

REPORT TO	DATE OF MEETING
CABINET	13 JUNE 2012

Report template revised June 2008



SUBJECT	PORTFOLIO	AUTHOR	ITEM
SCRUTINY REVIEW – EXTERNAL COMMUNICATIONS	LEADER	S NUGENT	6

SUMMARY AND LINK TO CORPORATE PRIORITIES

This report provides details of a review of External Communications by the Scrutiny Committee. Contained within the report are recommendations that can be implemented, as well as indicating the reasons why certain recommendations cannot be implemented. These recommendations are reported in more detail within Appendix A of this report.

RECOMMENDATIONS

It is recommended that:-

- The highlighted recommendations indicated within this report should be implemented, or have already been implemented.
- The report also contains recommendations, that, after consideration will not be implemented.

DETAILS AND REASONING

A team comprising of members of the Scrutiny Committee have undertaken a review of External Communications, this was reported to the Scrutiny Committee on 31 January 2012. The review examined a range of external communications issues and proposed a series of recommendations where improvements could be made to External Communications. This report was then considered at the Council meeting held on 29 February 2012 where it was resolved that the report be noted and its recommendations be given further consideration by the Cabinet.

There are twenty seven recommendations contained within the report, they are widespread and across a range of subject areas, they provide detailed information as to where improvements can be made.

In considering the review team's report it should be noted that certain recommendations have financial or resource implications.

The recommendations have been considered by the Senior Management Team and the Public Relations Team. After careful consideration it was concluded that not all of the recommendations can, or should, be implemented. There are specific reasons for this that are contained within the review team's report which is at Appendix A.

In summary, of the twenty seven recommendations, seventeen have been, or will be implemented. The progress on the recommendations will be reported to the Scrutiny Committee on 19 June 2012. Those recommendations that can be implemented are indicated in bold typeface.

WIDER IMPLICATIONS

In the preparation of this report, consideration has been given to the impact of its proposals in all the areas listed below. The table below shows any implications in respect of each of these. The risk assessment which has been carried out forms part of the background papers to the report.

FINANCIAL	There are potential financial implications regarding the implementation of recommendation 16, which are yet to be identified.		
LEGAL	none		
RISK	none		
OTHER (see below)	none		
<i>Asset Management</i>	<i>Corporate Plans and Policies</i>	<i>Crime and Disorder</i>	<i>Efficiency Savings/Value for Money</i>
<i>Equality, Diversity and Community Cohesion</i>	<i>Freedom of Information/ Data Protection</i>	<i>Health and Safety</i>	<i>Health Inequalities</i>
<i>Human Rights Act 1998</i>	<i>Implementing Electronic Government</i>	<i>Staffing, Training and Development</i>	<i>Sustainability</i>

BACKGROUND DOCUMENTS

Report to Scrutiny Committee, 31 January 2012.