**SCORING CIVIC INVITATIONS**

Members of NACO have debated the quality v quantity issue at length and have devised a system that is now widely in use throughout the country. As has been previously mentioned, civic heads need to be encouraged and guided, to create and attend engagements that contribute to their personal objectives, given that they should, in turn, have been aligned to the corporate aims. These are quality engagements whereas other events that may have become traditional ‘annuals’ may not be – indeed they may need to be dropped in the pursuit of excellence.

NACO debates identified dozens of typical engagements and refined them into seven main categories as follows:

* Social - entertaining work colleagues ward party members etc
* Community - attending events such as local amateur theatre, sports clubs, church groups etc
* Promoting - council/partnership initiatives, inward investment etc
* Civic Hosting - receptions, buffets, banquets in connection with community and promoting
* Charities - fundraising events
* Civic Circuit - visiting other authorities for civic dinners, church services etc
* Council/Statutory/Tradition - Chairing Council meetings, attending Remembrance Day, Ceremony of the Keys etc

With the broad categories identified and agreed, the debate then moved onto assessing how engagements that fitted into them would be likely to contribute to corporate aims – in other words be a ‘quality engagement’.

In descending order the categories were ranked as follows and given a weighting that creates a clear picture of where the activities of civic office should be directed.

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| Promoting | 5 |
| Community | 5 |
| Civic Hosting | 3 |
| Council/Statutory/Tradition | 3 |
| Charities | 2 |
| Social | 1.5 |
| Civic Circuit | 1 |

*This is an extract from the NACO pamphlet “Surviving Scrutiny”. The full text can be downloaded from www.naco.uk.com*