

COMMUNICATIONS REVIEW

Policy and Performance Advisory Committee - 29 November 2018

Report of Pav Ramewal - Chief Executive

Status For Consideration

Key Decision No

Portfolio Holder Cllr. Peter Fleming

Contact Officer Lee Banks, Ext. 7161

Recommendations to Policy and Performance Advisory Committee:

- a) The findings of the Communications Peer Review are noted; and
- b) Members views on the findings of the Peer Review team be considered by Officers in the implementation of the recommendations.

Introduction and Background

- 1 Between 3 and 5 September this year the Council welcomed a Peer Review team to undertake a review of the its communications activity.
- 2 Organised by the Local Government Association, peer reviews are delivered by experienced elected member and officer peers. Peers were selected on the basis of their relevant experience and expertise. The peers who delivered the peer review were:
 - Lead peer: Jayne Surman, (marketing and communications manager, Warwickshire County Council);
 - Member peer: Cllr Kevin Bentley (deputy leader and cabinet member for infrastructure, Essex County Council);
 - Senior communications officer peer: Lynne Morris (head of news and internal communications, Local Government Association);
 - Senior communications officer peer: Jon-Paul Hedge (director of communications, Exeter City Council);
 - Review manager: Claire Thurlow (communications improvement advisor, Local Government Association);
 - Shadow communications officer peer: Kelsey Stubbs (communications and engagement lead for economy and infrastructure, West Sussex County Council; and

- Shadow peer: Chloe Newman (communications improvement assistant Local Government Association)
- 3 At the Council's request the review focussed on a number of specific priorities. These were:
- Capacity and capability;
 - Digital;
 - Role of members;
 - Internal communications; and
 - Priority setting.
- 4 The Peer Review team concluded that Sevenoaks District Council has a strong communications base and a clear appetite to succeed.
- 5 To assist the Council to achieve its aims the Peer Review team has set out a range of recommendations which are outlined in their report, which is provided at Appendix A. It is the Peer Teams view that by implementing these recommendations the council will be able to build on its strong communications base to deliver even greater impact.

Key Implications

Financial

There are no financial implications to this report.

Legal Implications and Risk Assessment Statement.

There are no legal or risk implications related to this report.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Conclusions

This report is for information only and Members are requested to note the report.

Appendices

Appendix A - Communications Peer Review report

Background Papers

None.

Pav Ramewal

Chief Executive