ENGAGEMENT STRATEGY 2015-2016

Approved by the Assembly Commission on 22 October, 2014

(For Review on 22 October, 2015)

Contents

1 Introduction and background

The Assembly's first Engagement Strategy covered the period from 2009 to 2013. The majority of the recommendations and initiatives in that Strategy were implemented. For those that were not, the principal reasons are either due to the demand for financial efficiencies required by the Comprehensive Spending Review or the objective has been met by other means. At its June 2013 meeting, the Assembly Commission approved a proposal to develop a new Engagement Strategy.

The next Assembly Election is on 5 May 2016. This Strategy will guide the Assembly's engagement activities until a new Assembly Commission takes over.

In order to develop a Strategy that will be successful in achieving its objectives, it should be reflective of the entire organisation and led by the Assembly Commission. It will also support Member and Committee led engagement.

Legislatures are increasingly faced with the challenge of engaging with the public on the assumption that it will lead to greater understanding of, and enhance trust in, political institutions.

While this remains an important objective, other factors, outside our control, can have a major impact on the likelihood of achieving that. Therefore, this Strategy focusses on assembly/ parliamentary engagement activity and highlights that this is only part of wider political engagement and that parliamentary engagement activity cannot and should not be used in isolation as a measure of success or otherwise.

This Strategy details how the Northern Ireland Assembly Commission will consolidate and improve its engagement with stakeholders. It will take account of existing outreach and wider engagement activities with a view to consolidation, cohesion and value for money, develop strategic partnerships in priority areas, seek the views of stakeholders and consider best practice in other legislatures and support Members where appropriate in their own engagement efforts.

In order to be able to develop a forward looking strategy, it is firstly important to place the Assembly's existing engagement in context.

There are currently Assembly resources directly involved in engagement activity; others are indirectly involved. The majority of the staff working directly on Engagement and related activities are the 18 members of staff in the Communications, Outreach

and Education and Events teams. Primarily responsible for media relations, corporate communications, web and social media, community, parliamentary and business outreach and external relations, the total annual cost of this activity including salaries is approximately £1.5 million. This also takes into account a percentage cost of salaries of colleagues indirectly involved in Engagement activity

Equality

The Assembly Commission's Equality Scheme outlines how we propose to fulfil our statutory duties under Section 75 of the Northern Ireland Act (1998). Within our Equality Scheme, the Commission gave a commitment to equality screen all new and revised policies in order to identify the impact the policy may have on any of the nine Section 75 groups i.e. people of different religious belief; people of different political opinion; people of different racial groups; people of different ages; people of different marital status; people of different sexual orientation; men and women generally; people with a disability and without; people with dependents and without.

If a policy is found to significantly impact on any of the groups, then the Commission will carry out an Equality Impact Assessment (EQIA). To ensure that this Strategy is reflective of the needs of stakeholders, an Equality Impact Assessment will be carried out and this process started in July 2014.

Mervyn Storey MLA , Chairperson of the Assembly Committee for Education and David Alderdice, Director of the British Council NI celebrating the British Council's 'World in your classroom' event in May 2014 (Photo by Pacemaker Press)

Engagement Outputs

The impact of our existing engagement activity can be demonstrated quantitatively by way of number of participants in our education programme, community, business and parliamentary outreach programmes, web users, social media followers, visitor numbers to Parliament Buildings, the degree of media coverage, number of participants in community, business and parliamentary outreach programmes and number of event delegates.

In the 2013-2014 year:

- 17,318 children and young people took part in the Education programme

- 17,000 Twitter followers and 2,000 Facebook followers

- 846,000 web users and three million page views

- More than 35,000 pages of web content and growing by 5,000 pages per year.

- Created individual Committee YouTube channels

- Developed a Soundcloud account to archive audio recordings of committee meetings and host other interviews

- Nearly 11,000 people watched or listened to interviews and videos

- Created Google+ and Instagram profiles

- Generated 175 pieces of coverage across print, broadcast and online media

- Handled 144 media enquiries

- Assembly Community Connect (ACC) organised/participated in 52 events engaging with more than 9,000 people

- Northern Ireland Assembly and Business Trust (NIABT) organised/participated in 24 events engaging with more than 1,100 people

- We hosted 91 parliamentary and other delegations from all over the world

Deputy Speaker, John Dallat MLA, welcomes the Lithuanian Ambassador, HE Mrs Asta Skaisgiryte Liauskiene

2   Research

In the last decade, parliaments around the world have followed contradictory paths; on the one hand the value of parliamentarianism has expanded considerably, on the other, parliaments have become the public face of political disengagement.

While the value of parliamentarianism has been reinforced, the scepticism towards legislatures has in fact increased. Also, while trust in parliaments has steadily declined, these institutions have never been more active in developing mechanisms to engage with the public[1].

The Life and Times survey contains questions that address people's perceptions of the effectiveness of the Assembly and the Assembly itself commissioned a Public Attitude Survey in 2009.

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[1] Cristina Leston-Bandeira, *Studying the Relationship between Parliament and Citizens,* The Journal of Legislative Studies, 18: 3-4

Public Attitudes Survey

This 2009 survey carried out on behalf of the Assembly showed that 38% of respondents were either fairly or very interested in the Assembly. A quarter (25%) felt they knew a fair amount or a great deal about the Assembly, while 11% said they knew a fair amount or a great deal about Assembly committees. Only 1 in 6 (17%) of respondents were able to correctly recall the number of MLAs.

Life and Times Surveys

The Life and Times Survey has asked a series of questions relating to people's knowledge and interest in the Northern Ireland Assembly. Of the questions that are regularly asked in their surveys, two address the perceived effectiveness of the Assembly as an institution. The results are reproduced below.

From what you have seen and heard so far, do you think that having a Northern Ireland Assembly is giving ordinary people…	2012 %	2010 %	2009 %	2008 %	2007 %
more say in how Northern Ireland is governed	31	33	34	27	50
less say	6	7	7	9	5
or, is it making no difference	52	57	57	61	40
Don't know	12	4	2	3	5
Overall, do you think that the Northern Ireland Assembly has achieved…					
A lot	14	13	10	7	17
A little	53	52	54	49	48
Nothing at all	21	17	17	23	8
Too early to tell	1	*15*	*18*	*18*	*26*
Don't know	12	3	1	3	2

While any and all research is important in terms of providing context and an external view of the Assembly's work, it is important to remember that people's views of politics and political institutions can be swayed by current issues, crises and the actions of individual political parties and/or politicians and therefore cannot always be taken as an accurate reflection of parliamentary engagement designed to make the Assembly accessible, understandable and open to citizens.

3   Vision and Aims

The vision of this strategy is to make a significant contribution to how the Assembly Commission will achieve its wider corporate vision to ensure that the Assembly and its work are accessible to all and communicated widely.

This Strategy will help to achieve the Assembly Commission's three corporate aims to:

- *Provide outstanding parliamentary services* by -
Using new and emerging digital and other technology and initiatives to ensure that information on Assembly business is available in a timely way and in a range of appropriate formats that meet the needs of stakeholders.

- *Influence, enable and deliver change* by -
Developing partnerships to increase and enhance education, business, community and parliamentary outreach programmes to help stakeholders understand, engage and participate in the democratic process.

- *Be an efficient and progressive organisation* by -
Seeking to continuously deliver value for money programmes, review and improve our services and make the Assembly accessible to all.

Speaker of the NI Assembly, William Hay MLA pictured with Minister Arlene Foster and representatives of the NI Pensioners Parliament (Photo by Press Eye)

4   Strategic Partners

Ultimately, all citizens form the audience for this strategy but broad-based, generic activity aimed at "the public" is unlikely to succeed. While it is important that the Assembly works to be accessible to everyone, it is also important to break down audiences into groups/sectors/types and tailor engagement to suit the audience.

In addition, in times of austerity, it is important to work closely with organisations that can help us to deliver our objectives and add value to our work, while not duplicating our or others' efforts.

We will increase participation in education, community, business and parliamentary outreach initiatives and corporate events by identifying and developing partnerships with individuals and organisations in the public, private and community and voluntary sectors that have the capacity and experience to reach a wider and more diverse range of groups than the Assembly can do alone. We will work in partnership with these groups to create new programmes and events that meet the needs of their users.

We will work closely with tourism organisations and event organisers to ensure that where appropriate, the Assembly can be and is involved in early planning discussions for major events and initiatives for which Parliament Buildings (and the wider Stormont Estate where appropriate) can be made available as venues and/or hosts.

Members of the Assembly Committee for Social Development pictured on a visit to the MAC
in Belfast's Cathedral Quarter (Photo by Press Eye)

5　Objectives

This strategy proposes that the Assembly Commission will focus on achieving three key engagement objectives (detailed below). This activity covers current activity and new initiatives planned for 2014-2016.

1　To use traditional, social and emerging digital media to raise awareness, understanding and participation with the Assembly, its Members, Committees and the wider democratic process.

Providing information to stakeholders in an appropriate and timely way is key to this strategy. How people receive information is changing; the pace of change is rapid.

The Assembly is currently developing a Digital First Strategy. Digital First refers to the process of creating information or content digitally in the first instance, followed by distribution via appropriate platforms e.g. websites, mobile devices, paper. It does not mean 'web-first' or 'web-only' given the proliferation of mobile devices such as smartphones and tablet computers.

It is not the end of printing altogether; rather it is a 'platform free' mind-set and all-inclusive approach to content production. When planning the communication of information we will therefore continue to consider all forms of content e.g. video, audio, photo, interactive features etc. All content will continue to be equally well-produced and then pushed through appropriate platforms i.e. web / mobile first and paper later if necessary.

While the Engagement Strategy details a much wider framework for public engagement, both strategies naturally dovetail in instances where new forms of digital engagement are designed to increase public participation with the Assembly.

Although the website has been redeveloped and is cosmetically improved, the functionality and content of the website will be improved. We will work to improve the visitor journey through the site and maximise the opportunities available through the Assembly Information Management System (AIMS) portal and its planned development.

The Assembly Commission has developed a draft Language Policy and Guidance which refers to the fact that in addition to English, many other languages are used in Northern Ireland, including indigenous minority languages, minority ethnic languages and British and Irish sign language. The Commission has a number of statutory and other obligations to consider when dealing with requests for or access to information in languages other than English.

The Education website will be translated into Irish and we will review the main Assembly website to ensure that key documents like information leaflets are updated and available in other languages. We will seek to provide information in other formats and languages where appropriate.

Principal Deputy Speaker, Mitchell McLaughlin MLA and Ministers Farry and Ford with members of the Black and Minority Ethnic (BME) Parliament
(Photo by Michael Cooper)

We will appoint and dedicate resources to lead a project to develop, re-use and maximise the existing website content. We will investigate new initiatives like a regular roundup that highlights key procedural business, visiting dignitaries and education groups, develop the FAQ section, look at an e-Zine, daily digest, higher quality images/video/audio, short videos for Instagram, links to audio boo and sound cloud.

We will investigate specialist training to develop skills in the areas of data mining, semantic analysis and search engine optimisation which will enable us to better understand how our data is being used.

The current media landscape is very different to that of the initial Engagement Strategy. There are fewer journalists in Northern Ireland overall and even fewer now based in or regularly attending Parliament Buildings for debates and Committee meetings. This places an onus on the Assembly to explore and use other ways to ensure information is made accessible to the media in the appropriate format.

While we will continue to support the wider media and journalists based in Parliament Buildings in particular with information by way of timely provision of procedural papers, press releases, personal interaction, a weekly media briefing and an efficient and professional media enquiry service, we will review our communications approach to focus on providing live and recorded audio, video and streamed information as well as training and support on the developed website and AIMS.

Assembly Broadcasting Team at work in the Great Hall, Parliament Buildings

We will also build relationships with and provide support for regional media outlets who find it particularly difficult to travel to Parliament Buildings, political and specialist correspondents, bloggers and political commentators. We will continue to support and

develop Committee engagement with the media through dedicated Communications Teams allocated to each Committee. We will produce informative articles to stimulate debate and discussion and increase individual social media presence where appropriate.

2   To build partnerships with relevant stakeholders to create and improve engagement opportunities with citizens and under-represented groups, build synergies and improve the effectiveness of our engagement.

Our existing education, community, business and parliamentary outreach activity will be extended to target key groups and those currently under-represented. This will be supported by high quality content that is available on the website.

We will continue to provide dedicated education rooms for schools equipped with state of the art technology to aid learning and encourage participation. We will run three seminars for primary and post primary schools every year so that teachers (as well as the young people they teach) have the information they need in order to be able to participate fully in the Education Programme. All content on the Education website will be translated into the Irish language.

The current Education programme will be developed to increase the level of outreach and involvement of schools including those not in formal education. We will continue to seek new/ develop existing strategies to advise, supplement, support and promote aims and initiatives with colleagues in Education/Outreach /Events.

We will continue to pursue the concept of developing a Youth Assembly by proactively identifying and lobbying funding and delivery partners within the NI Executive and other relevant bodies like the British Council and the Irish Department for Foreign Affairs. We will also work with others to consider learning from and innovative approaches to youth engagement at local government level in Northern Ireland and in other legislatures.

There are existing projects in place to raise awareness about the Assembly in all sectors, particularly the Community and Voluntary Sector. Rather than duplicate this work, we will concentrate our efforts on identifying and developing mutually effective partnerships so that we are targeting resources effectively and maximising the opportunities to reach those we need to in order to create and build awareness about

the work of the Assembly and give participants the information and confidence to engage at the desired level.

The Speaker of the NI Assembly, William Hay MLA and Principal Deputy Speaker, Mitchell McLaughlin MLA congratulate Emma Isherwood from Edwards Primary School on her winning entry to the NI Assembly Christmas Card Competition
(Photo by Harrisons)

This partnership approach will also support Assembly Committees in their wider engagement activities. To support this, we will allocate resources from the Outreach Team to partner with named Committees to facilitate and assist effective Committee engagement with relevant stakeholders and groups. This will improve event and wider planning, develop a plan to build overall awareness of the work of Assembly Committees inside and outside Parliament Buildings, help develop the consultation process, build media awareness and understanding and develop a social media plan.

Members of the Assembly Committee for Agriculture and Rural Development visit Belfast Harbour

More specifically, we will develop the concept of Committee Days/Assembly Day – a series of events, meetings and initiatives organised outside Parliament Buildings to highlight the Assembly's role and remit and provide opportunities for people to engage directly in the democratic process. This could involve Committee meetings and/or stakeholder events, education programmes in local schools, engagement with local community and voluntary groups and the business community.

The Mayor of Derry, Councillor Martin Reilly, Speaker of the NI Assembly, William Hay MLA and Michelle McIlveen MLA, Culture Arts and Leisure Committee Chair at a reception to mark the opening of the City of Culture (Photo by Lorcan Doherty Photography)

We will forge and facilitate links between the Assembly and local universities so that academic research findings are available to inform the Assembly's scrutiny and legislative responsibilities. To advance this objective the Assembly will continue to develop its Knowledge Exchange Seminar Series. We will also work with relevant academics to stay up to date and build staff knowledge of current programmes and initiatives that could help the Assembly to increase its engagement in the community, voluntary and private sectors.

We will also pilot new ways to consult young people (and other stakeholders) during Committee enquiries by tailoring the means of consultation to suit the audience. For example, focus groups, Skype, twitter etc. in order to communicate best with stakeholders in a way that meets their needs and ensure that we get good quality, meaningful feedback which in turn will lead to relevant and meaningful policy and decision making.

Members of the Assembly Committee for Social Development with the Belfast Circus School at the Cathedral Quarter
(Photo by Press Eye)

Education will also be considered in its wider form by way of helping other stakeholders (e.g. the business community, voluntary and community sector and other target groups) to understand how the Assembly works and to give them the tools, tactics and confidence to engage.

We will continue to identify and develop partnerships with educational bodies in order to develop meaningful and effective educational resources and programmes. We will develop a range of video resources to increase understanding of and the differences in local and central governance.

Senior Assembly staff will hold at least annual meetings with organisations representing all of the Section 75 (of the Northern Ireland Act 1998) groups to inform reviews of the Engagement Strategy. The Engagement Steering Group will consider establishing an Advisory Group (including appropriate external stakeholders).

3   To increase visitor numbers to Parliament Buildings and deliver an excellent visitor experience.

Parliament Buildings is a working legislature but given its iconic nature and place in the fabric and history of Northern Ireland, it is also of interest to people as a tourist and historical attraction.

Parliament Buildings is also a listed building. For that reason, fixed signage in the building, other than that required for statutory compliance, is minimal (it is also the case that visitors are generally required to be escorted thus limiting the need for directional signage).

Fixed signage within Parliament Buildings is either pictorial, tactile or in English, for example, portable braille tactile maps have been produced to enhance tours of Parliament Buildings for those with visual disabilities/impairments. We will continue to monitor the quality of signage within Parliament Buildings.

A welcome sign has been provided in the Great Hall via the annunciator in a number of languages. Languages on the welcome message reflect the growing diversity of visitors to the Assembly and this will be kept under review. Signage in other formats will be considered within the draft language policy and in keeping with the limitations of a listed building once the policy is approved by the Assembly Commission.

All visitors will expect that the quality standard delivered will be characterised by excellence. Whether this is on the quality of services and tours, cleanliness of the environment, staff interaction, expertise, multi-lingual products and services, innovation or flexibility, we will embed a culture of excellence in all facets of the visit.

We will seek and maximise opportunities to encourage citizens, tourists and visitors to the Building by working closely with tourism partners to make better use of existing tourism and visitor initiatives and work closely with bus and tour operators to maximise the numbers of people who come into the building, rather than merely on to the Estate by changing the timing of public tours to coincide with bus tours.

We will also identify opportunities to create our own and participate in others' events and programmes by making Parliament Buildings available as a venue for appropriate arts, language, cultural and other appropriate events and initiatives. We will explore how ours and others' websites and social media sites can be used help raise awareness of these initiatives.

Pictured (L-R) Antoinette McKeown, Chief Executive Sport NI, Deepa Mann Kler, Artist and NI Assembly Speaker, William Hay MLA at the launch of 'The Art of Cycling' exhibition to mark the arrival of the Giro d'Italia (Photo by Harrisons)

We will support our staff to deliver a first class visitor experience through specialist customer service training. We will also encourage and maximise marketing opportunities by encouraging those who visit to share their experiences online.

We will undertake a project to ensure that how the Assembly and Parliament Buildings is marketed and reflected on external sites accurate and appropriate. We will dedicate resources and take a proactive approach to online and other feedback by regular monitoring of sites like Trip Advisor and taking swift action to respond appropriately where necessary.

6 Measurement and Evaluation

In order to monitor the success of this Strategy, it is necessary to look back at the stated objectives and assess whether and to what level the Strategy achieved those objectives.

It is worthwhile setting quantitative targets in terms of increasing the percentage of people visiting the website or taking part in our outreach and education activity. We will always wish to do this and it is therefore reflected in the Strategy. However, while

this is a worthy target, it does not convey what impact or difference our engagement efforts have made or whether or not people value the activity in terms of having learned something they otherwise would not have or been provided with the tools and confidence to engage with the Assembly.

This is particularly important when it comes to measuring social media. While "likes" on Facebook and "Retweets" on Twitter are desirable, they don't measure the level of actual interaction and engagement or the level to which we used social media to start or participate in online conversations and debates. Therefore, along with measuring numbers of users, web hits and so on, we will use tactics like semantic analysis, data mining and search engine optimisation to develop a qualitative approach to engagement to stimulate and participate in debates, share information, photographs, encourage input and engagement from users rather than just using social media to broadcast information about the Assembly.

The targets and outcomes detailed in the Implementation Plan provide a framework and mechanism by which to measure success. However, in any strategy, it is important to build in a level of flexibility so that we can react to internal and external changes and drivers. This will be reflected through regular monitoring and reporting to the Secretariat Management Group.

Directorate Business Plans will be updated to reflect the individual operational elements and initiatives of the Strategy and monitoring will be carried out by way of quarterly reports for these elements of the Strategy that have been implemented and exception reporting for those that have not.

7 Governance

This Strategy is a living document and will change over time. We will continually seek and act on feedback, gauge success or otherwise of planned initiatives and feed this back into the Strategy.

An Engagement Strategy Steering Group will be formed to develop and oversee an action plan for the strategy by way of individual operational plans to meet the objectives of the Strategy. Members of that Group will be taken from all relevant areas of the Assembly Secretariat. The Group will be responsible for planning, monitoring and reporting regularly to the Secretariat Management Group.

8 Implementation Plan

Objective 1 To use traditional, social and emerging digital media to raise awareness, understanding and participation with the Assembly, its Members, Committees and the wider democratic process.

Tactics	Target	Financial Implications	Priority and completion date	Responsible
Develop a more co-ordinated approach to web and other content creation and management	New Information Officer to be in post by 1 September 2014	Existing resources	1 September 2014	Head of Communications
Develop new communications plan to include greater social media interaction and support Committee communication	A co-ordinated and engaging approach to traditional and social media and improved understanding of Committee role and work	Existing resources	High - 1 September 2014	Head of Communications
Undertake audit of existing video and audio materials to ensure that we are maximising the benefits of existing audio, video and printed materials	A suite of professional audio and video materials	£10,000	High - 1 September 2014	Head of Communications
Develop new audio/video production plan to enhance existing archive, better inform and target specialist video/web based media and growing presence on web based video forums	An enhanced suite of professional audio and video materials	Existing resources	Ongoing	Head of Communications

Tactics	Target	Financial Implications	Priority and completion date	Responsible
Commission professional support to enhance the website and guide AIMS development	More stable site available on multiple platforms, improved search facility and more engaging and accessible content	£34,000	High - Immediate	Head of Communications and Head of Information Systems Office
Provide a professional media support service inside and outside Parliament Buildings	Informed, engaged and supported media	Existing resources	High - Immediate	Head of Communications
To launch the 2015-16 Knowledge Exchange Seminar Series (KESS) Programme to facilitate communication of academic research to assist the Assembly's scrutiny and legislative responsibilities	Deliver 16 KESS initiatives	£1,000	High - October 2014	Head of Research and Information Service

Objectives 2: To build partnerships to create and improve engagement opportunities with under-represented and / or hard-to-reach groups, build synergies and improve effectiveness of our engagement.

Tactics	Target	Financial Implications	Priority and completion date	Responsible
Develop a business outreach plan by delivering targeted training to businesses to raise awareness of the Northern Ireland Assembly Business Trust (NIABT) in the private sector	Increase NIABT members by 5% year on year and improve wider understanding of how businesses can engage with the Assembly. Increase MLA participation by 20%	Existing resources	High - Immediate	NIABT Co-ordinator
Develop work of Assembly Community Connect to identify and target Strategic Partners to deliver programmes to priority and umbrella groups to create awareness of the Assembly and build confidence in interacting with it	Develop formal business plan to set membership targets, develop programmes and increase participation	£8,000	High – immediate	Head of Communications
Increase awareness of and participation in the work of Committees by supporting engagement outside Parliament Buildings and arranging complementary education and outreach activity	Hold Democracy/Assembly Week To arrange a week of representative proceedings/events/ receptions covering legislative, outreach and	£40,000 (over two years)	October 2015	Head of Communications and Clerk Assistants

Tactics	Target	Financial Implications	Priority and completion date	Responsible
	education activity to highlight the full range of legislative and outreach work undertaken by the Assembly and provide media opportunities to raise awareness			
Increase accessibility and reach of the Education website and encourage participation in online activities	Translate Education website into the Irish language	Council for the Curriculum, Examinations and Assessment covering cost		Head of Research and Information Services
Develop targeted Education Programme and initiatives to increase wider young people's engagement with the Assembly	Identify partner(s) and develop programme to improve youth engagement with the Assembly (including NEETs)	Existing resources	High - 1 September 2014	Head of Research and Information Services and Head of Communications
Allocate outreach resource to Committees to help co-ordinate joint approach to Committee engagement	Engagement is co-ordinated, effective and targeted in areas of need	Existing resources	High – immediate	Head of Communications and Clerk Assistants

Tactics	Target	Financial Implications	Priority and completion date	Responsible
Develop outreach plan to target constituencies and maximise the number of schools participating in the Education Programme	Schools in all 18 constituencies participate in the Education Programme	Existing resources	High - 1 September 2014	Head of Research and Information Service
Review and update current work experience programme	Improved satisfaction and better informed participants of the programme	Existing resources	High - 1 September 2014	Head of Research and Information Service
Regular meetings with Section 75 groups to inform reviews of Engagement Strategy	Annual meetings with appropriate groups to inform reviews of Strategy	Existing resources	Throughout 2014-2105	Head of Communications
Consider establishing an Engagement Strategy Advisory Group	Regular meetings with external stakeholders to inform reviews of Strategy	Existing resources	September 2014	Engagement Strategy Steering Group

Objective 3 To increase visitor numbers to Parliament Buildings and deliver an excellent visitor experience.

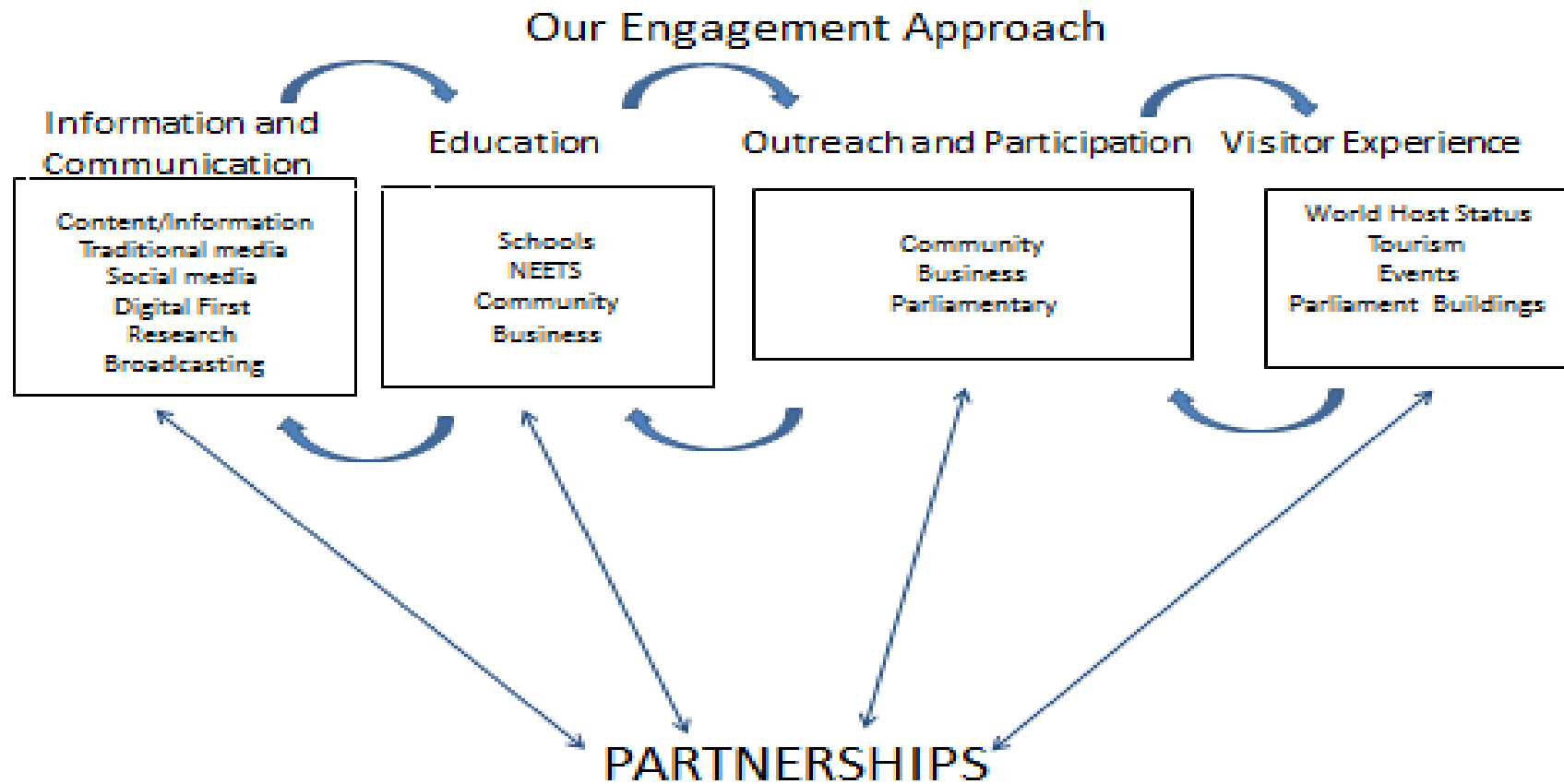| Tactics	Target	Financial Implications	Priority and completion date	Responsible
To provide a first class visitor experience to guests in PB by undertaking accredited training to become "World Host Status"	Greater visitor numbers and an excellent visitor experience	£2,500	1 January 2015	Head of Support Services
Audit external tourism/visitor websites like Trip Advisor to ensure consistent and appropriate digital presence	Accurate visitor information available, better informed visitors and increased positive feedback	Existing resources	Continuous update and refresh	Head of Support Services and Head of Communications
Undertake feasibility study of extending/relocating the gift shop to provide improved catering and retail space for visitors	Greater footfall and retail takings as a result of increased space and capacity		31 July 2014	Head of Support Services and Head of Building Services
Review visitor signage and materials in line with draft Language Policy	Visitors feel welcome and information and services are available to them in an appropriate format		In line with the approval of the draft language policy	Head of Support Services and Head of Communications
Develop relationships with tourism, event and visitor bodies to facilitate the use of Parliament Buildings as a venue for appropriate events	Assembly/Parliament Buildings participation in major tourism events, greater visitor numbers	Depends on individual events	Immediate and ongoing in line with individual events	Head of Support Services and Head of Communications

9 Possible Future Projects

Like all public sector organisations, the Assembly is mindful of the current financial climate in which we operate. The result of this is that the Assembly's need to undertake its core business of legislating and its wider remit to engage with the population to encourage awareness and participation needs to be prioritised and balanced.

In reality, this means that there are engagement projects that we would like to undertake at this time, but the money to fund them is not currently available. However, they remain important and will be considered if the financial situation changes.

Objective	Tactics	Target	Estimated funding required
To increase the Assembly's engagement with the Community and Voluntary sector (Head of Communications)	Appoint an additional member of staff to the Community Outreach Team	Greater numbers participating in programmes to enhance connections through training, information and support	£41,000
Develop a Youth Assembly (Head of Research and Information Services)	To increase the Assembly's engagement with young people	Better informed and engaged young people and a forum to participate on issues of particular importance to them	£417,000 (2.5 years)

10   Engagement Infographic

Our Engagement Approach

Information and Communication
- Content/Information
- Traditional media
- Social media
- Digital First
- Research
- Broadcasting

Education
- Schools
- NEETS
- Community
- Business

Outreach and Participation
- Community
- Business
- Parliamentary

Visitor Experience
- World Host Status
- Tourism
- Events
- Parliament Buildings

PARTNERSHIPS

11   Glossary of Terms

AIMS - Assembly Information Management System – A database of procedural information such as MLA details, Assembly Questions and Plenary Business.

Audioboo / Soundcloud – platforms that allow us to host and share audio (Interviews) to the community.

Google+ - social network based around subject matter as communities.

Instagram – photo sharing social network. Pictures can be geo-tagged (by location) which can aid social discovery.

Search engine optimisation – ensuring your website content is visible on search results. This is about using metadata to determine how search results are displayed and creating new content that helps the public find our content.

Data Mining – the process of sifting through large volumes of data and turning that into useful information. For example, providing good customer service, judging public opinion or even just analysis of your search results.

Semantic analysis – researching data sets to find relationships and meaning. This is useful for developing an understanding of our users i.e. who they are, whether they are making positive or negative comments, how influential they are.

KESS - Knowledge Exchange Seminar Series is a forum that encourages debate on a wide range of research findings, with the overall aim of promoting evidence-based policy and law-making within Northern Ireland. The series is collectively sponsored by Queen's University, Belfast, University of Ulster, Open University and the NI Assembly Research Service.