

SEFTON COUNCIL



OVERVIEW AND SCRUTINY

**(Corporate Communications and Covid-19
Working Group)**

APPENDIX 5

MEMBERSHIP

Members nominated by the O&S Committee

TERMS OF REFERENCE AND OBJECTIVES

The Overview and Scrutiny Committee (Regulatory, Compliance and Corporate Services) has agreed to establish a Working Group to assess the changes instigated by Corporate Communications in communicating with residents during the Covid-19 pandemic; the impact the changes have had; and how such changes shape the future of the Council communicating with its communities.

In the context of Council activity, the purpose of Corporate Communications is to inform (or even signpost and warn) our internal and external audiences (staff, stakeholders, partners and communities). Many behaviour-change campaigns have also been delivered by the Corporate Communications Team.

It will be necessary for the Working Group to explore:

- The range of communications activity the Council is responsible for;
- The purposes and objectives of the communications activity;
- Who the intended audience is;
- The nature of any potential and actual impact (positive or negative), from the communications activity
- The effectiveness of communications activity, such as changes in behaviour
- How we influence behaviour change in the community through standard channels

It will be necessary for the Working Group to consider:

- How and what the Council has communicated with stakeholders (staff, residents and partners) during the pandemic
- How the Council communicated with hard-to-reach communities and what lessons can be learnt for maintaining and improving these channels in the future
- Accessibility of communications activity and channels
- How we communicate with young people, given that this audience does not want to follow the council on social media, so what alternative communications channels should be used to get messages to this group.

It will be necessary for the Working Group to review:

- Current Sefton Corporate Communications Activity
- Areas of good practise within the Council
- Good practise within other local authorities or similar organisations
- Areas for improvement within the Council's policies and practise
- Recommendations for improving the Council's policies and practise

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HOW WILL THE REVIEW CONTRIBUTE TO CLIMATE CHANGE EMERGENCY MOTION

(Note: the Overview and Scrutiny Management Board, at its meeting on 10 September 2019, agreed that Working Group Scoping documents should include a section providing details of how each review would contribute to the terms of the [Climate Change Emergency motion](#))

Not applicable

METHODS OF ENQUIRY

Dependent upon the refined scope of the review, to include:

- Analysis of current Sefton practice
Available statistics on current Sefton practice such as social media reach and website traffic
- Desktop research into practise elsewhere
- Witness interviews with officers, stakeholders, experts and other organisations
- Surveys – did an intended audience see a Council message and did they do or change as a result
- Possible site visits / conference calls with other teams such as the contact centre, experts and other organisations

TIMESCALES

To commence in June 2022

To be completed in June 2023

OFFICER SUPPORT

Lead Officer: Elena Lloyd (Corporate Communications Manager)

Democratic Services Officer: Paul Fraser

OTHERS WHO WILL BE INVOLVED

The review is likely to involve the following witnesses and sources of information and advice

- Council Officers such as Martin Driver, (Communications Team Lead), Jayne Vincent (Engagement Lead), One member of the Accessible Information Group (TBC), One Young Advisor (TBC)
- Members
- Experts and representatives from other Councils or similar organisations

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ARRANGEMENTS FOR REPORTING TO CABINET/COUNCIL

Timetable of committees, link into the planning chart, type of report/minute

PLANNING CHART

The Planning Chart is an example of the way reviews could/should be planned.

It is recommended that realistic time frames in which to carry out tasks should be considered including possible delays for public holidays and Council business. Effective planning suggests that more planning time be built into the chart.

Activity	MONTH												
	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Scoping													
Consider Documents													
Witnesses													
Site Visits													
Initial Findings													
Draft Report													
O&S Cttee Considers													
Submit to Cabinet (if appropriate)													

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Ten Step Process Flow Chart



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