

APPENDIX B (iV)

Scrutiny request (and Review of PAPER Criteria)

Communications Strategy/Public engagement - How do we better communicate to the residents in Adur and Worthing the role of the Council, its officers and Members and how does this interact with the Council in the Community work being carried out.

Request from - JOSC Members

Public interest

This issue will enable JOSC to find out more about the Councils' current approach to communications and public engagement with local residents. By considering this issue at JOSC it will provide local residents with a better understanding of the work of the Councils and how they are/can be engaged or involved in that work.

Score = 5

Ability to change -

Consideration of these issues will enable JOSC to influence improved communications by the Councils - It will help to engage local residents in matters affecting them which the council may have input into, can help influence and help change the public mindset from waste and council tax to more proactive engagement.

Score = 4

Performance -

There is a perceived view from local residents that there is not good enough public engagement and communications by the Councils are not effective for example, people are not aware that WSCC Highways are responsible for potholes. People are unaware of what role and services the Councils can offer in the community. Consideration of this issue by JOSC will help review these issues to consider if recommendations for change are required.

Score = 4

Extent -

Public engagement and communications by the Councils will impact across all parts of the Council areas and all local residents so the extent is wide.

Score = 5

Replication -

This matter has not been considered recently by the Councils in this current form.

Score = 5

Expected Outcomes of the review -

- What is the expected outcome of the review?
- Who will the Committee submit advice, observations, comments or recommendations to?
- What does the Committee need to know, or gain a clearer understanding of, in order to achieve the outcome?
- What is the Committee trying to achieve from the review (i.e develop policy, investigate shortcomings or gaps, investigate the effects of policy etc)?

Wider public engagement and improved public engagement with JOSC resulting in more public questions and interaction over matters of concern to local residents. Overall improved confidence and understanding on the work of the Councils.

JOSC has the opportunity to review the information provided and recommend suggestions for change if required based on the evidence and information provided. JOSC also has the scope to request a further review of the issues.

JOSC will be investigating the effects of the current approach to communications and public engagement and identify shortcomings or gaps. JOSC will need to investigate the effects of the approach to this area of work.

Comments/recommendations from the discussion/review of this item can be submitted to the Joint Strategic Committee, the Leaders (Portfolio holders for Communications and community engagement (Adur) and the Worthing Deputy Leader who is responsible for community engagement. Comments can also be submitted to the Assistant Director for People and Change and Chief Executive who oversee communications and public engagement work.

What is the methodology for the review?

- Is the review so in depth that a Working Group review is recommended
- An Officer Report to the Committee
- Themed Meeting / inquiry for review, discussion, recommendations

It is proposed that the approach to communications and public engagement can be explained at a JOSC meeting from an Officer report by the Assistant Director People and Change.

JOSC will need a detailed breakdown of how the Councils deal with communications and public engagement and any plans for future development in these areas of work. This will provide JOSC with a wider understanding of this area of work.

What time should be allocated for the review?

- How much time should be allocated to the item review?
- How long would a working group need to conclude a review?
- If there is a Themed meeting will this be for all or part of the meeting?

This item can be considered as part of a JOSC agenda item.

Guests/Speakers/Resources required

- Who will need to be involved with the review - guests (cabinet members, officers, community representatives, experts), consultees and in what capacity
- Might there be a requirement for training and or external advice?

The Assistant Director for People and Change will report on this item to JOSC with assistance from Officers involved in this area of work.

The relevant Cabinet Members can be invited to attend by JOSC and provide comments on the issues

JOSC may also want to invite representatives from relevant community groups to comment on the Councils' approach to these areas of work or invite comments from social media channels.

Committee time/date required

- When does the review need to be carried out by?
- Are there critical dates that the committee must meet?
- When will the working group present its findings to the Committee?

It is suggested that this item should be considered as part of the JOSC meeting agenda in February 2025.

Communications

- What communications are required for the review (i.e will there be a requirement for public engagement, will there be opportunities for promotion of the work of the Committee)

It is suggested that JOSC could publicise this area of work and encourage local residents to attend.

Does the proposed review link with the Council strategic objectives or does the Joint Overview and Scrutiny Committee have the ability to influence and/or add value on the subject?

Participative Councils -

- Involve people more closely in the design and provision of services
- Offer genuinely participatory ways for citizens to be involved in decision-making
- Provide inclusive services by listening to underrepresented

voices, creating equal access and meeting our equality duties

- Support Councillors in their work of representing and championing the interests of residents, communities and businesses