

REPORT TO COUNCIL

REPORT OF: Corporate Director (Community Services)

REPORT NO: DCS30

DATE: 27th October 2005

TITLE:	MEMBER FORUM ON COMMUNICATIONS, COMMUNITY STRATEGY, LOCAL STRATEGIC PARTNERSHIP AND LOCAL AREA AGREEMENTS – MONDAY, 17TH OCTOBER 2005.
FORWARD PLAN ITEM:	N/A
DATE WHEN FIRST APPEARED IN FORWARD PLAN:	N/A
KEY DECISION OR POLICY FRAMEWORK PROPOSAL:	N/A

COUNCIL AIMS/PORTFOLIO HOLDER NAME AND DESIGNATION:	Councillor Paul Carpenter
CORPORATE PRIORITY:	Priority B

1. **BACKGROUND**

- 1.1 A series of member training events and workshops have been held throughout the year regarding a range of subjects.
- 1.2 A recurring theme identified during training has been the growing importance of communication and the increased expectations by Government of the need for Councils to work in partnership.
- 1.3 In response a Member Forum was organised to address both subjects. The event chaired by the Chairman, Councillor John Kirkman, was held in the Council Chamber on Monday, 17th October. It was attended by twenty-eight (28) elected members, and fourteen (14) senior managers.

2. DETAILS OF REPORT **THE FORUM**

- 2.1 The programme included a key note address presented by Ben Page, Director of MORI, Social Research Institute. Ben has been named by the Guardian newspaper as one of the 100 most influential people in public services. He has been a research adviser to the Cabinet Office since 1992. His presentation is attached for information. (Appendix A).
- 2.2 In addition to his key note address Ben worked with our members in one of three workshops that took place.
- 2.3 A number of workshops followed. Workshop (A) led by Councillor Paul Carpenter and Ben Page considered corporate communications. The purpose of the workshop was to come to a mutual understanding of the role of corporate communication and identify ways to build trust and credibility with the public through excellent communications. The results of this work will be incorporated into the service plan.
- 2.4 The second, Workshop (B) was led by Councillor Frances Cartwright and Nicola Winn from the Bridge Group (Communications Consultants). The workshop considered how effective communications could be used in taking forward Stock Transfer. The results of this work will be incorporated into the communications plan for Stock Transfer.
- 2.5 The third, Workshop (C) led by Councillor Ray Auger considered the need for a communication plan for taking forward future changes in the refuse collection service.
- 2.6 The afternoon session commenced with a presentation made by the Corporate Director of Community Services (John Pell) about the changes to the Local Strategic Partnership, the development of the new Community Strategy and the emergence of Local Area Agreements. A copy of his presentation is attached for information. (Appendix B).
- 2.7 Following the presentation workshops, based on the work areas of DSPs, considered the importance of the Local Strategic Partnership and the Community Strategy, specifically participants were asked to identify how they could engage with the Local Strategic Partnerships on a range of issues. The outcome of these discussions will be incorporated into the Community Strategy Action Plan.

3. RECOMMENDATION

That members note this report.

4. CONTACT OFFICER

John Pell, Corporate Director of Community Services
Tel: 01476 406510
Email: j.pell@southkesteven.gov.uk