

Public Affairs

Using your professional voice to promote outcomes for children, young people and families

Connect

Baseline polling

Thinking about outcomes for children, do you think the next decade will see outcomes improve, stay the same, or get worse?

Introducing Connect

- We are a consultancy specialising in advising organisations on public affairs
- Public affairs is the term for activity to influence the policy and political environment in which you operate.
- We help people to engage with parliament, government, local government, the media and other influencers
- We advise on legislation, consultations, campaigns
- We work with clients including the AEP, who we have advised since 2016.
- Here is a snapshot of organisations we work with...

TOYOTA

UNISON
the public service union


prospect


**YOUTH
SPORT
TRUST**

TUC
Changing the world
of work for good


CHARTERED
SOCIETY
OF
PHYSIOTHERAPY

 **resolution**
first for family law

Local

Government
Association

 **Care Quality
Commission**

 **Education
Development
Trust**

NAPEP's public affairs activity

- We have been asked to lead a session on how NAPEP can use your professional voice to promote outcomes for children, young people and families
- Effective public affairs needs to be objective led. In the chat box please answer this question:

“What needs to change to improve outcomes for children, young people and families?”



Why influence?

“Decisions are made by those who show up.”

Poll

Who do you think has the most influence on decisions that affect the lives of children, young people and families?

Answers:

- Department for Education
- Parliament
- The media
- Local authorities
- Multi academy trusts
- Business
- Education professionals



IF THEY DON'T GIVE YOU

A SEAT AT THE TABLE,

BRING IN A FOLDING CHAIR.

SHIRLEY CHISHOLM

FIRST BLACK WOMAN IN CONGRESS

Connect
WE OPEN MINDS

How to influence



- ❑ Sign up to email newsletters and circulars
- ❑ Correspondence, emails, letters, sending briefings
- ❑ Social media
- ❑ Engage with consultations
- ❑ Seek a meeting
- ❑ In the case of elected members, attend a surgery
- ❑ Arrange an event



Strategy and tactics

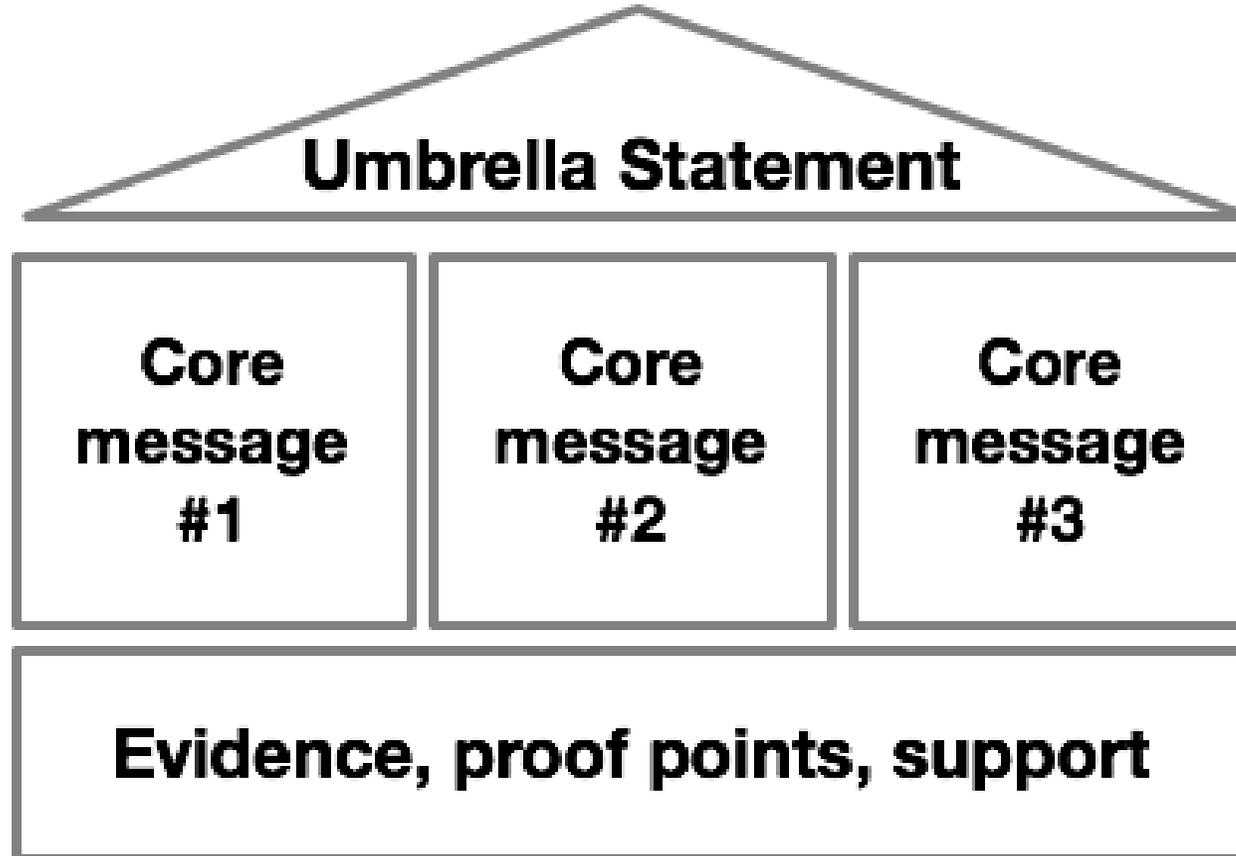
- ❑ Set an achievable objective
- ❑ Work backwards... who you need to influence, what is the context, what is your message,
- ❑ What is the best format for engagement – e.g. meeting, service visit?

Situational analysis: What is the context for engagement?



- ❑ What challenges do they face
- ❑ What policy initiatives or debates are relevant
- ❑ What changes are taking place in the year ahead
- ❑ What other factors, e.g. financial, environmental, social, provide important context

Message development – message house



Delivery plan



Timeline



Who leads



Support?



Resources,
e.g. research

How can you achieve change?

Suggest there are two main ways, going forward, that NAPEP could work to achieve policy influence and policy change

1. Nationally

Submissions to select committees, Whitehall consultations, meetings in Parliament, media activity

2. Locally

Through the professional forums/networks you are in, and by directly engaging with influencers

Convert objectives to strategy and action

- Let's take a few examples from the comments in the chat

Strategy – change the law, change guidance,