

SAGTA Workshop

Managing and Delivering National Guidance

Lessons Learnt

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Purpose/Drivers

- Who will benefit?
- Why now?
- Opportunity to broaden scope?
- What will it be used for?
- Improve buy in – broaden stakeholder groups
- Be the “Go To” – KEY reference

Audience

- Who is the audience?
- Non Technical – Problem Holders
- Technical – Advisors & Consultants

LESSONS LEARNT

- If Technical & Non Technical – more difficult to produce
- To ensure end product is fit for purpose need to road test

Stakeholders

- Very important to initially involve all stakeholder groups to get their feedback
- Targeted consultation?
- Choose stakeholders carefully
- Need representation across sectors to ensure buy in

LESSONS LEARNT

- Audience must be represented
- Beware: those not involved may throw stones

Scope

- Clear
- Concise
- Signed off by all active stakeholders
- Free

LESSONS LEARNT

- Mission creep
- Review scope regularly to ensure delivering what is wanted to ensure continued support

Funding

- How is funding to be secured?
 - Multiple sources? eg public sector, industry groups, sponsorship through private companies

LESSONS LEARNT

- Don't underestimate always costs more
- Agree "offer" with steering group
- Takes time to secure funding
- Sponsorship slightly easier to secure but often comes with conditions

Consultation

- Two stage ?
 - Initially to get feedback what should be included
 - At final draft stage to ensure buy in from all stakeholders

LESSONS LEARNT

- Create consultation questions carefully
- Do not have to incorporate all comments
- Can take huge amount of time

Delivery Mechanism

- Project Manager to drive forward
- Smaller Delivery/Working Group – act as sounding board
- Broad Steering Group – representing all stakeholder groups
- Realistic programme

LESSONS LEARNT

- Need “doers” not just good for CV
- Commitment to meet programme

Endorsements

- Logo endorsements are good from broad selection of industry bodies – shows support

LESSONS LEARNT

- Won't get public sector logos – as industry guidance
- Public sector implied support “specific wording” available

Hosting Final Document

- Must be easily accessible – eg WALL
- Hyperlinked from lots of places
- Electronic book rather than PDF?
- Free

LESSONS LEARNT

- If electronic easy to keep up to date
- Online version always first point of reference
- Searchable from Google

Timeframe

- Allow good lead in time to plan – 1 year
 - Develop scope
 - Stakeholder feedback
 - Secure funding

LESSONS LEARNT

- Be realistic
- Editing long process
- Double it



Promotion

- Everybody responsible
- All stakeholders to make success
- Use all marketing vehicles
 - Press releases
 - Social media
- Simple promotion
- LAs to signpost from websites
- Sign post from .gov.uk