

Board: Communications and Engagement Board

Date: July 2021

Chair: Jen Green

1. Topic:

1.1. Update on the work of the Communications and Engagement Board.

2. Reason for report

2.1. This report fulfils the requirement of the Board to provide an update on its work to SLT.

3. Executive Summary

3.1 In the last quarter the board:

- Reviewed and agreed the parliamentary engagement strategy for 2021-22. The strategy sets out how it will monitor and identify opportunities for engagement on Bills for the 21/22 session which impacts the ICO, supports the arrival of the new Commissioner, identifies the ICO products that will be subject to parliament scrutiny and require engagement support, and ensure the integration across ICOR to ensure that regional differences are understood and reflected in our work.
- Reviewed and refreshed the corporate narrative, identifying the opportunities to enhance and protect our reputation, and reviewing the reputational risks gathered from stakeholder feedback and engagement, as well as media reviews, and key developments in the external landscape. The board welcome SLT's support in the operationalisation of the updated narrative, particularly the identification of Corporate Narrative Champions for departments.
- Stakeholder perception action plan has been developed, actions across 5 thematic areas: written communication products and correspondence, internal and external communications, sector

specific insight, future stakeholder perception activities and customer services. Action owners are taking forward the thematic areas and will report back to the board over the next quarter. The SME survey outcomes have also been included in the action plan.

- Received and reviewed the annual track results, as provided by Harris and confirmed the approach to external communications, with recommendations for future track or insight products.
- Confirmed the approach to and conducted an evaluation of the Data Protection Practitioner's Conference (DPPC) and made recommendations for future conferences and digital events. These recommendations were agreed by ET and will be implemented and monitored through the CEB.
- Reviewed the delivery of the ICO's internal communication strategy and overseen the implementation of some changes to our channels, especially the use of all colleague briefing sessions.

4. Key achievements

4.1 The DPPC was a particular success:

- The event was very well attended, with more than 4,200 people joining part of the day.
- The event ran with no notable technical problems. 95 per cent of post event survey respondents felt the conference hosting platform was good, very good or excellent.
- All aspects of the day proved popular: the morning plenary, the lunchtime lectures and the afternoon seminars. 96% of respondents rated the overall agenda as good, very good or excellent (40% said excellent).
- The three 'lunchtime lectures' were watched more than 1,500 times.
- Social media response to the day was overwhelmingly positive, and the Commissioner's speech was covered in the Times, Sun website and in regional press.

We now have an effective model for future digital events, which can enable significantly higher reach and engagement.

- 4.1. The development of the Parliamentary engagement strategy was a key deliverable from our Engagement Strategy, part of the board's Capacity and Capability plan actions.
- 4.2. Metrics for the Corporate Narrative Knowledge Pack have been positive and engagement from departments for the corporate narrative champions has been welcomed. SLT are thanked for their support with the ongoing operationalisation of the corporate narrative, as this was listed as one of the Board's key challenges in the last update.

5. Key challenges

- 5.1. While progress has been made against the engagement strategy, slower progress has been made for the new Relationship Management Service operating model and stakeholder mapping. It is anticipated that this will come to the board in the next quarter and the support of CEB and other boards with the delivery of the engagement strategy as a whole is welcomed. This will be needed to support RMS with tracking and delivering engagement across the identified priority stakeholders.

6. Upcoming issues

- 6.1. In the next quarter the board will:
 - Review and agree the new Knowledge Services Strategy.
 - Review and support the implementation of the Relationship Management Services' operating model and stakeholder mapping.
 - Guidance about how the ICO approaches external consultation. The guidance will aim to be simple, scalable, and flexible and set out when an external consultation is required and when it is not; and the key principles and steps that should be considered when conducting an external consultation.
 - Review the progress of and consult the CEB on the development of the replacement for ICON.
 - Deliver the bi-monthly review of the corporate narrative, updating products and key messages.

- Oversee the development and delivery of key communications and engagement strategies for our regulatory action, guidance and other products.
- Review and agree the work programme and ways of working for the newly appointed Communications Business Partners.
- Review and agree the proposed approach to future stakeholder insight.

7. Areas for challenge

- 7.1. SLT insight is asked for the approach to ways of working, communication strategy development and work programmes for the new Communications Business Partners.

8. Publication considerations

- 8.1. This report can be published internally and externally.

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