

<p>POLICY & RESOURCES SCRUTINY COMMITTEE IN-DEPTH STUDY 2019/20</p>

<p>TOPIC: HOW THE COUNCIL AND COUNCILLORS 1) COMMUNICATE WITH LOCAL PEOPLE AND STAKEHOLDERS AND 2) FACILITATE ENGAGEMENT AND PARTICIPATION</p>

<p>FRAMEWORK FOR SCRUTINY / SCOPE OF PROJECT:</p>
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The Council/Councillors undertakes thousands of communications and interaction with local people, businesses and stakeholders every day. Every one of these interactions will impact on that person or businesses opinion of the Council, positively or negatively.

In addition to these two-way communications, the Council/Councillors also regularly 'broadcasts' information about its services and projects, be it through social media, traditional media, and digital platforms.

This project will consider how the Council/Councillors communicates and engages with local people, stakeholders and each other, and where improvements or changes could be made, to ensure that wherever possible the Council is projecting a professional and consistent tone and message.

The scope of the project should also consider the emphasis on co-production, participation and engagement and moving towards becoming a participatory Council that truly listens and acts on the concerns of its residents.

The review will look at and consider the following:

- (i) Service design
- (ii) Engagement and participation
- (iii) Effective communication
- (iv) Customer services

<p>Method: Through project team meetings and witness session</p>	<p>Target date: April 2020</p>
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(At these sessions, evidence will be taken in public - unless local government access to information rules requires private consideration of information).

<p>MEMBERSHIP:</p>

Councillors M Davidson, S Habermel, C Walker, M Dent, H McDonald, B Ayling, I Shead and P Collins

Officer Core team: A Keating, B Nemeth, N Constantine, E Butler, K Pachalko and F Abbott (project coordinator).

As and when required: TBC

PROPOSED OUTCOMES:

- Advice and recommendations to support the development of a new engagement portal to replace the current consultation portal
- Development of a new Participation and Engagement Strategy
- Recommendations on how the Council/Councillors communicates in both a broadcast and two-way sense

SOURCES OF EVIDENCE

The main evidence base will be:

- Case studies
- Evidence from key stakeholders

POSSIBLE ACTIVITY / INDICATIVE PROGRAMME:

Meeting 1 – 26th September 2019

- Appointment of Chair for project
- Current situation - context of review & setting scene (*what happens now*)
- Southend 2050 feedback
- Case studies from other areas such as Barking & Dagenham (Engagement Platform) etc.
- Open conversation - What are the Councillors roles to unlock participation?

Meeting 2

Preparing for witness session

Meeting 3 – witness session

With focus on assets / responsibilities of local people
Service design - how co produce / co create

Meeting 4

Possible site visit

Meeting 5

Review evidence & draft recommendations

STAKEHOLDER/WITNESS GROUPS:

Barking & Dagenham (engagement platform) & demonstration
Officers
Residents / Citizens Panel
OP Assembly
Youth Council
YMCA
Local supported living project
Catch22 College