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| Report to: | EXECUTIVE |
| Relevant Officer: | Sharon Davis, Scrutiny Manager |
| Relevant Cabinet Member | Councillor Lynn Williams, Leader of the Council and Cabinet Member for Tourism, Arts and Culture |
| Date of Meeting: | 5 September 2022 |

CHANNEL SHIFT SCRUTINY REVIEW FINAL REPORT

1.0 Purpose of the report:

1.1 To consider the Channel Shift Scrutiny Review Panel’s final report.

2.0 Recommendation(s):

2.1 To consider the report, including the Cabinet Member’s comments included at the final section of the report, and offer a response to the recommendations contained within the Action Plan, forwarding the recommendations to the relevant organisation for consideration and implementation.

3.0 Reasons for recommendation(s):

3.1 To allow the Executive opportunity to consider the recommendation made within the report within the report seek to improve the process of channel shift in Blackpool.

3.2 Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.3 Is the recommendation in accordance with the Council’s approved budget? Yes

4.0 Other alternative options to be considered:

4.1 None.

5.0 Council priority:

- 5.1 The relevant Council priority is both:
- “The economy: Maximising growth and opportunity across Blackpool”
 - “Communities: Creating stronger communities and increasing resilience”

6.0 Background information

- 6.1 Following a review of the annual governance statement on 17 January 2019 by the Council's Audit Committee, significant progress was identified in delivering the Channel Shift agenda especially in areas such as Leisure services. It was, however, thought appropriate that a scrutiny review be established to see whether Channel Shift could be improved in other areas of the Council.
- 6.2 The review was put on hold during 2020 due to the Covid-19 pandemic and was restarted in March 2021 with the scope being revised to take into account the developments and changes to services during the pandemic.
- 6.3 The Scrutiny Review Panel initially comprised of Councillors Mrs Maxine Callow JP, Paul Galley, Mrs Michelle Scott and Gerard Walsh. Councillor Jim Hobson was also a member until his appointment to the Executive in 2020, at which point he was replaced by Councillor Paula Burdess.
- 6.4 Councillor Paul Galley was elected Chair of the review panel at its first meeting on 29 October 2019 meeting.
- 6.5 A large amount of preparatory work was undertaken to identify the following key areas for consideration in the review:
- Can Channel Shift be expanded to cover more council services?
 - How effective the process of channel shift is.
 - Whether there is enough focus on the user. Has there been any user evaluation testing – is it effective from the public's point of view?
 - Has Channel Shift ensured that getting in touch with the Council is cheaper and more accessible for both residents and the Council?
 - How does it actually save money? How can be evidenced?
 - Does Channel Shift help deal with demand that there is other resource to support?
 - How can we make it as easy as possible to work with the Council whilst not putting residents at a disadvantage?
 - How can we ensure digital inclusion in terms of both access and skills?
 - Can we compare the Blackpool approach to best practice standard?
- 6.6 The review sought to come up with a series of recommendations that would improve the delivery of services, whilst building the resilience of residents. The review therefore looked at the existing methods of channel shift and then considered those departments where Channel Shift had not occurred in the Council and sought to identify recommendations for those areas.

6.7 Consideration was also given to how the Council engaged with the community and how engagement had changed as a result of the Covid-19 pandemic. The panel sought to reflect on what had been learnt during the pandemic and identify any issues such as digital inclusion (in terms of skills and access) and communication.

6.8 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 Appendix 3(a) – Channel Shift Scrutiny Review Panel Final Report

8.0 Financial considerations:

8.1 The financial implications arising from the review’s recommendation are contained at section 6.1 of the panel’s report.

9.0 Legal considerations:

9.1 The legal implications arising from the review’s recommendation are contained at section 6.2 of the panel’s report.

10.0 Risk management considerations:

10.1 None.

11.0 Equalities considerations:

11.1 None.

12.0 Sustainability, climate change and environmental considerations:

12.1 None.

13.0 Internal/external consultation undertaken:

13.1 As part of the review consultation was undertaken with various Council Officers and representatives of partner organisations such as the NHS.

14.0 Background papers:

14.1 None.

15.0 Key decision information:

15.1 Is this a key decision? No

15.2 If so, Forward Plan reference number:

15.3 If a key decision, is the decision required in less than five days? No

15.4 If **yes**, please describe the reason for urgency:

16.0 Call-in information:

16.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process? No

16.2 If **yes**, please give reason:

TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE

17.0 Scrutiny Committee Chairman (where appropriate):

Date informed: N/A Date approved:

18.0 Declarations of interest (if applicable):

18.1

19.0 Summary of Discussion:

19.1

20.0 Executive decision:

20.1

21.0 Date of Decision:

21.1

22.0 Reason(s) for decision:

22.1

23.0 Date Decision published:

23.1

24.0 Alternative Options Considered and Rejected:

24.1

25.0 Executive Members in attendance:

25.1

26.0 Call-in:

26.1

27.0 Notes:

27.1