

Swindon Borough Council

Communities and Place Overview and Scrutiny Committee

Wednesday, 6 March 2019

Committee Room 6, Civic Offices

At 6.00 p.m.

Conservative Councillors

Claire Ellis (Chair)
Kevin Parry
Garry Perkins
Roger Smith
Vera Tomlinson

Labour Councillors

Steve Allsopp
John Ballman
Janine Howarth

Committee Officer: Shaun Banks (07980752047) sbanks@swindon.gov.uk

Swindon Borough Council can be contacted at the Civic Offices, Euclid Street, Swindon, SN1 2JH (Telephone 01793 445500)

Access Arrangements - The venue is wheelchair accessible and an infrared receiver hearing system is provided. If you have any special requirements to enable you to attend the meeting or would like to receive any of the pages contained in this agenda in a larger print size, please contact the Committee Officer as soon as possible prior to the date of the meeting.

AGENDA

1. Apologies for Absence

2. Declarations of Interest

Members are reminded that at the start of the meeting they should declare any known interests in any matter to be considered, and also during the meeting if it becomes apparent that they have an interest in the matters being discussed.

3. Minutes (Pages 3 - 4)

To receive the minutes of the meeting held on 9th January 2019.

4. Public Question Time

See explanatory note below. Please phone the Committee Officer whose name and number appears at the top of this agenda if you need further guidance.

- 5. Presentation - Transfer of Community Assets to Parish Councils**
- 6. Presentation - Update on the Council's Renewable Energy Programme**
- 7. Work Programme 2019/20 (Oral)**

Members are asked to consider items for the Committee's Work Programme for the Municipal Year, 2019/20.

Date of Despatch: 26 February 2019

Public Question Time - Swindon Borough Council remains committed to increasing its accountability to the public and to promoting active citizenship. 15 minutes will be allowed at the start of all Council meetings for questions to the Chair from the public about the work of the Committee (except for confidential matters, and matters relating to planning and licensing applications). We will give priority to those who submit questions in writing at least two days before the meeting. Questions must be relevant, clear, and concise. You may not use Public Question Time as an opportunity to make speeches or statements.

Questions in writing should be sent to the Committee Officer whose contact details appear on the agenda above or to the Director of Law and Democratic Services, we will publish it, along with the answer, alongside the Minutes. The process associated with asking a public question is set out in the "Public Question Time at Council Meetings Protocol and Guidance" available on the Council's Website.

(<http://www5.swindon.gov.uk/moderngov/ecCatDisplay.aspx?sched=doc&cat=13338&path=0>) or from the Committee Officer named above.

COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE

WEDNESDAY, 9 JANUARY 2019

PRESENT:- Councillors Claire Ellis (Chair), Janine Howarth, Nick Martin, Kevin Parry, Garry Perkins and Roger Smith

Apologies for absence were received from Councillors Steve Allsopp, John Ballman, Matthew Courtliff and Vera Tomlinson.

18. Declarations of Interest

The Chair reminded Members of the need to declare any known interests in any matters to be considered at the meeting. No declarations were made.

19. Minutes

Resolved – That the minutes of the meeting held on 12th December 2019, be confirmed and signed as a correct record.

20. Public Question Time

Mr Roy Worman asked a public question relating to the public's inability to respond to issues raised during presentations to Members. The Chair responded at the meeting.

Mr Worman asked a supplementary question regarding the recording of public questions in the minutes of Committee meetings. The Chair responded at the meeting.

Mr Roy Worman asked a public question relating to consultations undertaken in respect of the Council's Communications Strategy and whether the Strategy would be publically available. The Chair responded at the meeting.

Mr Roy Worman asked a public question relating to the staffing structure of the Council's Communications Team. The Chair responded at the meeting.

Mr Roy Worman asked a public question seeking clarification as to which organisations would be included in the stakeholder data base. The Chair responded at the meeting.

21. Presentation - The Council's Communications Strategy

The Head of Communications gave a presentation updating the Committee on the Council's Communications Strategy. In particular, he drew the Committee's attention to the following:

- The Cabinet's endorsement of the Council's current Communications Strategy at its meeting held on 11th July 2018.
- How the Local Government Association Communications Peer Review finding and stakeholder input and feedback helped inform the Communications Strategy which was based on best practice across the

public sector.

- The team's background and work to place communications at the centre of the Council's work and to support the work undertaken throughout the authority.
- The application of the OASIS model (Objectives, Audience Insight, Strategy/Idea, Implementation and Scoring Evaluation) to target clear and concise messages to the public and within the Council.
- The role of the Communications Team in helping the Council to meeting its strategic priorities through the application of the OASIS model, for instance, during the Voter ID publicity Campaign for the Local Elections held in May 2018 and its shortlisting for the 2019 Local Chronicle Campaign of the Year Awards.
- The award of a Gold and Silver in September 2018 from the Chartered Institute of Public Relations Pride South Awards for the Voter ID and Staff Flu Vaccination campaigns.
- The creation of a stakeholder database of more than 500 local voluntary, community and religious organisations.
- The core priorities and projects set out within the Communications Strategy for the coming year based upon consultations with service departments and Councillors.

Following the introductory remarks, the Head of Communications, responded to questions and comments on the following points:

- The identification of targeted audiences and the most relevant communication tools to reach them during any campaign.
 - The use of social media and twitter as a cost effective in reaching younger audiences and/or targeted groups.
 - The recent on-line Waste Strategy survey completed by over 3,000 local residents.
 - Recent campaigns including rough sleeping and homelessness, Foster Carer recruitment, the severe weather protocol, pothole repairs, recycling, the use of housing repairs, portal voter ID and waste strategy.
 - The potential for the streaming of meetings to reach a wider public audience.
 - The need to give residents an overview of the wide range of activities undertaken on their behalf.
 - The sustainability of differing levels and types of campaigns undertaken by the Council.
 - The assessment of the impact of various campaigns and how lessons arising could be learnt and disseminated to service departments.
 - How the Council can work and co-operate with Parish Councils and other partners in formulating campaigns.
 - The need to inform the public of the results of consultations and the reasons why some options might not be acted upon.
 - The use of Overview and Scrutiny Committees in helping to shape proposals prior to formal public consultations.
 - The successful use of social media by the Council's Communications Team.
- Resolved – (1) To note the contents of the presentation.
(2) That the Head of Communications be thanked for his comprehensive and informative presentation.