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**LEGACY CONSULTANTS**

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**CONSULTANCY, TRAINING &  
DIVERSE STAKEHOLDER  
ENGAGEMENT**

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**POWERED BY**



# WHAT IS LEGACY CLUB?

## COLLABORATE, CREATE, ENGAGE

Legacy Club is a collaboration partnership, of companies and organisations, that have a mutual interest in improving their BAME stakeholder engagement, with a specialism and focus around engaging within the Black African and Caribbean community.


This will be primarily achieved by our street team, that represent Legacy Club Partners 365 days a year by running campaigns to promote and share our partners' opportunities, offers, jobs, new relevant projects, products and services or general information.

We will also conduct regular community engagement activities as well as community consultation and field research as and when partners need data or information. If required, we can integrate members' employees into ours to support direction the ground.

For example, Andy Street, the Mayor of the West Midlands, accompanied our street team during a primary campaign on behalf of the West Midlands Combined Authority, to help promote jobs & opportunities to young people in the West Midlands.



(See picture above: when we were running a campaign, our team can interact with your team - see Andy Street pictured above)



## ***We are collaborative, honest, supportive and innovative***

- ✓ **Collaborative** because we promote working together and sharing resources, ideas and information
- ✓ **Honest** because we believe in working in an open & transparent environment, honest and authentic about where we are, how we are feeling and the impact we are having
- ✓ **Supportive** because we value co production working together and supporting our partners to that allows our members to feel safe and heard.
- ✓ **Innovative** because we are not afraid to try new things to ensure that we are cutting edge and ahead of the trends.

### **Who is Involved?**

**Partners** - Companies and organisations that have signed up to the Legacy Club through Legacy Consultants i.e West Midlands Combined Authority

**Members** - Community, we are seeking to engage, i.e. young people 16+, adults from the Black African and Caribbean community

### **How does it work?**

The partners of the Legacy Club will have access to a dedicated street team, that can cover the whole of the West Midlands. Where the street team are not physically on the streets, we will be doing outreach & engagement online, across our different social media platforms like LinkedIn, Instagram, Twitter, Facebook and TikTok.

# LEGACY CLUB BENEFITS

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What are the benefits of being a partner of the Legacy Club?

- Full access to the Street Team
- 30 days' worth of priority engagement activity for what the street team are promoting, as well as 11 months of engagement
- Targeted community engagement on behalf of your brand and company with a full report of interactions and findings
- You will receive quarterly community pulse check reports which will give you insights of findings from BAME communities. This will inform your company on thoughts and feelings on the ground and will help you improve your social value reporting
- Access to quarterly partners meetings that we call our 'Legacy Roundtables', where we share learning and best practice between the partners as well as providing you with opportunity to input in shaping and targeting the activity of the community engagement teams
- Legacy Club partners have the ability to set the strategic direction of the Legacy Club and identify key issues to address, new training to develop, new opportunities and content to share with our members and ensure the good governance of the Legacy.
- Our Partners will receive exclusive discounts and priority access to a range of benefits, including bespoke training workshops, opportunities to directly access the membership, real opportunities to collaborate and innovate alongside some of the key companies in the partnership and invites to specialist Legacy Club events and Networking opportunities.

## LEGACY CLUB ROUNDTABLES

Since 2018 we have hosted 3 Legacy Club round tables with a range of our partners that many have found very useful to sharing good practice, problem solving together and improving collaboration. All of this is routed in how we can work smarter rather than harder and collaborate more effectively.

### Previous attendees of our Legacy Club Round Tables:



- Improve & empower citizens by allowing our members to feel more a part of society.
- Changing the future of the next generation by leaving a positive, sustainable, measurable and better legacy for the next generation.
- Reduce levels of crime by giving younger people more access and awareness of positive opportunities & activities that they might not get exposed to because of their circles and environment.
- It will make the community stronger & more resilient.
- Spending with a local SME that employs local people, which helps and supports the growth of business based within the community.

## LEGACY CLUB SOCIAL BENEFITS

### What are the social value benefits to the community of the Legacy Club?

- Get FREE & better access to opportunities, information and resources that wouldn't normally be accessible.
- Access to opportunities that develop new skills and gain meaningful employment.
- Reduce unemployment by increasing employment via the jobs & opportunities we promote.
- Improve social mobility.
- Improve wellbeing and the sense of hope & purpose.



# LEGACY CLUB ENGAGEMENT

## What does our engagement look like?

We will pair the use of digital media together with face-to-face street engagement to create an effective and innovative method of engaging people from BAME communities and we can target specific communities or age groups as required.

## Face to Face

The benefits of using our street team, is the power of face-to-face engagement and word of mouth.

This is all subject to local and national Covid-19 restrictions. When we utilise the street team, we are able to simplify, amplify and culturally communicate your offer, product or service to stakeholders in a real and authentic way.

We can go on the ground for you and distil the information you want to share into the local communities in a way which they will understand and relate to. The street team are relatable role models who know and understand the communities we are engaging on your behalf, trained to the highest standard and taken through the relevant and necessary DBS checks. Our street team are culturally relevant and highly qualified to engage the local community.

## Branded Face to Face Street outreach

Research suggests that young people in particular are aware of brand values and often buy into their products because it aligns with their own values system. This is why the co-branded face to face outreach is as important as the social media and digital platforms we utilise.

The primary brand will be that of the Legacy street team. Those who engage will regularly come into contact with the street team, social media platforms we utilise and also radio advertisements.

We will have a co-branded, uniformed street team, that will work under Legacy Club, but will feature logos from partners. The Street team will work on behalf of different campaigns, brands, companies and organisations.



## LEGACY CLUB OUTREACH INFORMATION PACKS

### Where will they be distributed?

Birmingham, Sandwell, schools, colleges, universities, takeaways, barbers, hairdressers, faith groups, community groups, youth groups, voluntary groups and specialist providers who engage with the target group.

The street team will also have a presence at specialist events, i.e. festivals, workshops, gigs, concerts and will also engage the those who engaged in the night time economy.

The street team will always carry out mapping exercise of locations to maximise engagement opportunities.

Delivering face to face outreach will show target groups that the brand is devoted to positive engagement. Having a strong brand on the street, gives confidence and brands will become familiar and friendly to all those who engage with it.

## LEGACY CLUB ONLINE ENGAGEMENT

### Generation z

Generation Z, colloquially known as Zoomers, is the demographic cohort succeeding Millennials and preceding Generation Alpha. Researchers and popular media use the mid-to-late 1990s as starting birth years and the early 2010s as ending birth years.

Most members of Generation Z are the children of Generation X and sometimes millennials.

We understand that the use of digital technology is a fundamental way of life for Generation Z who use smart phones, tablets and other devices, 95% of 13 to 22 year olds have a smart phone, over half of them use their phone for 5 hours per day and of that number 26% use their phone for 10 hours per day. 65 % are using their phones after midnight. They are completely immersed in mobile technology.

That is why whatever we do it is important that we use social media platforms targeted to the same generation online.

Understanding this new terrain is key to the way in which we engage with Generation Z and those within the communities.

We will pair the use of digital media together with face to face street engagement to create an effective and innovative method of engagement.

### Social Media

We will get your messages and opportunities out by utilising platforms

- Instagram
- Twitter
- Facebook
- YouTube
- Snap Chat
- WhatsApp
- Tik Tok

And using local community radio via adverts and interviews with radio show hosts.

# Primary Partner Investment

Includes everything listed and will also benefit from having 30 days worth of priority engagement activity for what the street team are promoting using your branding as the headline and main feature of those 30 days that you choose, as well as 11 months of engagement.

There will be twelve 30-day slots available per year.

You have the exclusive opportunity if you would like to participate in the strategy and governance of the Legacy Club.

When you invest with us you will receive exclusive Legacy gifts, priority booking on our training, assigned an account manager, selective reporting preferences to customize your data in just the way you like.

## Investment includes:

### ADMINISTRATION

#### STREET TEAM

- Full access to the street team
- 30 days' worth of priority engagement activity for what the street team are promoting as well as 11 months of engagement.
- Targeted community engagement with full report of interactions and findings
- Quarterly community pulse check reports
- Access to quarterly Legacy Roundtable partners meetings

VIEWS

#### ONLINE OUTREACH AND PROMOTION

- Creating an online buzz alongside the street outreach
- We will get your messages and opportunities out by utilising platforms such as Instagram, Twitter, Facebook, Youtube, Snap Chat, WhatsApp
- Sending emails with relevant attachments to our network

#### STRATEGIC DEVELOPMENT

- Manage & host the Legacy Club Roundtables on a quarterly basis.
- Co-production of any new ideas
- Informal touch points to check in via telephone calls

TOTAL

£20,000



## THE WHY BEHIND THE LEGACY CLUB

The why behind the Legacy Club is so important.

It was born out of a need for Founders, Nathan & Sabrina Dennis, to work more effectively with key companies & organisations that have a need to engage with BAME communities more effectively.

We are having many conversations with companies that want to improve their internal & external BAME stakeholder engagement, but we wanted to bring everyone we are talking to & working with into the same room to be able to collaborate and support each other with innovative solutions.

To ultimately improve the future of BAME communities across the UK, we want to directly impact the social mobility for BAME communities by creating better access to information and opportunities.



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Email us at [info@fclegacy.co.uk](mailto:info@fclegacy.co.uk)



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