February 2026

Scrutiny Panel

Review of Online Recruitment

Background

During February 2026 we ran a series of customer scrutiny workshops looking at Platform's current approach to digital recruitment of customers to become involved.
This report pulls together customer feedback gathered through the face-to-face and online workshops, and the results of the survey we put out to all involved customers via Platform Voices.
The report includes the themes identified, customer driven recommendations, and a conclusion.

Goals

Increase the number of customers joining engagement projects to strengthen the customer voice in service delivery.

Objective

- Review Platform's digital customer involvement recruitment journey.
- Understand barriers and motivations for participation.
- Identify improvements to content, accessibility and promotion.

Scope

- Platform website involvement pages
- Social media channels
- Platform Voices content and projects
- Customer workshops and survey feedback

Conclusions

This review demonstrates strong customer enthusiasm for involvement, but also significant barriers caused by:

- Overly formal language
- Long text-heavy pages
- Confusing role structures
- Poor visibility of impact
- Inconsistent formatting
- Limited accessibility options

Recommendations & Response

Rewrite and redesign the “Get Involved” pages of the website and Platform Voices

Recommendation	Response
Simplify all text	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. Customer Engagement Team (CE Team) to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.
Recommendation	**Response**
Remove jargon	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. CE Team to review current content & work with Communications Team (Comms) to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.
Recommendation	**Response**
Replace job-style language	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. CE Team to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.
Recommendation	**Response**
Introduce accessibility tools	Accessibility tool "Recite" already in place on website, consider how we can highlight this more. KM has confirmed we would need an additional license to use on Platform Voices.

	Amber Phillips (AP) to explore compatibility with Granicus and license cost with Kris Mills (KM).
Recommendation	**Response**
Streamline pages to reduce scrolling	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. Refreshed content will concurrently reduce scrolling as volume of text will be reduced as part of the re-write. Final changes to be reviewed with customer group.
Recommendation	**Response**
Redesign colour palette	Colour palette is in line with brand guidelines and cannot be changed as it needs to be in keeping with the website. Colour palette for Platform Voices to be reviewed to ensure it is in keeping with brand guidelines throughout.
Recommendation	**Response**
Create engaging, concise introductions	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. CE Team to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.
Recommendation	**Response**
Add bullet points throughout	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. CE Team to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.

Recommendation	Response
Where possible use images of Platform customers and avoid use of A.I. generated images	Customers have fed back that current imagery is not relatable/believable as "real customers" - too corporate. Work with Communities Team to establish bank of photos for use on website. Comms project also underway to create more photos for use on website. AP to check in with comms for update.

Clarify roles and structure

Recommendation	Response
Provide clear explanations of all involvement roles and remove CSB page (role no longer exists)	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. AP to progress removal of CSB page with comms (August 2026) CE Team to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.
Recommendation	**Response**
Clarify relationships (CVP/CAP)	Customer Voice Panel content does not reflect current structure. Need to review this action in line with proposed panel refresh? CE Team to review current content & work with Comms to redraft pages based on feedback.
Recommendation	**Response**
Define time commitments	CE Team to review current content & work with Comms to redraft pages based on feedback, produce infographic. Agree final version with customer group.

Recommendation	Response
Explain who is listening (teams, directors)	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. CE Team to review current content & work with Comms to redraft pages based on feedback. Agree final version with customer group.
Recommendation	**Response**
Improve “roles at a glance” with direct links to project pages	Survey containing examples of draft text has gone out to customers via Platform Voices. Survey closes 03/08. CE Team to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.

Improve evidence of impact

Recommendation	Response
Add headline summaries	CE Team to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.
Recommendation	**Response**
Improve “You Said – We Did” visibility	CE Team to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.
Recommendation	**Response**
Regular short updates after activities	CE Team to review current content & work with Comms to redraft pages based on feedback.

	Customer Group to be established to review updates and agree final versions before launch.
Recommendation	**Response**
Make impact part of each page's structure	CE Team to review current content & work with Comms to redraft pages based on feedback. Customer Group to be established to review updates and agree final versions before launch.

Refresh social media approach

Recommendation	**Response**
Use local groups consistently	Use of local groups is currently being reviewed by Comms, this will form part of the project to consider how we can share information beyond our corporate page.
Recommendation	**Response**
Share short videos	Example of social media video included in Platform Voices survey for customer feedback, closing 03/08. AP to speak with Comms re social media review to explore colleagues/customers making more informal content to promote roles.
Recommendation	**Response**
Highlight customer stories	Small customer working group to be created to work with Comms as they review use of social media. Note AP Review this action again with Comms to check if appropriate.

Recommendation	Response
Moderate negative comments	Note AP - Add response from comms/Hub as this is being addressed as part of the social media review
Recommendation	**Response**
Promote involvement in bite-sized formats	Small customer working group to be created to work with Comms as they review use of social media. Note AP Review this action again with Comms to check if appropriate

Improve digital tools including Dotty

Recommendation	Response
Ensure Dotty recognises key involvement terms	CCE to speak with Hub regarding functionality
Recommendation	**Response**
Provide direct routing to sign-up pages	CCE to speak with Hub regarding functionality
Recommendation	**Response**
Improve FAQs and step-by-step guides	CCE to speak with Hub regarding functionality