

Now

Improved navigation

Outcome
Users are able to better navigate the playbook's content and find useful case studies that they can replicate and adapt.

Potential activities

- Continue to develop and scale the taxonomy as the content increases.
- Test prototypes with users to ensure it is user friendly and inclusive.
- Add a search and filtering functionality to the the playbook, and test with users.

Generate more content

Outcome
The playbook includes a range of good quality, actionable case studies for people to learn from.

Potential activities

- Run a campaign to source more case studies and work with councils to create these.
- Create a process for councils to create and contribute case studies independently - e.g. email, form.
- Enable users to manage the case studies that they have contributed to (Next).

Learnings documentation

Outcome
Local authorities are able to document and capture their learnings and takeaways from community engagement activities and experiences.

- Qualitative and quantitative feedback from users about their playbook experience - e.g. usability benchmarking.
- Analyse no. of case studies submitted before/ after campaign - e.g. 3 LAs submit case studies.
- Formal qualitative evaluation to understand how content is being used - e.g. 5 LAs report that the playbook has helped them each guide 2 people

Next

Sharing of learnings

Outcome
People use the playbook to share and learn from one another's experiences.

Potential activities

- Ensure there is a critical mass of case studies - e.g. 20 - to make the playbook useful.
- Develop new features, such as commenting, to allow users to communicate through the playbook.

Raised awareness

Outcome
People are aware of the playbook in local authorities outside the main consortium.

Potential activities

- Communications campaign by MHCLG to local authorities (see [engagement strategy](#)).
- Enable playbook to be found on either/both public search engines and internal channels.

Users feel supported

Outcome
Engagement specialists feel able to support other team members with community engagement by using the playbook as supportive material.

Potential activities

- Continue to test the playbook content and case study structure to ensure it provides what specialists need to support others.

- Formal qualitative evaluation with users to gauge whether users feel supported with playbook - e.g. 5 LA's feedback how they have used a case study to guide their own engagement .
- Qualitative feedback from wider users to measure playbook reach.
- Quantitative/performance metrics on playbook.

Future

Better public experience

Outcome
The public is more engaged with by their local authority, and satisfied that their needs are being met.

Increased engagement

Outcome
There is an increase in engagement with communities that were previously not engaged with much/at all.

More confidence

Outcome
Engagement staff feel more confident in being able to try out new engagement methods and tools.

More engagement methods

Outcome
Engagement staff have varied/are able to vary the methods of engagement they use to engage with their communities.

Culture change

Outcome
The playbook helps facilitate an open culture of knowledge sharing for community engagement within and across local authorities.

- Formal qualitative feedback evaluation from a wide range of users to understand changes made and user feelings as a result of playbook to determine long-term impact.
- Analysis of the frequency of traditional vs new methods used in engagement activities.
- Formal qualitative feedback from community groups about engagement with their LAs.

Playbook direction

Outcome
A clear direction for the development and future of the playbook.

Potential activities

- Decide on the playbook owner(s).
- Decide on playbook state - fixed scope vs continuous development.
- Decide on where the playbook will live, e.g. on its own microsite or integrated into another site such as MHCLG's Local Digital.
- Secure the required funding and allocate resources needed.
- Develop an ongoing plan for the upkeep and maintenance of the playbook.

Support and promotion

Outcome
Strategic support from MHCLG to help increase the public profile of the playbook.

Potential activities

- Use of MHCLG's internal channels (e.g. Local Digital channels) to raise the playbook's profile.

Create a CMS

Outcome
Easy management of playbook content (e.g. addition, editing) for members working on the project.

Potential activities

- Procure a content management system (CMS) to house the content and make it easily manageable.

Long term product-service support

Outcome
A service to support the playbook in live, with the necessary processes and team in place in order to maintain it.

Potential activities

- Set up of product/service team required to maintain and continuously develop playbook.
- Continuous user research to ensure playbook is still being used and is cost effective.

- Increased willingness to participate in the project from local authorities - e.g. 3 new local authorities contribute to the playbook.
- Long term roadmap with broken down implementable steps.

- Reduction in documents housing playbook content - e.g. no individual Google Docs per case study.

Users (council playbook users/public)

Metrics

MHCLG (product owner)

Metrics

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