FUTURE NORTHANTS

Appendix 10

TASK AND FINISH GROUP TERMS OF REFERENCE

West Shadow Authority

COMMUNICATIONS AND ENGAGEMENT
Purpose of the Group
To: • oversee delivery of the communications and engagement activity in the Future Northants programme • develop visual identities for the West Shadow Authority and for the West Northamptonshire Council.
Description of the Task to be completed (Scope)
<u>Communications and Engagement</u> • To support the communications group in delivering communications and engagement plans that meet all statutory and supplementary requirements. • To ensure the strategy remains fit for purpose throughout the programme. • To provide feedback from the wider membership on the effectiveness of the communications activity and help to shape future delivery. • To oversee communications and engagement plans, to support the communications and engagement group on delivering activity, to participate in engagement activity where appropriate, to encourage others to participate in engagement activity, to assess feedback from communications and engagement activity. **<u>Visual identity</u>** • To support the communications group in developing a shadow visual identity for the West Shadow Authority and for the West Northamptonshire Council. • To oversee a development plan, to provide feedback on designs presented and to help develop a recommendation on a preferred option for the West unitary authority.

Key Activities	**Outcomes Sought**
Communications	
Review and agree revised communications approach including timings and channels.	Agreed approach to communications with all stakeholders.
Support the operational delivery of communications activity .	Communications activity carried out with the agreement of the group.

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Engagement	
Review and agree revised engagement approach including timings and channels.	Agreed approach to engagement with all stakeholders.
Communicate and engage with members on the revised approach.	Members engaged in process.
Support the operational delivery of engagement activity by communicating with fellow members and other stakeholders the opportunities available to take part.	All agreed stakeholders engaged in process.
Visual identity	
Review and agree visual identity strategy and recommendations for implementation.	Agreed strategy on developing visual identity Agreed implementation plan.
Review and agree visual identity specification.	Agreed spec to enable development of visual identity.
Initial designs reviewed.	Preferred options agreed ready for stakeholder testing.
Support test design with stakeholders.	Meaningful feedback gathered on the preferred options to enable further development of designs.
Agree preferred option.	Preferred option agreed to take to JIE and shadow authority for approval.
Agree finalised design following feedback from JIE and shadow authority.	Sign off design.

Communications	
Start date:	**May 2020**
Key dates:	
May 2020	Establish communications and engagement task and finish group with agreed scope and Terms of Reference.
May 2020 – Mar 2021	Updates to agreed stakeholders on unitary programme progress as per an agreed plan, including: • Shadow set up, meetings, outcomes, etc. • Appointments – interim and permanent • Budget development • Disaggregation work • Council Tax setting • Elections • Development of staff policies and procedures • Day One readiness.
Finish date:	**March 2021**
FREQUENCY OF MEETINGS	To be agreed by group.

How will we know when the Task is finished?
The communications plan is complete.

Engagement	
Start date:	**May 2020**
Key dates:	
May 2020	Establish engagement task and finish group with agreed scope and Terms of Reference.
	Other engagement activity to be confirmed as detail becomes available.
Finish date:	**March 2021**
FREQUENCY OF MEETINGS	To be confirmed by group.

How will we know when the Task is finished?
The engagement plan is complete.

Visual identity – West Shadow Authority	
Start date:	**May 2020**
Key dates:	
May 2020	Establish visual identity task and finish group with agreed scope and Terms of Reference.
May 2020	Agree visual identity spec with task and finish group.
June 2020	Present designs to and agree preferred option with task and finish group.
June 2020	Tweak design.
July 2020	Make recommendation to JIE.
July 2020	Make recommendation to Shadow Executive.
July/ August 2020	Finalise logo design and visual identity guidelines.
August 2020	Start new visual identity implementation.
Finish date:	**January 2021**
FREQUENCY OF MEETINGS	To be confirmed by group.
Visual identity – West Northamptonshire Council	
Start date:	**May 2020**
Key dates:	
May 2020	Establish visual identity task and finish group with agreed scope and Terms of Reference.
May 2020	Agree visual identity spec with task and finish group.
June 2020	Present initial designs to task and finish group.
June 2020	Test designs with stakeholders.
September 2020	Agree preferred option with task and finish group.
October 2020	Make recommendation to JIE.
November 2020	Make recommendation to Shadow Executive.
December 2020	Finalise logo design and visual identity guidelines.
January 2021	Start new visual identity implementation.
Finish date:	**January 2021**
FREQUENCY OF MEETINGS	To be confirmed by group.

How will we know when the Task is finished?
Visual identity agreed for implementation.

Task Group Members	
Chair:	Jonathan Nunn
Deputy Chair:	
Member:	
Member:	
Member:	

Task Group Officers	
Enabling Lead / Lead Officer:	Louise Spolton, Lead Enabler: Communications and Engagement
Interim Statutory Officer:	Chief Executive
Support Officer:	Rachel Hand, Project Manager - Visual Identity Becky Hutson, deputy enabler – comms and engagement
SME:	Peter Holt, comms lead SNC
SME:	Craig Forsyth, comms lead NBC
SME:	Engagement/ consultation officer, Northamptonshire County Council

Any external Support or Input required	
External Support / Input	**Output**
Possible external graphic design resource	Visual identity
Possible engagement resource	Engagement support

Dependencies

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