

## Request for Scrutiny Work Programme Item

1	<b>Title of Work Programme Item</b>	Scrutiny and Media Relations
2	<b>Responsible Director (s)</b>	Ian Gallin, Deputy Chief Executive
3	<b>Responsible Officer</b>  <b>Tel No.</b>	Richard Longford, Head of Communications  01752 307816
4	<b>Relevant Cabinet Member(s)</b>	Councillor Glenn Jordan, Portfolio Holder for Customer Services.
5	<b>Objectives</b>	<p>To review the current process for media enquiries relating to the work of Plymouth City Council's Scrutiny Function.</p> <p>To further develop relationships between Chairs of Scrutiny Panels and media providers in the city.</p> <p>To provide recommendations to the Overview and Scrutiny Management Board on how the work of the scrutiny function can be better communicated to a wider section of the general public.</p>
6	<b>Who will benefit?</b>	<p>Plymouth City Council Residents of Plymouth</p> <p>The review will raise the profile of the City Council's scrutiny function and ensure that good relationships with media outlets are further developed.</p> <p>The result of good media relationships would enhance the profile of the scrutiny function to the residents of Plymouth and increase democratic accountability.</p>
7	<b>Criteria for Choosing Topics (see table)</b>	<p>Issue consistently identified by Members as key through constituency/Scrutiny activity.</p> <p>Public interest issue.</p>

	<b>What will happen if we don't do this review?</b>	The work of the scrutiny function would not be acknowledged by the residents of Plymouth and could lead to a perception that there is little democratic accountability within Plymouth City Council.
8	<b>What are we going to do?</b>	A single session Task and Finish review with representatives from each of the five Overview and Scrutiny Panels led by the Support Services Overview and Scrutiny Panel.
9	<b>How are we going to do it? (witnesses, site visits, background information etc.)</b>	Witnesses would include, but would not be restricted to, Officers from Plymouth City Councils Corporate Communications Unit and representatives of media organisations operating within the city.
10	<b>What we won't do.</b>	Other communications policies not pertaining to the Scrutiny function.  Review media relations / output within the city other than that pertaining to scrutiny.
12	<b>Timetable &amp; Key Dates</b>	Dates to be confirmed following Overview and Scrutiny Management Board consideration of proposal.
13	<b>Links to other projects or initiatives / plans</b>	Plymouth City Councils Communications Toolkit. Plymouth City Councils Communications Strategy.
14	<b>Relevant Overview and Scrutiny Panel / Membership if Task and Finish Group (to be decided by OSP before submission to OMB)</b>	This work programme request has been prepared by the Non-Chair members of the Overview and Scrutiny Management Board. Each panel will be expected to nominate one of their number to represent the panel on the Task and Finish Group.
15	<b>Where will the report go? Who will make the final decision</b>	The report will be provided to the Overview and Scrutiny Management Board for recommendations to be forwarded to the Cabinet Member for Customer Services.
16	<b>Resources (staffing, research, experts, sites visits and so on)</b>	Officer time.
17	<b>Is this part of a statutory responsibility on the panel?</b>	No
18	<b>Should any other panel be involved in this review? If so who and why?</b>	All five Overview and Scrutiny Panels should be involved in this review. Members should be nominated by the five panels ensuring all panels have sufficient opportunity to develop their media presence.

<b>19</b>	<b>Will the task and finish group benefit from co-opting any person(s) onto the panel.</b>	No
<b>20</b>	<b>How does this link to corporate priorities?</b>	This review links to the City's priorities 'Raising Aspirations' (Promoting a positive image of Plymouth) and 'Value for Communities' (Transforming our approach to customers).