

COMMUNICATING WITH RESIDENTS AND BUSINESSES IN SOUTH RIBBLE

MEMBER WORKING GROUP

Terms of Reference

Purpose of the Group

The Group has been established to undertake an evidence based review of the use of the Forward Newspaper as a means of communicating with residents in the Borough and the Investment Newsletter for communicating with business and potential investors.

It will look at other options for communicating with residents and businesses with a view to making a recommendation to Cabinet on the most effective and the most cost effective way to communicate with residents and businesses in the future.

This work is a key action in the Council's Communications Strategy for 2017-18.

Membership of the Group

The Group will be cross party and will consist of 7 members of the Council.

Membership will be politically proportionate to the makeup of the Council. There will be 4 members from the Conservative Group, 2 members from the Labour Group and 1 member from the Liberal Democratic Group.

Members of the Group will be decided by the respective political group leaders.

Meetings

The Group will meet once during September 2017 to review evidence provided to them by officers and to develop its recommendations.

Objectives of the Group

1. To review the evidence provided to the Group by officers on the current methods and costs of communicating with residents and businesses
2. To consider alternative methods of communicating with residents and businesses presented to the Group including the costs of alternative methods.
3. To work with officers to develop a proposal for how to communicate with residents and businesses in the future, for recommending to the Cabinet in October 2017 for approval.