

MANAGEMENT BOARD

PARLIAMENT WEEK

A take note paper by the Director General of Information Services

Introduction

1. The Group on Information for the Public (GIP) recently endorsed a proposal that Parliament's public information services adopt a "campaigns approach" to their work. As part of this approach, an annual awareness raising week – "Parliament Week" – is being planned, to take place during the week **31 October to 6 November 2011**.

Action required

2. The Management Board is asked **to take note** of the proposal. A similar paper is being sent to the House of Lords Management Board.

Parliament Week

3. In summary: the intentions behind the campaigns approach and Parliament Week are: to improve the collective impact of the individual public engagement services, achieve greater value for money, and reach new audiences. A paper outlining the aims and objectives in more detail is attached.
4. To provide a practical focus for Parliament Week, the theme ***Stories of Democracy*** has been devised. There is a clear narrative element to this which creates an immediate hook and offers a variety of creative approaches to engage users. Stories can relate to individuals or organisations and their role in democracy in the past or the present.
5. Many existing activities/events will take place during Parliament Week, including, for example, the sitting of the UK Youth Parliament in the Commons Chamber. The Education and Outreach services will plan activities in the regions during the week. Tailored resources will be produced for Members to use during Parliament Week (for example in schools, in Members' surgeries, at events, etc).
6. Partnerships will also be explored to reach new audiences: initial discussions with organisations such as the Hansard Society, the BBC, the National Trust, Facebook, Google and YouTube have been positive.

Members, governance and communications

7. The Speaker is keen on the idea of there being a Parliament Week (having drawn attention to the Scottish Parliament's "Festival of Politics"). He has been briefed on plans to date and has asked us to send a brief take note paper to the Commission. A small Member Advisory Committee is being convened by Aileen Walker, Director of Public Information, to help shape plans and advise on Member involvement. Aileen will also act as SRO for the initiative, with the planning being

led by Tom O'Leary, involving the public information teams in both Houses. The Web & Intranet Service is fully involved.

8. The internal communications managers in both Houses will manage Member and staff communications. Discussions will be held with colleagues in other departments to encourage and facilitate participation. Interest has already been expressed by the Lords Information Office, Parliamentary Archives, the Curator's Office, Parliamentary Broadcasting and the Parliamentary Bookshop.
9. The Media and Communications Service will manage external publicity. A website will be set up, within the framework and infrastructure of Parliament's website, but with a www.parliamentweek.org web address.

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