or long-term health needs
- Low-income households
- Ethnic minority communities and new residents

This will be supported through:

- Working with trusted local organisations and community connectors
- Using tailored and accessible engagement approaches (e.g. small group conversations, youth sessions)
- Offering multiple ways to participate (face-to-face, phone, outreach, digital)

5. Engagement Approach and Methods

A mixed-method approach using qualitative and quantitative methods will be used to ensure our engagement is accessible, practical and meaningful for everyone. Different approaches will be used at different stages of the programme, depending

on whether the purpose is to raise awareness, gather views, test ideas or support more detailed co-design.

Engagement methods will include:

- Face-to-face conversations in local venues, community spaces and public events.
- Neighbourhood walkabouts and place-based discussions
- Pop-up engagement in locations where people already meet or pass through
- Clear written and visual updates to explain proposals and progress
- Short surveys, polls and digital engagement through appropriate online channels
- Target workshops or co-design sessions where more detailed input is needed
- Engagement through trusted local organisations and networks to reach groups less likely to take part in formal consultation
- Digital channels (e.g. Pride in Fleetwood website, short surveys or polls) for sharing information and gathering feedback

We will focus on going to where people already are, rather than expecting communities to come to us. Effort will be made to use accessible formats and a range of methods so that engagement can include different ages, backgrounds and communities including those whose voices are less often heard.

Feedback gathered through these methods will be recorded proportionately, reviewed alongside other evidence and used to inform the development and delivery of the programme. Where appropriate, updates will be provided to show how local views have been considered (e.g. you said, we did).

Attention will be given to people whose views are seldom heard through standard consultation approaches, including those facing barriers linked to disability, language, confidence, caring responsibilities, digital exclusion, mobility, age or trust in institutions.

Core Engagement Questions

To ensure consistency and enable meaningful analysis across all engagement activity, we will use a shared set of core questions, an example below provides questions used thus far in terms of engagement conducted.

- What's it like to live in Fleetwood now?
- What do you value most about your community?
- What's not working so well or could be better?
- What would make the biggest difference locally?

These questions have ensured initial engagement is not influenced by priorities of others and captures lived experience, community strengths and clear opportunities for change in a consistent and actionable way.

As the programme develops into meaningful project scoping and design, questions will be created to extract specific requirements and views on a thematic and project basis. This will provide residents the explicit opportunity to declare tangibly what they want monies to be spent on and how.

6. Role of the Engagement Focus Group

The Engagement Focus Group will support the work of the Board by:

- Acting as a sounding board on engagement approaches and accessibility
- Helping test and refine ideas, plans and communications before wider rollout
- Highlighting gaps in engagement or under-represented voices
- Support two-way communication between the Board and the wider community
- Advise the Pride in Fleetwood Board on community priorities
- Provide ongoing review of changes and emerging themes from activity
- Monitor progress of all thematic group's engagement ensuring the correct standard.

The group is advisory and does not make formal decisions at present. Its role is to strengthen the quality and reach of engagement and ensure it remains grounded in local experience. Delegated authority will be sought from the Board long term

to make formal engagement and communication decisions, that of which represent the Board and its work.

7. Governance and accountability

The board will retain oversight of engagement and will consider engagement findings as part of its decision-making.

Day-to-day engagement activity will be coordinated by the programme team and delivery partners, supported by the Engagement Focus Group. Feedback and emerging themes will be collated and reported at key points in the programme to support informed, transparent and proportionate decisions.

8. Measuring Success

Engagement will be monitored in a proportionate way, focusing on quality .

Success will be demonstrated through:

- Breadth of participation – reaching a wide range of communities and groups.
- Inclusivity – effective engagement with seldom-heard voices.
- Depth of engagement – moving beyond consultation towards co-design where appropriate.
- Influence – clear evidence that engagement has informed decisions.
- Feedback and trust – increased understanding, transparency and repeat participation.

9. Risks and mitigations

Engagement in a place-based programme brings several potential risks. The board and programme team will keep these under review and use proportionate action to reduce their impact. The purpose of this approach is not to remove all risk, but to ensure engagement remains credible, inclusive, manageable and useful in informing the programme.

Risks and Mitigations Table

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Low participation	Limited community input and a weaker evidence base for decision-making.	Use a mix of methods, go to where people already are, work through trusted networks, and keep engagement relevant and proportionate.
Overrepresentation of certain groups	Feedback may not reflect the wider community and may be perceived as unbalanced.	Monitor participation, vary methods and settings, and use targeted outreach to involve under-represented voices.
Engagement fatigue	Repeated engagement activity in Fleetwood, including parallel engagement being undertaken by partners and stakeholders, may lead to residents, businesses and community groups feeling over-consulted or unclear about the purpose of different exercises.	Coordinate activity where possible, be clear about the specific purpose of Pride in Fleetwood engagement, avoid unnecessary duplication, draw on existing evidence where appropriate, and provide clear feedback on how views have informed decisions.
Mistrust of public bodies or the programme	Reduced participation and challenge to the credibility of engagement.	Use plain language, work with trusted organisations, and communicate openly about what can and cannot be influenced.
Unrealistic expectations	Reputational risk	Be clear about constraints, explain decision-making, and provide reasons where suggestions cannot be acted on.
Weak feedback loop	Reduced future participation.	Provide regular updates, summarise key themes, and show how feedback has influenced decisions where possible.

Engagement Data Collated	Interventions not reflecting community aspirations	An Engagement & Communications group will coordinate activity relating to feedback to the theme leads, the board, residents and stakeholders.
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10. Feeding Engagement into Decision-Making

Engagement is meaningful if it influences decisions. Feedback from communities and stakeholders will:

- Inform priorities and therefore project development
- Shape how projects are designed and delivered
- Support the Board in making informed, proportionate and representative decisions
- Be reflected in reporting, with clear explanations of what has changed and why

Where views cannot be taken forward, this will be explained openly.

Feedback will be structured and analysed into:

- Key themes (recurring issues and priorities)
- Community strengths and assets
- Priority opportunities for change

These insights will:

- Be triangulated with service data and partner insight
- Directly inform prioritisation and investment decisions by the Board
- Partnership working will be paramount, working with established Community participatory engagement, for example Lancashire County Council Community Insights Hub, Wyre Council, established local Community Groups, and existing Programmes of delivery Connect To Work and Workwell as examples, as this will harness useful insights and connections for services and groups already in place, whilst gap identification in provision.

A clear **“You said, we did”** approach will demonstrate how community input has shaped outcomes. Where views cannot be taken forward, this will be explained openly.

Feedback gathered will be presented to the Fleetwood Pride in Place Programme on a monthly periodic basis. Decisions relating to interventions and actions taken will be based on the numbers of requests relating to intervention, with consideration given to impacts and sustainability. Proposed projects will be presented to residents and views sought, prior to any initiation.

11. Ongoing Engagement During Delivery

Engagement will continue once projects are underway. This includes:

- Regular updates on progress, milestones and changes
- Opportunities for ongoing feedback during delivery e.g., through periodic community check-ins, focus groups.
- Listening and capturing local experience of how projects are working in practice
- Involving communities, where appropriate, in reviewing outcomes and evaluation

Ongoing engagement will also help to:

- Monitor whether changes are making a difference to residents’ experiences
- Identify what is working well and where adjustments are needed
- Capture stories of change and community impact

This ensures projects remain responsive and locally relevant.

12. Proportionate Evidence and Record-Keeping

We will keep a clear but proportionate record of engagement activity throughout the life of the programme. This will help the Board to understand what local people are telling us, support informed decision-making, and meet the programme’s reporting and assurance requirements. It will also enable us to respond with how we are making a difference.

Our approach is about being sensible and balanced, capturing what matters, showing how views have been considered, and learning from engagement, without creating unnecessary paperwork. Qualitative data will be sourced to act as benchmark for all engagement purposes and for reporting against.

Engagement insight will be captured in a consistent way, including:

- Key themes and recurring issues
- Direct resident quotes and lived experience
- Location or context of feedback
- Who has been engaged and any gaps in representation

Insight will be reviewed regularly to support:

- Shared understanding of local priorities across the community
- Highlight emerging issues early
- Ongoing reporting, monitoring, assurance and audit.

This will help demonstrate that engagement has been carried out fairly and openly, showing who has been involved, the key issues raised, and clear examples of how community input has shaped the programme.

13. Review and Refresh

This Engagement Plan will be reviewed annually and updated where required to reflect learning and local circumstances. This will include:

- Reflecting on what is working well and what could improve
- Adapting approaches as the programme moves through different phases
- Responding to changes in community needs, capacity or priorities

This flexible approach helps ensure engagement stays meaningful throughout the programme,

14. Timeline & phasing

- **Early 2026:**
Initial funding for engagement & board setup confirmed.
- **Early engagement conducted by Lorraine Beevers MP for Blackpool North & Fleetwood;**
 - Total responses 1,143
 - 315 survey responses
 - 664 social media comments
 - 92 consultation sheets
 - 42 suggestion slips
 - 30 emails
 - Local schools and colleges visited and ran focus groups with young people.
- **Spring/Summer 2026:**
Intensive engagement

Past Engagement:

- Date Conducted: 28th April (Chaucer School)
Conducted By: Karen Pratt & Kirsty Soper
Consulted On: What do you think of Fleetwoods Parks and activities for young people?
Numbers Consulted: 20
- Date Conducted: 18th May 2026 (General)
Conducted By: Liam Wilkinson
Consulted On: What is missing in Fleetwood, how could we help young People.
Numbers Consulted: 20
- Date Conducted: 22nd May (General)
Conducted By: Liam Wilkinson & Francesca Spore

Consulted On: What is missing in Fleetwood, how could we help young people.

Numbers Consulted: 15

- Date Conducted: 10th June 2026 (Young People)

Conducted By: Liam Wilkinson & Francesca Spore

Consulted On: What issues are young people facing in Fleetwood, how could we support young people, what is missing in Fleetwood.

Numbers Consulted: 10

- Date Conducted: 24th June 2026 (General)

Conducted By: Lorraine Beevers MP Office

Consulted On: Accessibility

Numbers Consulted: 50+ responses around 25 in person plus online Survey.

- Date Conducted: 8th July 2026 (Meet the Board)

Conducted By: All Board Members

Consulted On: Themes – Young People / SEND / Engagement / Accessibility / Post 16 Education / Quick Wins

Numbers Consulted: 15

Varying responses across all elements of engagement the main themes being: More mental health support for young people, streets being unsafe, cost of activities preventing them from accessing them, lack of accessible activities, more cameras and lighting, free transport for students, free public WIFI, improve local parks, reopen, Milton/Blakiston street building for youth groups, more

opportunities to improve skills after education, skate park/bmx track, improve the boating lake and utilise it more.

Immediate Planned Engagement:

Tram Sunday: 19th July 2026

A range of activities are included, football challenges, crazy golf, silent disco, circus skills and caricature. Free ice creams will be provided for individuals who complete the Engagement Survey.

Fleetwoods Food Fish and Music Festival: 14th -16th August

This is a new event for Fleetwood, delivered by Wyre Council. Development plans are underway for delivery of engagement on the day. These are to be presented to the Fleetwood Board for approval.

Data Contact Details Newsletter

Data is being gathered for mailing lists. A Monthly Newsletter to be created outlining activity of the board, engagement events, relationship built, organisations working with and project development.

Provision Of Free Sim Cards

Working with The Good Things Foundation, making sure all 18+ Individuals have free access to Lines, Minutes and data.

Development Of Digital Data Platform

Sourcing Digital platform for engagement of residents and businesses to enable data gathering on a field-by-field basis, driving down data collation of age group, demographic, geographical footprint, whilst promoting local events, the board activities and collecting visitor numbers.

Picnic In the Park September (DTBC)

Food, music, stalls, face painting and outdoor cinema. Project currently in development.

Halloween Event

Working in partnership with Fleetwood Mini Golf provision of mini golf Halloween themed party, to engage with young people and families.

A Knock at The Door Campaign

Speaking with more members of the public, also reaching the seldom heard. Providing the board more insight on what the public want, whilst promoting inclusion in forth coming events.

Family Firework Display: 5th November 2026

In partnership with other Fleetwood Stakeholders attend and support event to engage and consult with residents.

4 Week Christmas Market (DTBC)

Showing casing local artist, young people, elderly and SEND to hold their own stalls.

Christmas Day Meal

Assisting isolated individuals to come together and understand their barriers.

Christmas Hamper

In partnership with Westview Community Association delivery of hampers to vulnerable and isolated.

Christmas Carol Door Knocking

Instead of a donation, fill in a questionnaire.

Month /date if known	Event & description of engagement activity	Who is attending and in what capacity (who is leading)	PR – type Has a press release been issued/website updated	Published date & source	Notes (meeting discussions/actions)
APRIL					
28/4/26	Young People What do you think of Fleetwoods Parks and activities for young people?	Karen Pratt Kirsty Soper	Direct Engagement via Chaucer School students		
MAY					
18/5/26	Young People What's Missing in Fleetwood? Working Group.	Liam Wilkinson / Francesca	Engagement with West View Youth Group		
22/5/26	Young People How Can the Programme You? Working Group.	Liam Wilkinson / Francesca	Engagement with West View Youth Group		
June					

10/6/26	What Issues Are Young People Facing? How Could We Support Young People? What Is Missing? Working Groups	Liam Wilkinson / Francesa	Engagement with West View Youth Group		
12/6/26	Announce Host Organisation success – Regenda		Yes	Gazette accessed online by Claire Lark, Digital Journalist Regenda Homes confirmed as employing agency for £20m Pride in Fleetwood project	
24/6/26	Accessibility Engagement Event at the North Euston 4:30 – 6:30pm Refreshments & Chat North Euston Hotel, Fleetwood	MP Lorraine Beevers office	Advertised via facebook	19/06/26 Facebook	Findings Shared with Accessibility Board Theme Leads
July					

8 July	Meet the Board Emmanual on the Mount	All Board Members	Advertised via Facebook	23/06/26 Facebook 8/7/26 Facebook	Theme Lead notes to be shared with Fleetwood Pride In Place Board 16/7/26
19 July	Festival of Transport /Tram Sunday Football challenges / Silent Disco / Circus Skills / Caricature. Free Ice Cream for The Completion of Survey.	All Board Members	Advertised via Facebook Targeted Campaign promoting Fleetwood Pride in Place presence and offer.	6/7/26 13/7/26	Questions designed for engagement w/c 13/7/26
20 July	Fleetwood Identity Story & Image	Liam Wilkinson			Engagement with Young People on Design begin – Competition launch
27 July	The Good Things Foundation – Free Sim Cards	Liam Wilkinson			Development work begins with implantation August 26.
August					
TBC	Digital Connection Tool Newsletters Targeted Messaging Data – Attendance Support Available	Liam Wilkinson MP Lorraine Beevers			

	Events				
TBC	Digital Questionnaire	Liam Wilkinson			
TBC	A Knock at the Door Campaign	Liam Wilkinson MP Lorraine Beevers			
	Service on Thematic Basis Group Engagement	Andrea Wallace Liam Wilkinson MP Lorraine Beevers			
September					
TBC 2 nd Week Sept	Picnic In the Park	Liam Wilklnson MP Lorraine Beevers Andrea Wallace			Development work began
TBC	A Knock at The Door Campaign	All Board Members			
October					
31/10/26	Halloween Event Young People Mini Golf Provision – Free	Fleetwood Mini Golf			

	Trick or Treat Bag Completion of engagement questionnaire Young People, SEND & Families	Fleetwood Town Council Liam Wilkinson MP Lorraine Beevers Andrea Wallace			
November					
5/11/26	Family Firework Display	Fleetwood Mini Golf Fleetwood Town Council Liam Wilkinson MP Lorraine Beevers Andrea Wallace			
27/11/26	Christmas Market Week One Young People	Liam Wilkinson MP Lorraine Beevers			
December					

TBC	Christmas Carol Door Knocking	Harmony & Health Fleetwood Town Council All Board Members			
TBC	Christmas Carol Event Fleetwood Town Football Club	All Board Members Harmony & Health Fleetwood Town Council			
TBC	Christmas Meal Event	Liam Wilkinson MP Lorraine Beevers			
	Christmas Market Event Week Two / Three / Four Local Artists SEND Christmas Theme	Liam Wilkinson MP Lorraine Beevers			

January					
TBC	A Journey of Light - Parade Lights on a walking trail within the geographical boundary. Promoting Inclusion.	Liam Wilkinson			
	A Knock at The Door Campaign Older People	Liam Wilkinson Lorraine Beevers			
February					
TBC	Love Fleetwood Campaign SEND / Young People Event / Older People / Families Song & Dance Bingo with a Difference Prizes	Harmony & Health Local Artists			
	A Knock at The Door Campaign Long Term Unemployed	Liam Wilkinson Lorraine Beevers			
March					

TBC	Easter Event in Partnership with Fleetwood Mini Golf & Fleetwood Town Council	Fleetwood Mini Golf Fleetwood Town Council Liam Wilkinson MP Lorraine Beevers			
April/May					
TBC	Spring Has Sprung Event In Bloom Plant a Flower				
TBC	A Year in The Life of Fleetwood Pride in Place Video What Has Happened / Changed Case Studies across SEND / Young People / Unemployed / Businesses and Lord Street. What Is to Come.				

CAPACITY FUND £150,000 -expenditure

MHCLG category	Activity	Total (£)
management costs	DBS Checks (£21.50 per member)	874.02
	Web domain package with domain protection, website builder	
	Venue costs - plus board member selection workshop to 30 June	
other	Train travel to London (return) for Chair Mark Spencer obo Pride in Fleetwood Board.	214.27
	ID badges & printed lanyard for Pride in Fleetwood*	
community outreach and engagement	Pride in Fleetwood engagement expenses - Chaucer School event	1,216.42
	4 & 8 July Meet the Board engagement events	
	Marketing	
Management costs	Temporary full time management support service to the Board to progress the Plan to for payment to 10/07/2026	8,000
GRAND TOTAL (rounded)		10,305
BALANCE REMAINING (rounded)		139,695

*Updated: from receipt of final invoice (reduced amount)

Note: The above is for work completed, including costs for which an invoice is currently being progressed.

CAPACITY FUND £150,000 – Current commitments

MHCLG category	Activity	Running Total (£)
management costs	Venue hire (allocation July 26 to March 2027 based on current costs)	275.00
	Host organisation grant – which will see two fixed term posts, and Board Management support (interim and local authority) *	88,015 estimated
	Website development	179.28
community outreach and engagement	Fleetwood Festival of Transport programme of events and token incentives to boost engagement	10,000 estimated
CURRENT COMMITMENT GRAND TOTAL (rounded)		98,469.28
BALANCE REMAINING INCL. CURRENT COMMITMENTS (rounded)		39,225.72

* This allocation is based on current estimated commitments. The host organisation grant includes provision for two fixed-term posts, which will be adjusted on a pro-rata basis once confirmed start dates are known. The allocation also includes temporary management support from 10 July until the programme post is in place, together with provision for secretariat support and exceptional local authority support provided from April.

REVENUE AND CAPITAL BUDGET (10-year programme)

Pride in Fleetwood will receive funding and support circa £20 million. The funding will be split 63% capital and 37% revenue, and will be paid to respective local authorities in line with the following profile:

Grant type (£) '000	25/26 'year zero'	26/27 Year one	27/28	28/29	29/30	30/31	31/32	32/33	33/34	34/35	35/36	Total
Capital funding	0	120	670	146	146	146	146	146	146	146	146	12,430
Revenue funding	150	270	690	690	770	770	770	770	770	770	770	7,170
Total	150	390	1,360	2,150	2,230	2,230	2,230	2,230	2,230	2,230	2,230	19,600

- Values are rounded.
- Funding post financial year 2028/29 will be reviewed at the next Spending Review.
- Revenue funding will be paid out across two tranches in Year 1 (2026/27) of the programme – 50% will be made at the start of the financial year, and the remaining 50% on approval of the Pride in Place Plan.
- Time spent by the Local Authority to establish and support Pride in Place will be documented.

Phase split of Funding

- **Period 1:** the 2026 to 2027 financial year to the 2029 to 2030 financial year (4 years)
- **Period 2:** the 2030 to 2031 financial year to the 2032 to 2033 financial year (3 years)
- **Period 3:** the 2033 to 2034 financial year to the 2035 to 2036 financial year (3 years)

INVESTMENT PERIOD 1 – CURRENT SPEND ALLOCATIONS

	2026/27			
Grant type (£)	Budget	Spent	Committed /allocated	Remaining total
Revenue	420,000	10,305	98,469	311,226
Capital	120,000	0	0	120,000
Cumulative Total	540,000	529,695	431,226	

Other period 1

	2027/28		2028/29		2029/30	
Grant type (£)	Budget available	Committed	Budget available	Committed	Budget available	Committed
Revenue	690,000	89,252	770,000	91,167	770,000	96,167
Capital	146,000	0	146,000	0	146,000	0

- Revenue budget for 2026/27 includes the balance of the £150,000 capacity funding brought forward from 25/26
- Values are rounded