

<b>Mayor and Cabinet</b>		
<b>Title</b>	Comments of the Public Accounts Select Committee on communicating the Council's budget position	
<b>Contributor</b>	Public Accounts Select Committee	
<b>Class</b>	Part 1 (open)	25 October 2017

## **1. Summary**

- 1.1 This report informs the Mayor and Cabinet of the comments and views of the Public Accounts Select Committee, arising from discussions held on the Council's approach to communications at the Committee's meeting on 27 September 2017.

## **2. Recommendation**

- 2.1 Mayor and Cabinet is recommended to note the views of the Select Committee as set out in this report and ask the Executive Director for Resources and Regeneration to provide a response.

## **3. Public Accounts Select Committee views**

- 3.1 On 27 September 2017, the Public Accounts Select Committee considered an update on the Council's approach to communications.
- 3.2 The Committee recommends that Mayor and Cabinet tasks officers with developing a forceful communications campaign that focuses on the use of hoardings and billboards in innovative, large and visually captivating ways in order to reach Lewisham residents with messages about the budget.
- 3.3 The Committee also recommends officers should also be tasked with considering options for the use of data about Lewisham households to target the Council's communications about its budget.

## **4. Financial implications**

- 4.1 There are no financial implications arising out of this report per se; but there are financial implications arising from carrying out the action proposed by the Committee.

## **5. Legal implications**

- 5.1 The Constitution provides for Select Committees to refer reports to the Mayor and Cabinet, who are obliged to consider the report and the proposed response from the relevant Executive Director; and report back to the Committee within two months (not including recess).

## **6. Further implications**

- 6.1 At this stage there are no specific sustainability, equalities or crime and disorder implications to consider. However, there may be implications arising from the implementation of the Committee's recommendations.

### **Background papers**

Public Accounts Select Committee agenda 27 September: [link](#)

If you have any questions about this report, please contact Timothy Andrew, Scrutiny Manager ([timothy.andrew@lewisham.gov.uk](mailto:timothy.andrew@lewisham.gov.uk))