

Executive Member Response To Media & Communications Scrutiny Review

Date Recommendations agreed by Overview & Scrutiny Committee:

Overview & Scrutiny Committee, 08/03/2018
(circulated 15/03/2018)

Date responses should be made by:

Executive responses on behalf of the Executive Portfolio Holders for Housing, Health & Older People should be received by 10/05/2018

Recommendations:

In addition to the recommendations that the LGA Peer Team have made which O&S Members support, Members wished to add the following recommendations to be incorporated into an action plan which are as follows:

Executive Response:

1. That the Council explores how best to engage with the

This will form part of the council's community engagement framework – currently in development. Policy development work will take place

communities it serves; ensuring all resident despite race, age, ethnicity, gender and disability have an equal say on how Council services are delivered.	through the Community Select Committee during September, October and November 2018.
Action: Rob Gregory/Richard Protheroe/Lucy Culkin	
2. That the Stevenage Youth Council and other youth organisations and clubs be invited to own a strand of the place brand and to promote this amongst the Town's young people. Members recommended that officers should undertake this work by going out to where young people meet in various clubs and organisations and using social media to engage with them so that the level of young people participation can be improved.	This will be undertaken by the community development team, working alongside Youth Connexions and as part of the Community Engagement Framework.
Action: Rob Gregory/Richard Protheroe/Lucy Culkin	
3. That officers and the Leader consider and outline the future engagement mechanisms that will enable the public to express their opinions and influence future council decisions.	This will form part of the council's community engagement framework – currently in development. Policy development work will take place through the Community Select Committee during September, October and November 2018.
Action: Rob Gregory/Richard Protheroe/Lucy Culkin	
4. That there be a priority for informed rapid response to incidents and breaking news over planned 'ribbon cutting' events, etc., when necessary.	Officers would respond to live events alongside any prearranged events and make judgements about the level of resources required to cover both eventualities.
Action: Richard Protheroe/Lucy Culkin	
5. That the associated Communications Action Plan should	The Communications Action Plan will pick up the issues identified by

<p>also include reference to the issues that Members had previously highlighted as part of their review as areas of development, including:</p> <ul style="list-style-type: none"> • The importance of intelligence to pre-empt issues and proactively engage with local press. • The benefit of positive news, especially with regard to any developing issues which might be of concern to Stevenage residents. • The need to build and maintain relationships with local media agencies. • The need for Members to exercise caution when using social media such as Twitter or Facebook but that training be provided to them to help build confidence. • The need to strengthen 'out of hours' coverage especially for social media comments. <p>Action: Richard Protheroe/Lucy Culkin</p>	<p>Members in their scrutiny review.</p>
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