



# Telford and Wrekin

## Q1 2023 report

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## Telford: Aspiration and unlocking potential



### Vision

- For people of all ages to reach their full potential in life

### Change we want to see

- People have opportunities to reach their potential
- Challenges are identified and lead to real change

### How are we doing it

- Building a collaborative partnership through our alliance, which has the power to make change happen
- Making plans to understand the challenges that exist and involve people living in Telford and Wrekin in driving forward the change

# Who is involved?



The Unlocking Potential Alliance has ‘Collaboration and ‘Involvement’ as its two highest priorities. Plans to further this aim in this quarter included:

## Involvement:

- Setting up our first meetings in order to create a community working group.
- Designing an approach to engaging young people more in the work of the Alliance.
- Resulting in those who work and live in the community being partners in the design, delivery and evaluation of the shared vision

## Collaboration:

- Planning a business/employer engagement event in order to re-imagine recruitment in the borough
- A Local Business Lead joining the Telford Unlocking Potential work
- Creating a shared communication platform
- Testing ways to collaborate

## This quarter, we...

Held our first Unlocking Potential Steering Group meeting

Agreed to forward the plan to design a logo based around 'UP' (Unlocking Potential)

Held open meetings to discuss how to encourage members of the community to take leading roles in the work to unlock potential.

Started our community engagement meetings

Held further planning meetings ahead of our Re-imagining Recruitment event

Appointed a Telford Business Lead

Have seen greater engagement from Public Health; NHS; Stafford Uni; Shropshire Health and Care Economy Research Partnership, Kings-Way, Telford Minster and the Redeeming Our Communities.

Launched a Telford Communication Platform

## In order to...



Provide space to discuss the values of the work, the challenges, successes and progress

Provide a visual and accessible identity.

Engage the community in being partners in the design, delivery and evaluation of the shared vision

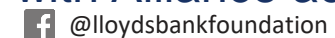
Understand the changes people want to see happen within Telford.

Engage businesses to engage in the shared vision of unlocking potential

Support the Unlocking Potential Alliance in engaging the local business sector

Partner, broaden our reach, further influence change and align activity with other initiatives in the area.

Provide greater collaboration, opportunity to share and keep up to-date with Alliance activities.





Cover image for our new Telford Alliance Shared platform

## What's next?



- The community group forming a plan to test approaches to meaningful engagement with the local community.
- Re-Imagining Recruitment event
- Young people meeting for the first time to plan an approach to furthering aspiration.
- A logo in place, providing a visual and easily accessible connection to our work
- A communications plan that considers the needs of each shareholder engaged within the Alliance
- Greater working relationship with the VCS
- The ROC (Redeeming our Communities) conversation supported by Alliance members

# Headlines, highlights and challenges

Unlocking Potential Steering Group first meeting: providing space to discuss the values of the work, the challenges, successes, progress made and how to direct future work. Membership includes the public and voluntary sector. The aim now will be to widen membership to include representation from local residents and the private sector

We have made a significant step to engaging local people into the vision of Unlocking Potential in the borough.

Steps have been small but important, they started in early March when we brought together local people to plan how we reach out and engage with the local community so as to understand what changes they want to see happen in Telford.

We launched a shared Alliance communication platform.

Currently it is being used by the public and voluntary sector with a plan to encourage engagement from businesses and the wider community.

Its been a challenging and at times distracting period created by the deployment of a Local Business Lead (LBL); the appointment which was intended to grow the business engagement in Unlocking Potential within Telford did not provide the solutions or direction currently required by the Alliance.

However, the experience has resulted in a breakthrough in providing a commitment from Alliance members to work together to engage businesses.

In order to gain greater involvement of businesses in the Alliance work; there is now a cross sector task and finish group planning an employers event: Re-imagining Recruitment.

The group are also designing wider approaches to engage the business sector in the Alliance vision

The work in Telford whilst still mainly exploratory feels on the brink of a phase of testing and interrogating ideas

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