

**NORTH EAST DERBYSHIRE DISTRICT COUNCIL****SCRUTINY PROJECT MANAGEMENT****DRAFT PROJECT PLAN**

<b><u>NAME OF COMMITTEE:</u></b> Organisation Scrutiny		<b><u>SCRUTINY OFFICER:</u></b> Sue Veerman
<b>SUBJECT TO BE REVIEWED</b>	<ul style="list-style-type: none"> <li>• Communications and Marketing</li> </ul>	
<b>REASON(S) FOR THE REVIEW</b>	<ul style="list-style-type: none"> <li>• Timely to review this service to ensure it is meeting the needs of our Customers</li> </ul>	
<b>IDENTIFY APPROPRIATE CORPORATE OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Providing Our Customers with Excellent Service</li> </ul>	
<b>TERMS OF REFERENCE</b>	<ul style="list-style-type: none"> <li>• To examine Council communications with the public and other relevant stakeholders to ensure they are effective and achieving the right outcomes</li> <li>• To consider Council marketing and advertising processes and procedures to ensure they are effective and provide value for money</li> </ul>	
<b>AIMS AND OBJECTIVES OF REVIEW</b>	<ul style="list-style-type: none"> <li>• To review how the Council communicates with residents, customers and partners to assess whether it is effective, relevant, timely and accessible</li> <li>• Evaluate whether the communication methods the Council uses are appropriate and effective from a customer point of view</li> <li>• To identify the key methods the Council uses to keep customers informed of their services, latest news and useful information</li> <li>• To assess whether the Council is getting value for money from this service</li> <li>• To identify any areas for improvement</li> </ul>	

<b>KEY ISSUES</b>	<ul style="list-style-type: none"> <li>• How we communicate, is it achieving the right outcomes – The Councils newspaper, news releases, social media, Rkyneld Homes, Planning, Councillors</li> <li>• How we capture young people's input</li> <li>• Is our brand effective</li> <li>• How do we advertise and what revenue do we get. Is the Advertising policy fit for purpose</li> <li>• Procurement, use of local companies where feasible</li> <li>• Relationships with the press</li> <li>• Protocols on joint working</li> <li>• Links with parish forums ensuring we use Parish Councils to help us reach their residents</li> <li>• What do residents think? Are they getting the information they need</li> </ul>
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<b>TIMESCALE</b>	<b>ESTIMATED</b>	<b>REVISED</b>	<b>ACTUAL</b>
<b>Commencement</b>	5 <sup>th</sup> September, 2018		
<b>Finish</b>	17 <sup>th</sup> April, 2019		
<b>Report</b>	Cabinet May 2019		

<b>METHOD(S) OF REVIEW:</b>	<ul style="list-style-type: none"> <li>• Interviews with relevant stakeholders</li> <li>• Review of relevant documentation</li> <li>• Residents/Tenants views</li> <li>• Young People views</li> </ul>
<b>IMPLICATIONS:</b> (legislative, regulatory, etc)	
<b>DOCUMENTARY EVIDENCE:</b> (Internal/External)	<ul style="list-style-type: none"> <li>• Advertising Policy</li> <li>• Council publications</li> <li>• Examples from other Councils</li> </ul>
<b>WITNESSES:</b>	<ul style="list-style-type: none"> <li>• Officers from the Communications and Design Team</li> <li>• Portfolio Holder</li> <li>• Jill Ward – Rykneld Homes</li> <li>• Lorraine Shaw – Chief Executive Rykneld Homes</li> <li>• Caris Turner Jones – Clay Cross Parish Council</li> <li>• Members of the public, tenants and residents</li> <li>• Member of the Press – Derbyshire Times Editor</li> <li>• Councillor Fritchley Bolsover portfolio holder</li> <li>• Young People – Tupton media studies group</li> </ul>
<b>CONSULTATION/ RESEARCH:</b>	
<b>SITE VISITS</b>	

<b><u>PROJECT OUTCOMES</u></b>	
<b>CONCLUSIONS:</b>	
<b>RECOMMENDATIONS:</b>	
<b>CABINET CONSIDERED:</b>	
<b>OUTCOME:</b>	
<b>FOLLOW UP:</b>	
<b>REVIEW OF PROCESS/COMMENTS:</b>	
<b>SIGNED OFF BY CHAIR:</b>	
<b>DATE:</b>	