

TITLE OF REVIEW – TERMS OF REFERENCE AND SCOPING OUTLINE PLAN

Review topic	Communications Strategy Review
Terms of Reference	<ul style="list-style-type: none"> • To contribute to the review of the council's Communication Strategy reporting back to Overview and Scrutiny on 18 September 2018. • To review and approve associated policies – such as social media, consultation, advertising and sponsorship. • To consider the options around how the council consults with its residents, businesses and visitors.
TFG Members	<p>Nigel Galloway Caroline Neville</p> <p>Additional members to be sought at Overview and Scrutiny Committee meeting of 19 June 2018.</p>
Officer Support	<p>Sarah Parker PR Manager Laurence Foord Divisional Manager, Communications, Licensing and Events</p>
Background	<p>The council is due to update its communication strategy, which looks at how the council communicates with its residents, businesses, workers and visitors. This will include reviewing its communication activities, advertising and sponsorship opportunities and consultations.</p> <p>The Overview and Scrutiny Committee has the opportunity to consider future approaches / options and help shape the council's future direction on communication and consultation activities.</p>
Outcomes to be Achieved	<p>The following outcomes should be achieved by the committee from undertaking this review:</p> <ul style="list-style-type: none"> • Review and approve the draft Communication Strategy. • Identification of any areas of concern for further in-depth review. • Consider consultation improvements.
Methodology/Approach	<p>Benchmarking Desktop research Internal/External partnership meetings</p>

In Scope	Interviews with PR and Consultation team
Excluded from Scope	Specific details on sponsors and advertisers
Consultation	Residents Businesses Councillors Council service areas
Evidence sources	Initiatives feedback Social media figures and campaign results Advertising and Sponsorship income Consultation results Evaluation of specific campaigns – eg 'Against Litter' Media coverage
Site visits	Site visits to other Local Authorities to review consultation activities and report back to task and finish group/Overview and Scrutiny Committee.
Review Completion Date	March 2019
How does the review link to strategic aims and priorities?	Corporate Priorities and Service Action Plans
Private Meeting or Public?	Private

PROJECT PLAN

The following Project Plan interprets the above action plan into a programme of work.

	Action	Timescale
1	Appoint members of task and finish group and set first meeting date	June 2018
2	Overview of current position and agree outline of communication strategy.	July 2018
3	Consider new consultation approaches/options as part of the wider strategy review	September 2018
4	Review of relevant policies that link to the Communications Strategy	December 2018
5	Review draft Communications Strategy	February 2019
6	Final report to go to OSC	March 2019