



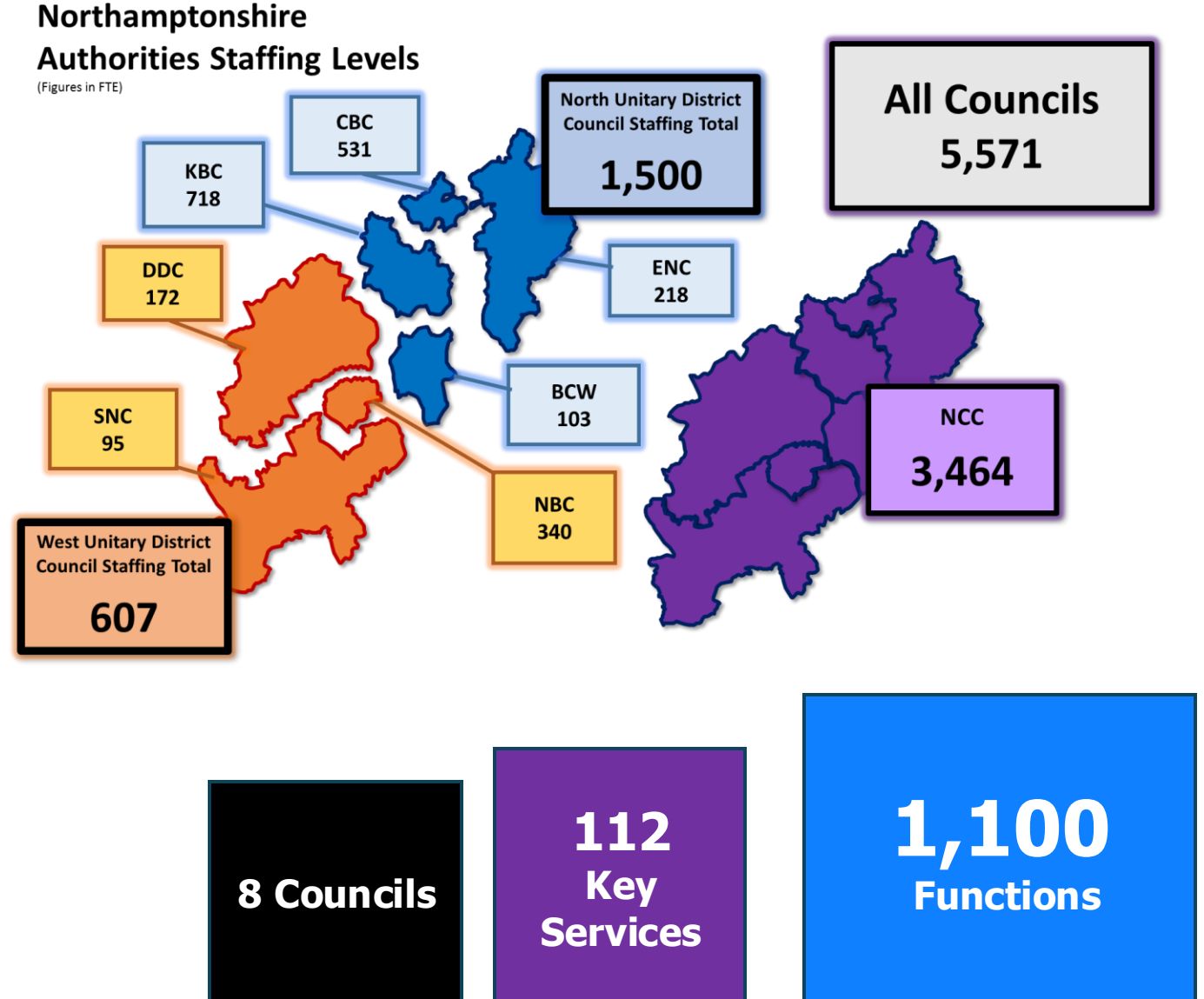
**West  
Northamptonshire  
Council**

## Reflecting on the Northants LGR journey

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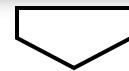
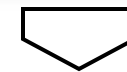


- Over £1bn of services
- Over 5,500 staff
- Over 300 elected members
- Creation of two large unitary councils
- Creation of a Children's Trust
- Integration of health and social care
- Repatriation of back office services
- Implementation of four main IT systems
- Dealing with a pandemic on an unprecedented scale
- Transformation and efficiency savings of c£85m



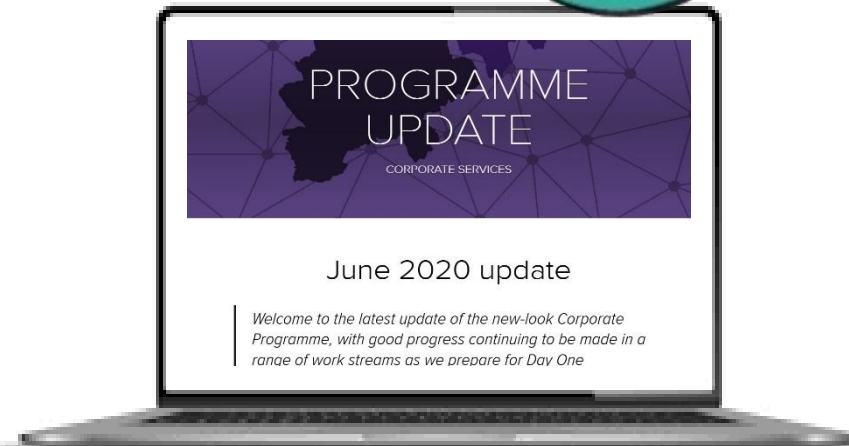
## The Future Northants Programme

- Shared ownership of the programme by all councils so everyone is invested – ie ‘not a takeover’
- Distributed leadership with each CX taking on a specific workstream, supported by mixed LGR project teams
- A simple, consistent and collective identity that can evolve with each stage of the process
- Dedicated comms channels including a strong online presence – supported by sovereign councils
- A clear comms and engagement strategy regularly reviewed at each stage in line with changing stakeholder needs
- Protocols and policies developed to ensure activity is coordinated and consistent



# Bringing colleagues with you on the journey

- Consistency and co-ordination key
- Dedicated resource, supported by comms teams.
- Cascade comms through existing council methods where possible
- Programme newsletter
- Workstream updates and information hub on intranets
- Bitesize sessions
- Videos and animation graphics
- Change champions and staff engagement events
- FAQs



## Developing a new vision, values and culture

Involve staff, members, residents, businesses and wider community

**Launching staff networks** – eg BAME, LGBTQ+, mental health and wellbeing, Disability, early careers, women and armed forces

## Engaging members

- Shadow authority meetings with over 300 members!
- Cross-party Task and Finish Groups: governance, vision and culture, rebranding, resident communications, budget and MTFP, senior appointments
- Dedicated briefing sessions and newsletters with workstream updates
- FAQs and briefings to support resident queries
- The valuable role of twin hatters



**A great place to live,  
work, visit and thrive.**

- Ensure openness and honesty – if you don't know the answers, say so
- Focus on what colleagues want to know, not what you think they want to know
- Keep the comms vacuum filled and reduce the rumour mills
- Encourage proactivity and appreciative inquiry
- Consider tone and language – eg new councils, not 'merging or combining' ... and watch out for jargon
- The importance of building relationships and not making assumptions
- Don't sweat the small stuff!

## COMMS TO DO LIST...

- Engage all stakeholders on LGR journey
- Support workstream activities
- Day One comms, new channels and ensure rebranding happens
- Set up new comms service and team arrangements
- BAU at current council plus comms for closedown and legacy projects