

APPENDIX 2

Scrutiny Communications Plan

External Communications			
Date	Activity	Channel	Who to action
Preliminary	Information on website to explain the role of Scrutiny in layman's terms. Need to consider where it should be and if there should be additional information about other functions – Executive for eg.	Democracy or main website	Dem Services
Launch (post Annual Council)	Article to encourage engagement with Scrutiny to: <ul style="list-style-type: none"> - Explain its purpose, introduce the committees and their roles, highlight recent achievements. 	Islington Life (if approved)	Comms (Dem Services to provide content)
June (annually)	Publicise final Scrutiny Review recommendation reports when they are submitted to the Committees for approval. Thank anyone who contributed to the review, send link to report / copy of report	Social Media Email	Comms (Dem Services to provide content) Dem Services
June-July (annually)	Publicise new Scrutiny Review topics & call for evidence Invite residents to get involved, attend meetings, give evidence, suggest evidence that the committee should consider etc. N.B. Consider more accessible ways to submit evidence on line etc – via Lets Talk Islington platform for eg and how this gets to be submitted to the committee.	Social Media & latest new email	Comms (Dem Services to provide content)

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All year	<p>Publicise meetings</p> <p>Before the meeting: promote particular agenda items and how residents can engage / participate</p> <p>After the meeting: raise awareness of any decisions, share webcasting clips.</p>	Social Media	Comms (Dem Services to provide content)
Internal communications			
Date	Activity	Channel	Who to action
Monthly	<p>Member newsletter to include a section on Scrutiny to include:</p> <ul style="list-style-type: none"> • Calls for evidence • A round up of how the committees are progressing with reviews • Details of review reports being considered by the Executive and the responses • Other scrutiny news 	Emailed Newsletter	Committee Services Team Leader
Launch (post Annual Council)	<p>Article to highlight the review, the new structure and improve understanding of the scrutiny function to:</p> <p>Explain its purpose, introduce the committees and their roles, highlight recent achievements.</p>	IC Bulleting (if approved)	Comms (Dem Services to provide content)
Ongoing / all year	<p>Include the scrutiny function and committee structure in all officer governance training and offer specific training opportunities to those colleagues involved in supporting scrutiny</p>	In house training	Head / Deputy Head of Democratic Services and Governance

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Ongoing	<p>Regular training for members on Scrutiny. This year this includes:</p> <p>23 May 24 Workshop for Scrutiny Committee Chairs MANDATORY (In-house)</p> <p>20 June 24 The Role of Scrutiny Committee HIGHLY RECOMMENDED (In-house)</p> <p>16 July 24 Questioning Skills HIGHLY RECOMMENDED (Ed Hammond, CfGS)</p> <p>2 Sept 24 Financial Scrutiny HIGHLY RECOMMENDED (Ed Hammond, CfGS)</p> <p>10 Dec 24 Financial Scrutiny & The Budget HIGHLY RECOMMENDED (In-house – Paul Clarke)</p>	Member training and development	Head of Democratic Services and Governance and Member Support Manager
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