

Potential items proposed for the Forward Work Programme - questions to consider	
Proposed Item	Communication with residents from BCBC
Is this item within the remit of the Committee?	
How does it fit with the Corporate Priorities?	Smarter use of resources
Is it a public interest item?	Yes
What are the questions that need answering?	Is corporate communications meeting the needs of the various departments within the organisation to effectively communicate with residents
Then:	
What is the expected outcome from receiving the item?	Improved communication with residents Improved internal communications
What can be achieved?	Greater public involvement with external media Greater public involvement with scrutiny Open and transparent democracy
What impact can Members have on this area?	Raising questions on public view of corporate communications
What information should be reported to the Committee? I.e. data, case studies, examples of outcomes, challenges etc.	Data of engagement Whether current KPIs are an effective measurement in a fast changing digital world Corporate communications with the digitally excluded
How should information be presented at the meeting? I.e. PowerPoint/Prezi presentation, audio/visual formats, photos, graphics, charts, maps etc.	Report, presentations.
Who should be invited to contribute to achieve a representative picture? I.e. front line staff, users, carers, young people, representatives from partner organisations, business representatives etc.	Members of the public – maybe from the citizen's panel Corporate comms team, inc strategy Member representing local media

What is the proposed rationale for prioritising this item within the Scrutiny FWP?	Better communication with residents to enable a greater understanding of the requirements of the council and the service it provides to the individual and community.
Is the item particularly suitable for webcasting?	yes