

# Maltby Pride in Place – Communication and Engagement Plan

## 1. Background

Pride in Place (PiP) is a UK-wide initiative providing 10-year investment. In December 2025, the Government announced an extension of the programme under Pride in Place Phase 2. Maltby East was identified as a Phase 2 area which will bring in up to £20 million over a 10-year period.



The programme aims to build strong, resilient and integrated communities with three overarching aims of the programme:

- Stronger Communities
- Thriving Places
- Taking Back Control

As part of the funding requirements, a Neighbourhood Board has been established for Maltby East, bringing together people with strong ties to the local area. This ensures local residents are at the heart of shaping the area's future.

The Board is tasked with producing a Business / Regeneration Plan which will identify a series of interventions that will contribute to the three overarching aims of the programme. This will be submitted to the Ministry of Housing, Communities and Local Government (MHCLG) in Winter 2026. Once approved funding will become available from April 2027.

The interventions included in the Regeneration Plan need to be informed by the local community. As such the Board is now required to increase awareness of the Maltby

Pride in Place programme and undertake meaningful consultation with stakeholders and the local community within the identified boundary area.

## **2. Communication Plan**

### Objectives

- Inform residents of Maltby East about Pride in Place and the funding available
- Engage residents and stakeholders in deciding local priorities and spend
- Ensure transparency and accountability in decision-making
- Build trust and participation in neighbourhood improvement activity

### Key Messages

- Pride In Place funding is for Maltby residents
- Local people will help decide how the money is spent
- Engagement opportunities will be accessible, transparent and inclusive

### Key Audiences

- Residents of Maltby
- Community groups, established Council Neighbourhood networks and local volunteers
- Partners and stakeholders – e.g. schools, health services, police, council services, employment services, etc.

### Communication Channels

- Rotherham Council monthly Ward E-bulletin
- Established council and community networks
- Elected Members - social media, surgeries
- MP's office
- Community noticeboards and local venues
- Attendance or promotion through existing community meetings and events
- Programme specific channels to be developed – eg website, social media

### Logo and Branding (Guidelines attached)

- The Pride in Place logo must be used correctly, prominently and consistently in all communications materials and public facing documents relating to funded activity
- Neighbourhood Boards can also use their own branding, provided it is used alongside the Pride in Place logo

### Roles and Responsibilities

- Neighbourhoods Team and PiP Co-ordinator (once appointed)
  - Developing content for newsletters and briefings
  - Sharing information through established local networks
  - Supporting coordination with community contacts
  - Coordinating messaging and timelines
  - Monitoring and reporting community feedback
- Elected Members:
  - Promoting engagement opportunities
  - Encouraging participation through trusted local presence
- MP's Office:
  - Supporting visibility and credibility of the programme
  - Sharing key messages through MP communications

### Engagement Activities

- Newsletter articles explaining:
  - What Pride In Place is
  - How funding works
  - How residents can have their say
- Calls for ideas and priorities via:
  - Email responses
  - Simple surveys (online or paper as required)
- Feedback to residents via agreed channels

### Monitoring and Evaluation

- Number of responses and level of engagement through consultation
- Diversity and spread of issues raised
- Feedback from staff
- Evidence of community input influencing funding decisions

### Risks and Mitigation

- Low engagement: Use trusted voices and repeat messaging
- Lack of clarity about funding: Keep messages simple and consistent

### Indicative Timeline

- June: Awareness raising – introduction to Pride in Place and funding
- July/Aug: Consultation – call for ideas and feedback
- Sept: Feedback, decision-shaping – summary of priorities and next steps
- Winter: publication of Regeneration Plan and submission to MHCLG
- Ongoing: Updates and transparency through agreed channels

### June – Awareness Raising

<b>Phase</b>	<b>Tactic</b>	<b>Key Actions</b>	<b>Channels</b>	<b>Wk Beg</b>	<b>Owner</b>
Preparation	Board profiling	Collect short bios (50–75 words), local links, motivations and roles	Internal	01/06	
Preparation	Photos	Take professional or high-quality informal photos of Board members	Website / Media	01/06	
Launch	Meet Your Board content	Publish photos, potted histories and role explanation	Website / Ward e-bulletin / MP contacts / Press release	01/06	
Launch	Board introduction messaging	Plain-English explanation of what the Board does and how it works	Website	01/06	

Engagement	Community Day attendance	Board members attend pre-planned community day 6 June	In-person event	01/06	
Engagement	On-site information	Leaflet explainers, listening	Community Day	01/06	
Engagement	Event coverage	Photos, thanks and next steps shared	Ward e-bulletin / Website	08/06	
Promotion	Ward e-bulletin	Feature: Meet the Board, roles and engagement opportunities	Ward e-bulletin	08/06	
Promotion	MP's Office mailing	Adapted Board introduction and call-to-action	MP Mailing List	08/06	
Promotion	Local press	Press release with quotes and photos	Local Press	08/06	
Reinforcement	Ongoing visibility	Regular updates and future engagement promotion	Ward e-bulletin / Website		

### 3. Consultation & Engagement

Maltby Pride in Place Neighbourhood Board will adopt a similar approach to the Central Rotherham Pride in Place programme that took place in summer 2025 and has been held up as a model of good practice nationally - [Appendix 3 - Consultation Methodology and Analysis.pdf](#)

The Board will look to empower local residents by partnering with an independent and trusted VCS organisation, such as Voluntary Action Rotherham (VAR) or Rotherfed. Both are responsible for supporting, developing and promoting the voluntary and community sector in the borough. This will be complemented by additional engagement activity led by RMBC's Neighbourhoods Team – linking into existing events, meetings and activities.

VAR and Rotherfed's core activities and associated projects are a keystone for local community engagement and development, which will facilitate consultation with a diverse range of voices and perspectives that can play a practical role in helping to shape the three strategic objectives of Pride in Place Programme: Stronger Communities, Thriving Neighbourhoods and Taking back Control and deliver change.

This will be achieved by:

- Using local knowledge (including RMBC Neighbourhoods Teams) to identify engagement opportunities and underrepresented groups

- Exploring and utilising alternative ways of consultation
- Emphasising the Pride in Place Programme community led approach to foster a sense of local ownership and involvement
- Encouraging local residents to take an active role in decision-making to build trust and empower the community

### Methods of Consultation

The [Place Standard Tool](#) will be used as a means of consultation to capture perceptions across 14 topics, which will build on the baseline data captured as part of the Pride in Place Programme.

The community consultation will be led by RMBC's Neighbourhoods Team and the commissioned VCS organisation with consideration given to the following methods, to ensure multiple ways to participate are available:

- Pop-Up stalls – In libraries, at local community events, faith/cultural venues, community centres and other areas of high footfall
- Targeted focus groups with an option to provide incentives for people to attend (e.g. shopping vouchers)
- Meeting people where they live and gather and feel more comfortable, e.g. schools, existing groups and clubs
- Online questionnaire - ensuring that stakeholders not directly targeted can still provide their views and allows anonymity
- Community workshops – To encourage collaboration and creative input
- Participatory mapping - marking issues or ideas on maps
- Advisory groups - represent sections of the community and provide regular input to help shape decisions and build long-term engagement and accountability
- Community toolkit – Provide an easy to use toolkit for community groups and residents to utilise to provide tangible feedback
- School Councils and Young People's organisations –offering opportunities for voluntary consultation experience to ensure their perspectives are actively captured

### Key Considerations

- Be aware of local issues, priorities, and sensitivities
- Ensure accessibility for all (language, mobility, digital access)
- Tailor methods to suit different groups (e.g., young people, elderly, minority communities)
- Host engagement events at various times throughout the day for working people to participate
- Share information in clear, jargon-free language
- Create safe spaces for people to express their views
- Allow enough time for meaningful conversations and engagement
- Acknowledge that conversations will flow organically – let people direct the course of the conversation
- Acknowledge and validate diverse perspectives
- Avoid dominating the conversation—facilitate, don't dictate!

### Consultation Outcomes

- Gather qualitative and quantitative insights and data from stakeholders and local communities to shape the development of the Regeneration Plan
- Be clear and transparent and provide an evidence trail on why particular projects have been prioritised
- Report back to the community on how their input influenced decisions – demonstrate how they have been listened to
- Continue engagement beyond the consultation phase
- Build long-term relationships for future collaboration

### Indicative Timeline

- Board approval – June '26
- RMBC Neighbourhoods led engagement activity (community events) – from June '26 (see below)
- Commission VCS organisation – June '26 (see suggested scope below)
- VCS led engagement activity – From July '26
- Results presented to Board – September '26
- Regeneration Plan development – Autumn '26
- Submission to MHCLG – Winter '26

## RMBC Neighbourhoods Team led engagement activity – Community Events

Date	Event	Time	Location	Ward	Lead Organiser/Organisation	Contact number/Email	Booking Info
<b>June</b>							
6	Community Festival	12-4pm	Manor Field (Joint Service Centre)	ME	Claire Moseley, Neighbourhoods, RMBC	<a href="mailto:claire.moseley@rotherham.gov.uk">claire.moseley@rotherham.gov.uk</a> 0782 4350779	Drop in
12 (TBC)	Silver Dollar - Dance	TBC	Wesley Centre	ME	Alison Ward - Flux Rotherham/ Claire Moseley - Neighbourhood Co-ordinator	<a href="mailto:alison.ward@fluxrotherham.org.uk">alison.ward@fluxrotherham.org.uk</a>	Book
19	Dark Nights – Youth Night	5-7pm	Edward Dunn	ME	Neighbourhoods/Flux Rotherham	Claire.moseley@rotherham.gov.uk	Drop in
<b>July</b>							
12	Model Village Fun Day	12-4pm	Old Craggs School Site (Back of Queens Avenue)	ME	Model Village Community Group	<a href="mailto:maltbymodel@yahoo.com">maltbymodel@yahoo.com</a>	Drop in
25	Maltby Show	TBC	Manor Field (Joint Service Centre)	ME	Maltby Town Council	Clerk Maltby TC <a href="mailto:clerk@maltbytowncouncil.co.uk">clerk@maltbytowncouncil.co.uk</a> 01709 814060	Drop in
28	Build and Play	TBC	TBC		Flux Rotherham	<a href="mailto:alison.ward@fluxrotherham.org.uk">alison.ward@fluxrotherham.org.uk</a>	Drop in
30	Build and Play	TBC	TBC			<a href="mailto:alison.ward@fluxrotherham.org.uk">alison.ward@fluxrotherham.org.uk</a>	Drop in

August							
12	Maltby By The Sea	TBC	Stepping Stones – Family Hub	ME	Early Help, RMBC	01709 914569 <a href="mailto:earlyhelpsouth@rotherham.gov.uk">earlyhelpsouth@rotherham.gov.uk</a> <a href="#">(2) Facebook</a>	Drop in
18	Build and Play	TBC	TBC		Flux Rotherham	<a href="mailto:alison.ward@fluxrotherham.org.uk">alison.ward@fluxrotherham.org.uk</a>	Drop in
20	Build and Play	TBC	TBC		Flux Rotherham	<a href="mailto:alison.ward@fluxrotherham.org.uk">alison.ward@fluxrotherham.org.uk</a>	Drop in
21	Maltby Uplift	TBC	Manor Fields (Joint Service Centre)	ME	RMBC Events and Neighbourhoos	TBC	Drop in

## **Maltby Pride in Place - Community Consultation Scope of Works**

RMBC will facilitate, on behalf of the Maltby PiP Neighbourhoods Board, a consultation partnership with a trusted VCS infrastructure organisation to enable expert reach across the community.

Within this commission the following could be included in the scope of works:

- Work with local VCS organisations to deliver a range of interactive consultation techniques to enable a diverse, comprehensive voice.
- Targeting specific communities of place, identity, interest and demographic to gather quantifiable data, including dedicated sessions for children and young people
- Recruit and train community researchers from local VCS organisations to facilitate group consultations in their own neighbourhoods and communities. This approach builds on trusted relationships and enables a robust feedback loop. Community researchers could be brought together for facilitated sessions to 'deep dive' into the responses and develop potential solutions.
- A final report to feed into and complement other engagement activity