ANNEX A - 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	Update	Responsible
Develop a more co-ordinated approach to web and other content creation and management	New Information Officer to be in post by 1 January 2015	Existing resources	1 January 2015 Achieved	The Communications Office has set up a content management system using Trello that encompasses an editorial calendar. This also includes spaces for content ideas, areas for research, creation of graphics, publication dates, links to published content etc. These boards and calendars are reviewed at the beginning of each session and during each recess period.	Head of Communications and Outreach

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	Achieved and ongoing	Communications works continuously with Committees to improve their social media interaction through the development of a 'tool kit' to improve social media and interaction with both media and other stakeholder groups. This has included blogs from Committees, videos/live tweets from their meetings with links to documents. As well, there is a new paper to improve the long term and strategic approach to both communications and engagement for Committees.	Head of Communications and Outreach
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 – 31 May 2015

Achieved and ongoing | The niassembly.tv site was reviewed and updated.

Improvements are being implemented on the Assembly live streaming in 2017.

The Communications and Engagement Teams now | Head of Communications and Outreach |

				have access to relevant software that can be used to create and video and audio for use on the website or for sharing on social media. We have also bought some additional video and audio equipment.	
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	Additions have been made to the existing broadcast archive to provide live access to extract clips, full debates etc. This will enable us to get the work of the Assembly out to a wider audience and drive engagement allowing clips and fuller content to be published across Twitter, Facebook, YouTube and Instagram etc. The Education Service produced videos on 'Making laws' and 'School councils and the Assembly'. They also made a series of videos, called 'Academic	Head of Communications and Outreach

				Reflections', based on interviews with academics, Professor Rick Wilford (QUB) and Professor Cathy Gormley-Heenan (UU)	

Tactics	Target	Financial Implications	Priority and completion date	Update	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 Achieved and ongoing	External support was procured to upgrade the version of EPiServer being used on the website to ensure support could continue to be provided and enhance security of the site. A rewrite of the codebase was required to correct a number of issues that had caused system crashes and were not fully compliant in all browsers. A new website search facility was set up. There was a redesign of the web templates to include responsive design which has enabled the website to be viewed on multiple mobile devices rather than the standard desktop environment.	Head of Communications and Outreach and Head of Information Systems Office

				The Communications Office instructed an external expert to review the current website to provide direction, thoughts and concepts that can be further developed internally and generate meaningful discussions on the future direction of the website, its content and any digital services to be offered. The purpose of this exercise was not to focus completely on technology but to assess the website against usability guidelines (best practice) making recommendations on improving usability, enhancing awareness, user journeys, touch points, interactions and outcomes. The outcomes of the paper will be used to feed into the future redevelopment of the Assembly website and initial discussions on this have already taken place with the IS Office.	

				The Assembly's Education Service renewed its partnership with the NI curriculum authority, CCEA, for a further 5 years (until 2022) to ensure that website information, resources and activities are in keeping with the aims of the NI Curriculum.	
Provide a professional media support service inside and outside Parliament Buildings	Informed, engaged and supported media	Existing resources	High – Immediate Achieved and ongoing	Communications officers continue to work closely with the media. Some of this work has included preparing a glossary of Assembly terms for use by media, promoting Parliament Buildings/the dining initiative and public tours as well as blogs/articles/PR and social media to support Assembly events. In addition, there has been communications support to the Speaker's Office and its community initiatives.	Head of Communications and Outreach

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 – start January 2015 Achieved ongoing; Communications publicises each KESS seminar series.	This work is carried out as each KESS seminar series launches and includes social media posts, video uploads and is jointly carried out with the KESS team who have, with Communications aid, developed their social media skills.	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	Update	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 Ongoing	The number of NIABT members has plateaued at 160 members. Currently the NIABT is currently reviewing its strategy of how to widen its reach and improve businesses understanding of how business can engage with the Assembly.	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	Develop formal business plan to set membership targets, develop programmes and	£8,000	High – immediate	An ACC business plan was developed which aims to:	Head of Communications and Outreach

awareness of the Assembly and build confidence in interacting with it	increase participation		Achieved and on-going	ACC aims to: • to create and deliver an outreach programme which mutually supports the Assembly, MLAs and the community; • to build capacity and skills through shared knowledge; • to develop the community's understanding of, and participation in, the structures and work of the Assembly; • to develop MLAs' understanding of the work of the community and voluntary sector and to create	

				understanding about the impact of public policy and decision making; • to work with the community and voluntary sector to create better understanding for MLAs through education and experience. The programmes included monthly education programmes including; How the Assembly Works, and Committee Witness Training. Bespoke events targeted at s75 groups or regional locations where also delivered.	

				The impact of these services were evaluated in January 2017 showing a marked increase in the levels of participation after delegates had attended an ACC event. (Measuring Success Report 2017)	
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 education activity to highlight | £40,000 (over two years) | 30 November 2015

Postponed however other activities were developed on a smaller scale to achieve the same goal | Assembly Week was postponed due to political developments. However, to meet the same aim, Assembly Community Connect delivered a series of 'Insight into…' sessions (delivered by Committee Clerks about their | Head of Communications and Outreach and Clerk Assistants |

| | the full range of legislative and outreach work undertaken by the Assembly and provide media opportunities to raise awareness | | | Committee), Committee Witness Training and supported Committees by delivering complementary education and outreach activity in line with Committees strategic objectives. This included providing training for delegates at a Committee for Health stakeholder event, delivering bespoke events for Committees such as the Big Bake and engaging Committees with hard to reach groups. | |

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	1 February 2016	Delayed due to the May 2016 election. Completion and publishing expected by Dec 2017	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 January 2015	The Assembly's Education Service continues to do this on an ongoing basis.\
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Communications officer is working closely with Education to promote their programmes, including using social media and Facebook ads aimed at young people, parents and schools. This has included an anti-	Head of Research and Information Services and Head of Communications and Outreach

				bullying joint project between the Education Service and the Education Community to promote/support anti-bullying week.	
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 – 1 January 2015	In the 2016 Directorate Business Plan, ACC was tasked to align its work more closely with that of Committees. Four projects were selected to trial how ACC could provide support to Committees to improve stakeholder engagement. Four different projects took place with the Committee Clerks for the Economy Committee, AE&RA Committee,	Head of Communications and Outreach and Clerk Assistants

				Communities Committee and Health Committee. The success of these projects will be reviewed during the review of the Engagement Strategy in Autumn 2017. An outworking from the projects was that a toolkit is being developed to streamline how Committees and those departments who engage the public work together which is due for completion in September 2017.	

Tactics	Target	Financial Implications	Priority and completion date	Update	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 – 31 March 2015	Achieved	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 – 31 March 2015	Work has begun on the development of a new programme and it is planned to implement it in early 2018.	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 2015-2016 On-going	The Assembly regularly meets with representatives from s75 groups to help support planning for engagement activities. These groups will be actively involved	Head of Communications and Outreach

				in the review of the Engagement Strategy in Autumn 2017.	
Consider establishing an Engagement Strategy Advisory Group	Regular meetings with external stakeholders to inform reviews of Strategy	Existing resources	1 February 2015 On-going	An internal Engagement Forum has been established and an external Engagement Strategy Advisory Group will be considered during the review of the Engagement Strategy in Autumn 2017.	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	Update	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	Complete and On-going	Membership of Visit Belfast, Tours rated by Tourism NI, ongoing relationships with other tourism businesses.	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	Complete and with continuous update and refresh	Full monitoring of Trip Advisor / Current rating: 11 out of 225. The Communications Office have provided support to the Events Office to create digital content, online advertising and other promotional content. We also included their input into the	Head of Support Services and Head of Communications and Outreach

				development of and set-up of the graphic design framework to ensure their future requirements were covered.	
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 March 2015	Completed September 2016. Shop now relocated in new facilities.	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	We are unaware of any further developments.	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	Membership of Visit Belfast, Tours rated by Tourism NI, ongoing relationships with other tourism businesses.	Head of Support Services and Head of Communications

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	Update	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	Will be reviewed following the review of the Engagement Strategy in Autumn 2017	£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	Will be reviewed following the review of the Engagement Strategy in Autumn 2017	£417,000 (2.5 years)