

Scrutiny and Overview Committee

Thursday, 29 March 2012

RECOMMENDATIONS

Set out below is a summary of the recommendations made at the meeting of the Scrutiny and Overview Committee held on Thursday, 29 March 2012. The wording used does not necessarily reflect the actual wording that will appear in the minutes.

If you have any queries about any matters referred to in this recommendation summary please contact Patrick Adams.

1. LOCALISM

The Leader introduced this item by outlining the opportunities that localism might present for South Cambridgeshire.

The Committee

RECOMMENDED That

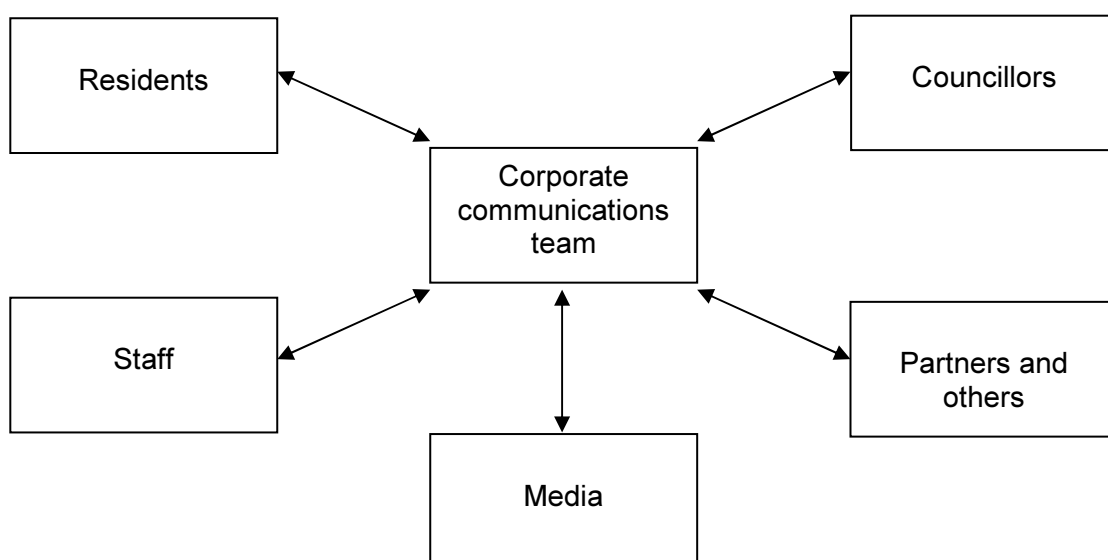
- a) The Council offer to host a joint parish forum with Cambridgeshire County Council.
- b) The Council communicate with parish councils on how the authority is responding to the challenge of localism through a leaflet and an article in South Cambs magazine.

2. CORPORATE COMMUNICATIONS: REPORT OF THE TASK AND FINISH GROUP

The Committee

RECOMMENDED TO THE POLICY AND PERFORMANCE PORTFOLIO HOLDER

- a) To appoint communications champions in each service area, including the new contact team, to liaise with the communications team, helping to maintain a forward programme of newsworthy events, a customer-focused website and social media presence, and a two-way flow of communication with colleagues, councilors, residents, partners and others.
- b) The corporate communications strategy to address communication as a two-way process which may be expressed by the following diagram:



- c) To express the Council's strategy for internal communication in plain language, with an action plan to be regularly monitored.
- d) to provide regular training for members and officers in media skills, presentation skills and communications.
- e) to carry out a benchmarking exercise on the resources allocated to corporate communications; this to include councils where social media is adequately resourced.
- f) to develop a corporate communications strategy in plain language, and in a short leaflet format, setting out a clear aim for the document and supported by a separate action plan to be regularly monitored.
- g) all elements of the corporate communication strategy to be designed from the perspective of the customer, or other end user as established through broad consultation.
- h) to develop an off-the-shelf strategy for use during an unexpected episode of media interest, and this to be informed by lessons learned from previous episodes.

3. ANNUAL SCRUTINY & OVERVIEW REPORT

The Committee

AGREED The report, subject to amendments agreed by the Chairman and Vice-Chairman, who were given delegated approval to include the discussions made at the meeting in the report.

4. SCRUTINY WORK PROGRAMME

The Committee

AGREED

- a) That the draft programme at Appendix A be used as a starting point for 2012/13, subject to the inclusion of a task and finish group on street cleaning, the adding of housing vulnerable people to the list of potential items and the invitation to Councillor Sue Ellington to inform the Committee on the work of the Cambridgeshire Health and Wellbeing Board.
- b) That an informal workshop be arranged in early June to enable the 2012/13 Committee to draft a work programme for agreement on 5 July 2012.