

Response to E2.

The following plan for implementing the solution we are proposing and training a potentially large number of users (with varying access rights) references the plans that were followed and the training that complemented two recent projects.

First, we have referenced the plan and training that complemented the implementation of a restyled engagement platform for Denbighshire County Council.

Second, we have referenced the plan and training that complemented the work that is ongoing to engage and involve multiple users in a community-led engagement space across Birmingham as referred to in our response to E1.

The reason for selecting these as examples is that:

Our recommendation is in two complementary phases.

Phase 1 implementation, support and training will be undertaken with council staff and largely those with responsibility for setting up consultations and engagements, accessing results and preparing reports.

Phase 2 implementation, support and training will be wider and include community groups, partners and stakeholders with whom the Council wishes to engage with and empower to be more involved going forward.

Phase 2, in particular, requires the adoption of support and training material that is more appropriate and suitable to larger number of people.

In both instances however, we will be making use of videos and online support with a help desk available.

Our recommended step by step approach (implementation of final solution and training) plus time-table

	Start	End
Step 1: An audit and evaluation of need	Feb 23	Ongoing
This will include a review of digital reach and a review of the engagement and consultation needs of staff and departments across the council.		
Whilst the council in its specification has referred to the consultation held internally across teams, we would welcome access to the results of this work.		
Dialogue initially will be with those with the responsibility for project managing the implementation within the Council and will focus on ensuring that the target date of March 2023 is met and access is available to workspace to set up and run engagements.	Feb 23	Mar 23
The phase 2 build of a platform to engage and involve the wider community in place-based activities that include more than consultations would require insight into what is available, what digital channels are used and what is required.	Feb 23	Apr 23

We would suggest that a managed discussion be held amongst a number of organisations (community groups/faith groups/education/businesses/etc) to discuss the new place-based engagement platform.

This co-design approach would secure interest and add social value by identifying from community the social impact that the build would have across Hounslow.

Step 2: Styling considerations for the Phase 1 build.

Feb 23

Mar 23

Our experience of implementing a re-styled engagement platform consistent with the branding and styling adopted by the council within relatively tight time-scales requires access to key decision makers from the IT/Web team as well as from the engagement/consultation team.

What we ask from you

What we will deliver

To participate in discussions and considerations re: styling

To provide site styles as options

Confirm look and feel of the phase 1 build

To build platform in a test environment

Step 3: Identification and training of key administrators

Feb 23

Mar 23

This can be an unlimited number of administrators, although normally there would be between 3 and 6.

Administrators would have full access rights to the platform and have the responsibility for approving engagements before they go live.

What we ask from you

What we will deliver

To identify key administrators

Introduction to the workspace and full suite of applications

Video introductions to all applications

On site training facility (Note: If difficult due to home working, it can be online)

Training of key administrators (including train the trainer pack)

We recommend the training be delivered face to face

Step 4: Transfer of data from previous platform

Feb 23

Mar 23

If required past and current consultations to populate the platform from the current system can be imported.

The format of the data can be provided in a number of formats, including; Spreadsheet, raw database files, CSV, etc.

Step 5: Test platform integrated within council site

Feb 23

Mar 23

This will ensure the customer journey stepping from the council site and the engagement portal (and visa-versa) is smooth and logical to follow.

Step 6: Inform wider users (train where required)

Mar 23

Ongoing

With the phase 1 build installed and integrated within the Council website, we will widen awareness of the new platform across and within teams.

What we ask from you

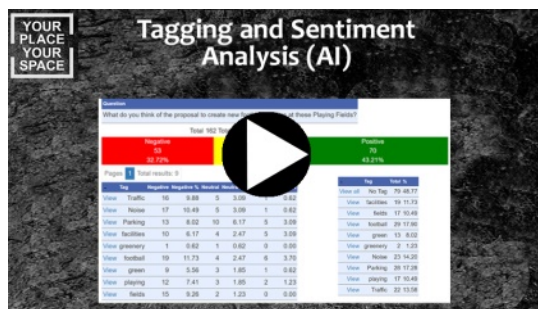
Details of staff to inform and best way to inform them

What we will deliver

Videos to inform users of new platform.

Q&A facility.

Videos such as these will be produced for Hounslow.



Now we look more closely at the Phase 2 build

Step 7: Wider discussion over options and applications

Mar 23

Apr 23

We suggest that an online review group consisting of council staff and, importantly community groups, councillors, stakeholders, etc be created and involved in looking at the options available.

For this, we would create a video that will include:

- An introduction to what the platform can potentially provide.
- An introduction to the workspace environment.
- An overview of areas of co-design and co-production.

We would reference existing sites and how communities have engaged and taken on ownership of place-based discussions, considerations and come up with actions.

We will meet with the engagement and communications team (and IT) to discuss:

Consideration of running an engagement panel

Potential benefits of linking with Hounslow Account holders

The full range of engagement tools available

Challenges such as accessibility and digital skills

Integrated mapping and its applications

Online qual engagement tools (whiteboarding; zoom/teams/alternatives; etc)

Advanced analysis (AI); sentiment analysis; tagging

Potential domain names

Full consideration of platform as a digital space for making, shaping and promotion of place

We will widen the discussion to look at how via councillors and community groups, effective bottom-up engagement of neighbourhoods can deliver greater involvement.

Step 8: Storyboard concepts produced and phase 2 build agreed

Apr 23

Apr 23

Much of this will involve Your Place Your Space presenting the results of the step 7 review and presenting ideas for the look and feel and application of the phase 2 build.

What we ask from you

What we will deliver

Access to key contacts

A structured proposal identifying the benefits

A presentation with Q&A leading to a plan and agreed time-table

Step 9: Phase 2 build

May 23

TBA

With phase 1 engagement space embedded as part of the Council website, adequate consideration and time can be devoted to ensure Phase 2 meets the needs of community and will empower Community to engage in place-based activity.

What we ask from you

What we will deliver

Access to key contacts

A detailed time-table and plan.

A regular review of the build.

Fully staged testing.

Step 10: Implementation of phase 2 platform

Jun 23

TBA

This will be supported by a communication programme to raise awareness and training of administrators (within and outside the Council).

We recommend a launch date of (est) June, although this could be earlier or later following more detailed discussions with the Council.

What we ask from you

What we will deliver

Access to key contacts

A full implementation plan and time-table

Step 11: Ongoing support, maintenance, development and roll-out of new applications (as developed)

Feb 23

Ongoing

Your Place Your Space continues to invest in new applications that support the advances in available digital technology and the growing demand by community to be involved.

Our support package, will include an R&D programme shared across our client base and a maintenance schedule.

Step 12: On-going training for new users and following scheduled in roll-outs of new applications

Feb 23

Ongoing

New users will always emerge and new administrators will need to be trained.

Video support, on-line help, and access to training covering admin tasks and user access will be agreed and prepared.

Every new application and development will be supported.