

1 Background

This document sets out a clear communications and engagement plan to support the Grenfell Memory Project consultation. It is intended for inclusion as an appendix to the main consultation document

2 Communications Objectives

- **Provide clear, accessible information**

Ensure North Kensington and Grenfell communities understand what the Grenfell Memory Project is, what is being proposed, what is *not* being decided through this consultation, and how decisions will ultimately be made.

- **Enable informed and meaningful participation**

Support people to take part in ways that feel safe, respectful, and appropriate for them, with enough information and time to consider the proposals and share thoughtful feedback.

- **Demonstrate that lived experience and views matter**

Show clearly that the views of Grenfell families, survivors, and the wider community are central to the process, and that feedback will directly inform final recommendations and decisions.

- **Build and maintain trust through transparency and accountability**

Communicate openly about the purpose of the consultation, how feedback will be captured and used, and what will happen after the consultation closes.

- **Use trauma-informed, respectful communication**

Ensure all communications acknowledge the sensitivity of Grenfell-related issues, avoid technical or bureaucratic language, and are delivered with care, empathy, and respect.

2.1 Key Messages (for Grenfell Families and Community Members)

About the Grenfell Memory Project

- The Grenfell Memory Project is about how the Grenfell tragedy is remembered, honoured, and understood now and in the future.

- It aims to reflect the experiences, voices, and wishes of those most affected, while ensuring the memory of Grenfell is treated with dignity, respect, and care.

About This Consultation

- This consultation is an opportunity for you to share your views on the Grenfell Memory Project proposals — including what you support, what concerns you, and what you think could be improved.
- Your feedback will help shape the final approach and inform decisions; this is not a tick box exercise.-.
- You do not need to agree with the proposals to take part — critical and challenging views are welcome and important.

What Is Being Asked

- We are asking for your views on the strengths and weaknesses of the proposals.
- We want to understand what feels right, what does not, and what may be missing from your perspective.
- There are different ways to take part so you can choose what feels most comfortable for you.

How Feedback Will Be Used

- All feedback will be recorded, reviewed carefully, and considered alongside other evidence and expertise.
- We will be clear about how feedback has influenced decisions and explain where suggestions cannot be taken forward and why.
- An independent agency will analyse the feedback received and produce a post consultation report.

Respect, Care, and Choice

- We recognise that engaging with anything related to Grenfell can be painful and emotional.
- You can take part as much or as little as you wish, and you can step back at any time.
- Support and signposting will be available for those who need it.

Commitment to Openness and Trust

- This consultation will be run in an open, honest, and accountable way.
- We are committed to listening with respect, even where views differ.
- Building and maintaining trust with Grenfell families and the community is central to this process.

2.2 Key Messages for Community Leaders, local Politicians and Trusted Gatekeepers

Your Role in This Consultation

- You are a trusted voice for individuals, families and members of the community who have been affected by Grenfell, and your role in sharing accurate information about this consultation is vital.
- We are asking for your help to encourage people to take part in ways that feel right for them

Why This Consultation Matters

- The Grenfell Memory Project concerns how Grenfell is remembered and the lives lost are honoured, which is deeply important to those most affected.
- This consultation is a genuine opportunity for Grenfell families, survivors, and community members to influence proposals before decisions are finalised.

What We Ask of You

- Help ensure your constituents and networks are aware of the consultation and understand how they can take part.
- Share clear, factual information about the purpose of the consultation, the different ways to give feedback, and the timeframes involved.
- Reassure people that all views — supportive, critical, or uncertain — are valid and welcome.

Reassurance to Share with Your Communities

- This is not a symbolic or predetermined exercise; feedback will be carefully considered and will inform final decisions.

- Participation is voluntary, flexible, and designed to be trauma-informed and respectful.
- People can choose how much or how little they engage, and they can step back at any time.

Commitment to Transparency and Accountability

- We will be open about how feedback is gathered, analysed, and reflected in outcomes.
- We will share a clear summary of what we heard and explain how community input has influenced decisions.
- We welcome questions and ongoing dialogue with community representatives throughout the consultation process.

3 Communications Assets to Support the Consultation

The following assets support awareness, understanding, and participation in the Grenfell Memory Project consultation. They will be delivered in a coordinated, phased way, with clear signposting between assets and consistent messaging throughout.

3.1 Core Information and Consultation Materials

- **Homepage news item** on the LFB website, prominently linking to the dedicated Grenfell Memory Project section.
- **Dedicated Grenfell Memory Project web section** hosting all consultation materials, updates, FAQs, and contact details in one place.
- **Main consultation information document**, clearly setting out the proposals, context, what is being consulted on, and how feedback will be used.
- **Consultation questionnaire** available in multiple formats:
 - Online (accessible and mobile friendly)
 - Downloadable PDF
 - Standalone printed version for offline completion
- **Summary version** of the consultation document (plain English).
- **Easy Read version** of the consultation document.

3.2 Accessible and Inclusive Formats

- **Alternative formats**, including:
 - Translations in key community languages – Albanian, Arabic, Bengali, Cantonese, Dari, Farsi, French, Italian, Serbian, Somali, Tagalog, Tigrinya
Turkish
 - Large Print versions
 - Audio version (spoken explanation of the proposals and how to respond)
 - BSL support at sessions on request
- **Clear guidance** on how to request additional formats or support.

3.3 Video and Visual Content

- **Short video clips** explaining:
 - What the Grenfell Memory Project is
 - What the consultation is about
 - What is being proposed
 - How to take part and why participation matters
- Videos should be captioned, available in multiple languages where possible, and designed to be shareable via social media and WhatsApp.

3.4 Evidence and Transparency Materials

- **Independent pre-consultation engagement report**, published in full.
- **Summary version** of the pre-consultation engagement report, highlighting key themes and how they informed the proposals.
- **Equality Impact Assessment**

3.5 Direct Outreach Materials

- **Letters to ADR Claimants, close families, survivors, relatives, and local residents**, written in a sensitive, trauma-informed tone and clearly explaining how to take part.
- **Letters and briefing materials for gatekeeper organisations**, including community and faith leaders, local politicians, and trusted organisations, with clear asks and key messages.

3.6 On the Ground and Community Based Assets

- **Display materials**, including posters and pop-up banners, for use at community venues, events, and consultation sessions.
- **Leaflet** summarising the proposals and consultation details.
- **Flyer** as a clear, visually engaging invitation to consultation events and opportunities to participate.
- **Postcards** with a simple call to action and signposting to where people can find more information or take part.

3.7 Digital and Partner Channels

- **Social media and WhatsApp messages** with clear calls to action, designed for easy sharing by partners and community leaders.
- **Email signature banner** for use by LFB staff and partner organisations during the consultation period.
- **Articles or blog posts** for LFB and partner newsletters, reinforcing key messages and encouraging participation.

3.8 Additional Assets

- **Frequently Asked Questions (FAQ) document**, responding to common concerns and misconceptions.
- **Community briefing pack** (one pager) for gatekeepers, summarising the consultation, key messages, and how to encourage participation.
- **Timeline graphic** showing consultation stages, deadlines, and next steps.
- **“What happens next” explainer**, published towards the end of the consultation to manage expectations and reinforce trust.
- **Feedback acknowledgement message**, thanking participants and explaining next steps once the consultation closes.

These assets will be reviewed regularly throughout the consultation to ensure they remain accurate, responsive, and aligned with community feedback.

4 Our target audiences

For avoidance of doubt, when we refer throughout this document to "North Kensington and/or the Grenfell communities" and people who are beneficiaries of the Grenfell Memory Project, this covers:

- Close family members of the deceased (*refers to the following relatives of those who lost their lives in the Grenfell Tower tragedy - spouse or partner; parent; child; siblings; Grandparents; Grandchild: family nominated relative*)
- Other bereaved family members, survivors and residents who live in the immediate vicinity (i.e. 500m of the Grenfell Tower)
- People who lived in the Grenfell Tower at the time of the fire who may have since relocated outside the North Kensington
- Residents of North Kensington at the time of delivery (i.e. namely within the wards of Colville, Notting Dale and Golborne)
- ADR Claimants (who may or may not) fall into the groups above

The Grenfell Tower fire had a profound and traumatic impact on bereaved families, survivors, local residents, and the wider North Kensington community. Despite the passage of time, its effects continue to be felt — not only by those directly affected, but also by new residents and others who have moved into the area since the tragedy.

5 Communications and Engagement activities

We will work collaboratively with our public sector partners – the Greater London Authority, Ministry of Housing Communities and Local Government (MHCLG) and the Royal Borough of Kensington and Chelsea - to reach individuals and groups in North Kensington and from the Grenfell communities.

| Target audience | How we will communicate with them | How people can participate in Consultation |
|--|---|--|
| <p>Individuals and groups impacted by Grenfell</p> <ul style="list-style-type: none"> ▪ Close family of the deceased, ▪ Survivors ▪ Residents, community members ▪ Friends and family | <ul style="list-style-type: none"> ▪ Information on dedicated section on LFB website ▪ Letters via claimant solicitors ▪ Emails via RBKC Dedicated services ▪ Personalised email via LFB contact lists ▪ Information / Publicity to Grenfell support groups ▪ Email & Information via community leaders, local councillors, Resident Associations, faith and community/ voluntary groups ▪ Information cascaded through North Kensington Engagement Forum ▪ Liaison with schools near Grenfell ▪ LFB social media channels ▪ Explore potential of publicity via Grenfell influencers (social media) | <ul style="list-style-type: none"> ▪ Completing Consultation questionnaire (in print, online) ▪ Attending schedule of publicised events (separate for close family members, survivors and residents) ▪ Weekly “drop in” sessions in the community ▪ Inviting consultation team to attend existing group meetings ▪ Taking part in North Kensington summer events/ activities organised by RBKC, community ▪ Contacting Consultation team by email, text, phone or in writing via FREEPOST ▪ Take part in targeted focus groups e.g. with young people, women’s sessions |

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|---|--|--|
| | <ul style="list-style-type: none"> ▪ Pop up Banners at events ▪ Information in alternative formats (translations, video, audio) ▪ Word of mouth | <ul style="list-style-type: none"> ▪ Become a Peer researcher (targeted at young people and possibly people with English as a second language) |
| Local Politicians (MP, local councillors) | <ul style="list-style-type: none"> ▪ Information on dedicated section on LFB website ▪ Letter/ email at regular milestones ▪ Posters and leaflets for display in surgeries ▪ Ad hoc briefings (as required) ▪ Provide article for inclusion in their communications with constituents ▪ Consultation publicity materials available in key community venues | <ul style="list-style-type: none"> ▪ Completing consultation questionnaire ▪ Providing feedback during briefing ▪ Attending community events ▪ Contacting team by email, text, phone or writing via FREEPOST ▪ Promoting consultation via social media accounts |
| Schools, colleges and Saturday schools | <ul style="list-style-type: none"> ▪ Information on dedicated section on LFB website ▪ Emails at regular milestones ▪ Posters and leaflets for display ▪ Meetings with Headteacher/s and Saturday school lead ▪ Word of mouth | <ul style="list-style-type: none"> ▪ Completing Consultation questionnaire (in print, online) ▪ Explore possible Assembly (Saturday school) – explore dedicated Parents session |
| Internal stakeholders (LFB FRS and fire fighter colleagues) | <ul style="list-style-type: none"> ▪ Information on dedicated section on LFB website ▪ Posters and information on display in North Kensington and Kensington fire stations | <ul style="list-style-type: none"> ▪ Completing consultation questionnaire (online /in print) ▪ Providing feedback during meetings |

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|----------------------------------|---|--|
| | <ul style="list-style-type: none"> ▪ Cascade information via LFB Internal communications channels | <ul style="list-style-type: none"> ▪ Fire stations (North Kensington & Kensington) to support consultation team |
| ADR Claimant solicitors | <ul style="list-style-type: none"> ▪ Emails at regular milestones with links to information on dedicated Grenfell Memory Project section on LFB website | Not applicable Team to liaise solicitors to encourage participation among their clients |
| Mediators / Defendant solicitors | <ul style="list-style-type: none"> ▪ Email sharing links to Information on dedicated section on LFB website ▪ Attendance (with legal team) at regular RJ Mediators and Defendant solicitors' meetings | Not applicable |
| Fire fighters Union | <ul style="list-style-type: none"> ▪ Share information at key milestones via Preparedness and Response team | Not applicable |
| Trade Press | <ul style="list-style-type: none"> ▪ Press release at key milestones ▪ Explore potential of one article/blog in relevant publication during the course of the Consultation | Not applicable |

6 Public Consultation engagement plan timeline (summary)

12-week consultation engagement plan (high - level) timeline

| Activity | week -1 | week 1 | week 2 | week 3 | week 4 | week 5 | week 6 | week 7 | week 8 | week 9 | week 10 | week 11 | week 12 | week 13 |
|---|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|
| Designed Consultation document and supporting collateral complete | █ | | | | | | | █ | | | | | | |
| Website information (including videos) uploaded and updated regularly | █ | | | | | | | █ | | | | | | |
| Translations and alternative formats complete | █ | | | | | | | █ | | | | | | |
| Consultation launch news release, social media and on-going cascade | | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | |
| on-going communications (pro-active and reactive) | | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | |
| Letters/email to gatekeepers | █ | | | █ | | | █ | █ | | █ | | █ | | |
| Letters/email to LFB contact list | █ | | | █ | | | █ | █ | | █ | | █ | | |

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| Distribution of consultation collateral | | | | | | | | | | | | | | |
| Drop in outreach sessions | | | | | | | | | | | | | | |
| community events (including separate sessions for close family of deceased and survivors/community) | | | | | | | | | | | | | | |
| CONSULTATION MID-POINT REVIEW | | | | | | | | | | | | | | |
| Adjustments to comms and engagement activity | | | | | | | | | | | | | | |
| Consultation closes | | | | | | | | | | | | | | |
| Thank you email to participants and Gate keeper organisations with next steps | | | | | | | | | | | | | | |

7 Complaints, Queries, and Information requests

There will be a daily monitoring of the social feed and consultation responses to ensure responsive action can be taken as required. The dedicated consultation email and contact details will be included on all consultation materials so that people have an

accessible, standard way to contact the Consultation team. All communications will be directed to the central consultation email inbox to enable the team to respond to queries and requests efficiently. The Grenfell lead who has existing relationships with some family members of the deceased, survivors and residents will forward enquiries to the dedicated email inbox as required.

8 On-going monitoring and mid-point review

This consultation and engagement strategy will be monitored on an on-going basis by an internal cross team group on a regular basis to ensure that activities outlined gain maximum reach. The consultation team will continue to update and report progress of the consultation to the Communications leadership team (CLT) and the Commissioner (and his team) at the existing monthly meetings.

The team will undertake an internal mid-point review within the consultation period to identify any issues arising that will require responsive actions for the remaining consultation period. The mid-point review will be conducted around the 7th week of consultation and will report and feedback the progress of the consultation to senior colleagues