

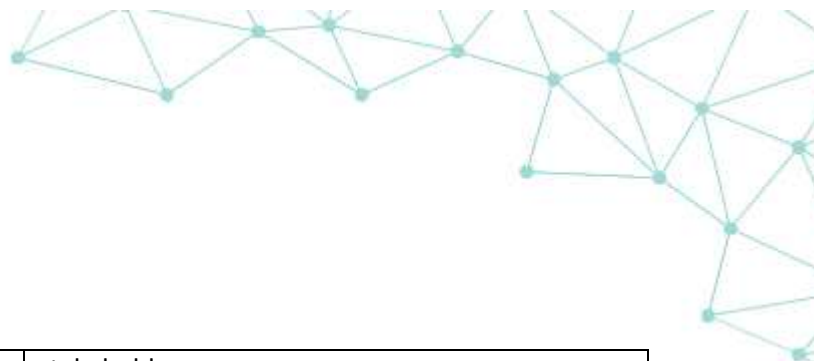
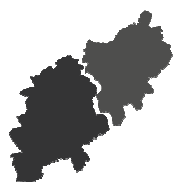


TASK AND FINISH GROUP TERMS OF REFERENCE

West Northamptonshire Shadow Authority

COMMUNICATIONS AND ENGAGEMENT	
Purpose of the Group	
<p>To:</p> <ul style="list-style-type: none"> 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)	
<p><u>Communications</u></p> <ul style="list-style-type: none"> 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. <p><u>Engagement</u></p> <ul style="list-style-type: none"> 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. <p><u>Visual identity</u></p> <ul style="list-style-type: none"> 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. 	

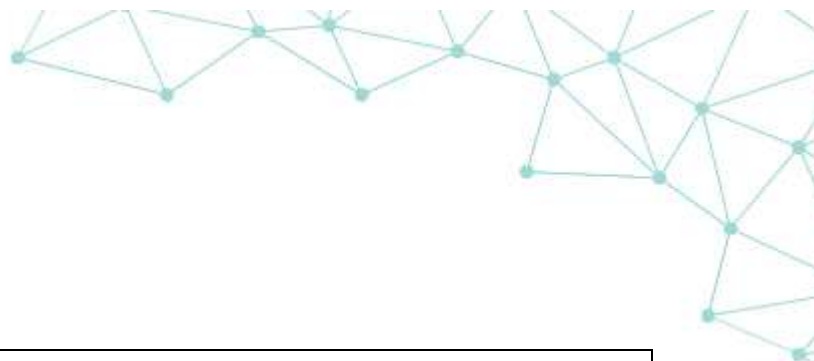
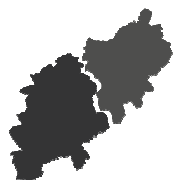
Key Activities	Outcomes Sought
Communications	
Review and agree revised communications approach including timings and channels	Agreed approach to communications with all stakeholders
Support the operational delivery of communications activity	Communications activity carried out with the agreement of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



including timings and channels	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 & shadow authority for approval
Agree finalised design following feedback from JIE and shadow council	Sign off design

Communications	
Start date:	May 2020
Key dates:	
May/June 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: <ul style="list-style-type: none"> • 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	Two meetings per month to align with Project Plan.

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

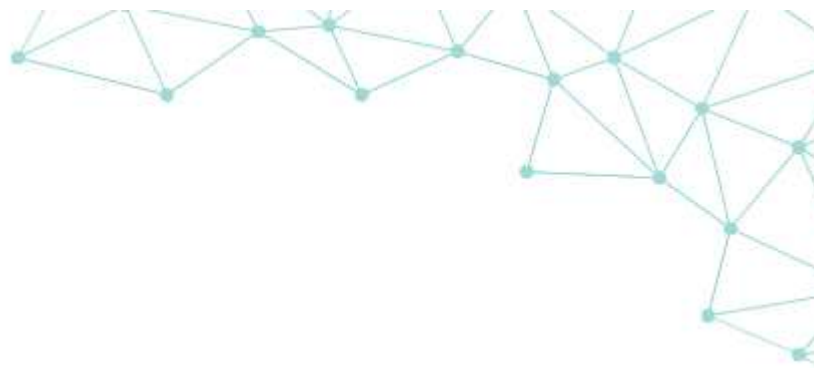
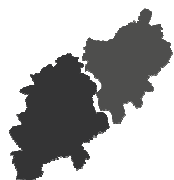


Engagement	
Start date:	May 2020
Key dates:	
May/June 2020	Establish engagement task and finish group with agreed scope and Terms of Reference
	Other engagement activity to be confirmed as detail becomes available
Finish date:	March 2021
FREQUENCY OF MEETINGS	Two meetings per month to align with Project Plan.

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/June 2020	Establish visual identity task and finish group with agreed scope and Terms of Reference
June 2020	Agree visual identity spec with task and finish group and communicate to designers
July 2020	Present designs back to T&F group and agree preferred option/s
July 2020	Tweak design/s and begin work on fonts, typefaces, colour palette's etc. as follow on from logo
August/September 2020	Make recommendation to Corporate Board/PIB/JIE and possibly September Shadow Exec
September 2020	Designs Reviewed/agreed/sent for amendments after feedback from Shadow Exec West (or Board/PIB/JIE)
October 2020	Test design with Stakeholders
October 2020	Any updates/changes made to VI and agreed after Stakeholder engagement
October/November 2020	Finalise logo design and visual identity guidelines - Make recommendation to Corporate Board/PIB/JIE
November 2020	Shadow Exec approval
November 2020	Start new visual identity implementation
Finish date:	Logo/VI Approved November 2020, roll out completed by 31 March 2021
FREQUENCY OF MEETINGS	Two meetings per month to align with Project Plan.

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



Task Group Members	
Chair:	Jonathan Nunn, NBC
Deputy Chair:	Lauryn Harrington-Carter, DDC
Member:	Karen Cooper, SNC
Member:	Sam Rumens, NCC
Member:	Wendy Randall, DDC

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:	Chris Wykes, Comms Lead, East Northamptonshire Council
SME:	Mat Kantowski, Graphic Designer, Kettering Borough Council
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
Resource

Document owner: Louise Spolton

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Approved: June 2020

Version: 0.3