

# SEFTON COUNCIL



## OVERVIEW AND SCRUTINY

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

## APPENDIX 4

### **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

Committee agrees Working Group membership and appoints Chair/Lead Member

Working Group complete scoping document determining terms of reference & timetable.

Working Group submit scoping paperwork to the Overview and Scrutiny Committee for approval.

Background research undertaken and evidence collected.

Working Group meet to determine questions they wish to ask witnesses.

Working Group make any necessary visits & additional evidence obtained.

Witness hearings take place & responses written up by support officer.

Working Group review headings for the final report.

Working Group and support officer draft final recommendations and approve final report.

Overview and Scrutiny Committee receives final report and recommendations and how they should be taken forward.

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