

**Scoping Form****Test Valley Borough Council Overview & Scrutiny Committee****Panel Reviews - Scoping Template**

1	<b>Corporate Priority/Service Area (may be more than one)</b>  Communicating with residents															
2	<b>Lead Member(s)/Chairman of Panel</b>  Cllr Brooks & Cllr Baverstock  <b>Panel members</b>  <table border="1" data-bbox="304 853 1353 1043"> <thead> <tr> <th data-bbox="304 853 628 891"></th> <th data-bbox="628 853 1007 891">North</th> <th data-bbox="1007 853 1353 891">South</th> </tr> </thead> <tbody> <tr> <td data-bbox="304 891 628 929">Panel members</td> <td data-bbox="628 891 1007 929">Cllr Brooks</td> <td data-bbox="1007 891 1353 929">Cllr Baverstock</td> </tr> <tr> <td></td> <td data-bbox="628 929 1007 967">Cllr Hamilton</td> <td data-bbox="1007 929 1353 967">Cllr Bailey</td> </tr> <tr> <td></td> <td></td> <td data-bbox="1007 967 1353 1005">Cllr Parker</td> </tr> <tr> <td></td> <td></td> <td data-bbox="1007 1005 1353 1043">Cllr Swain</td> </tr> </tbody> </table>		North	South	Panel members	Cllr Brooks	Cllr Baverstock		Cllr Hamilton	Cllr Bailey			Cllr Parker			Cllr Swain
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		Cllr Parker														
		Cllr Swain														
3	<b>Portfolio Holder(s)</b>  Leader of the Council															
4	<b>Key Areas of Focus</b>  The review aims explore <ul style="list-style-type: none"> <li>• How the council communicates information to residents and how effective this is and what opportunities are there to develop/strengthen in the future.</li> <li>• How members communicate with departments and residents</li> <li>• How officers communicate with members</li> </ul>															
5	<b>What will be developed or reviewed?</b>  The panel will look at this from three perspectives: <ul style="list-style-type: none"> <li>• How the council communicates key information through media such as the council website</li> <li>• How services communicate key information directly to service-users</li> </ul>															

	<ul style="list-style-type: none"> <li>• How members communicate key information to their residents and communities.</li> <li>• How the Council communicates key information through all media such as the Council website or by telephone including print and social media.</li> <li>• The Council recognises this is a two way exchange.</li> </ul>
6	<p><b>Rationale – Why now/why at all?</b></p> <p>As the council now emerges from the impacts of the pandemic this will be an opportune moment to undertake this review.</p> <p>Building on a previous roundtable session in 2019 which explored some of these topics and a previous panel on public involvement, this proposed panel will aim to review how the implementation of previous recommendations have worked and explore those ideas that were unable to be implemented at the time as well as identify new opportunities that may have emerged as a result of having to communicate differently throughout the pandemic.</p> <p>What are the advantages and disadvantages that staff members have identified.</p>
7	<p><b>Anticipated Benefits</b></p> <p>The pandemic has highlighted how organisations have had to think differently about how they communicate. Reviewing how we communicate as set out in section 5 will help us to learn the lessons from the last year and explore what worked/ or didn't work as well in how we communicated with residents throughout this empowering them and their communities.</p>
8	<p><b>Resource Implications</b></p> <p>Officers' time which may include access to information as well as the Communications Manager and Head of Strategy and Innovation, engagement with the portfolio holder and OSCOM members' time. Engagement with residents will be through surveys and focus groups which may have resource implications.</p>

9	<p><b>Are there any Partner Organisations involved in the Project? If so, which?</b></p> <p>No</p>
10	<p><b>Will you require external partners to attend the Panel?</b></p> <p>No</p>
11	<p><b>Does the Project require Public Involvement?</b></p> <p>Some public engagement would be anticipated and this could be done through either a survey, either written or in person, or focus group.</p>
12	<p><b>How will the Project assist the achievement of a Corporate Priority or Priorities?</b></p> <p>It is hoped that any recommendations will help to build upon the councils approach to communicating with residents, service users and local communities.</p> <p>As the council moves towards developing its next corporate plan and revised local plan this will involve engagement with local residents and communicating how people can get involved will be important.</p>
13	<p><b>What do you want OSCOM to do now?</b></p> <p>OSCOM is asked to consider the scope and next steps.</p>