

ANNEX: PARLIAMENT WEEK: AIMS, OUTCOMES AND OBJECTIVES

Parliament Week is an annual event which aims to raise awareness of Parliament and encourage engagement with the UK's democratic system and its institutions.

WHAT DO WE WANT TO DO? (AIMS)

- Reach new audiences
- Provide better value for money by increasing exposure to Parliament's existing public engagement work
- Provide resources and opportunities for Members of both Houses to engage with the public
- Build capacity within Parliament so that we can build on the event in the future

WHY DO WE WANT TO DO IT? (OUTCOMES)

- We want to hold Parliament Week 2011 (and in future years) as a means to support and deliver Parliament's public engagement strategy effectively
- We want to develop positive, trusted relationships with new audiences so that they feel more empowered to engage with Parliament in the future
- We want to continue to develop support and resources for Members and embed public engagement services in which both Members and staff take part
- We want to develop partnerships, creating new opportunities for public engagement in the future
- We want a 'backbone' of information gathered during Parliament Week 2011 which informs future Parliament Weeks

HOW ARE WE GOING TO GET THERE? (OBJECTIVES)

- Work with teams and services across both Houses so that they develop and deliver their own events
- Effectively showcase the public engagement work that Parliament is already doing through a series of events during the week
- Provide opportunities that have a tangible output for audiences to engage with Parliament Week
- Promote the week to external partners so that they are excited about Parliament Week and want to run their own events
- Use a web presence to list events, provide a platform for partners and publicise the week
- Fully evaluate the event so that we can report the benefits and lessons learned to senior stakeholders and capitalise on them in future years

- Promote the week internally and externally, using the 'multiplier effect' to reach more people

WHAT DO WE WANT TO TELL PEOPLE ABOUT PARLIAMENT? (KEY MESSAGES)

Parliament Week 2011 will seek to further public engagement key messages, which are:

- **Parliament is the heart of our democracy:** respected, effective, efficient and informed
- **Parliament holds the government to account:** it is not the same as government and provides checks and balances to its power
- **Parliament's work matters to everyone:** it is relevant to our concerns and welcomes our participation

WHAT IS THE MAIN THEME?

The theme for Parliament Week 2011 will be *Stories of Democracy* - from the past to the present, from local to national. There are hundreds of inspiring stories about how people have made a difference and shaped democracy in the UK today.

We want to raise awareness about how democracy affects citizens and future citizens, but also about how they can participate in it.

WHAT WILL SUCCESS LOOK LIKE?

- A programme of events to which teams across Parliament have contributed
- A programme of events in which Members actively engage with and take part
- Sell-out events
- New audiences taking part
- Partners running their own (badged) events
- A real regional approach - taking Parliament outside Westminster
- Positive media coverage
- Opportunities for audiences to engage (and be listened to!)

WHEN IS THE 2011 WEEK?

31 October to 6 November 2011

FURTHER INFORMATION?

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