

# Economic Affairs Scrutiny Panel

## Meeting No. 39

25th April 2007  
Le Capelain Room

Present Deputy G. P. Southern, Chairman  
Connétable M. K. Jackson  
Deputy K. C. Lewis

Apologies

Absent Deputy J. A. Martin

In attendance Miss. L. Kingston, Scrutiny Officer  
Mrs. S. Watts, Orchid Communications  
Mr. E. Egglshaw, Orchid Communications

Ref Back	Agenda matter	Action
1.	<p><b>Retail Interim Review - Key Findings and Conclusions - 3.b</b></p> <p>The Panel noted draft Key Findings and Conclusions for the Retail Strategy Review report.</p> <p>The Panel noted that the issues relating to choice were important and that further consideration was required, it was agreed that this would be included in the full (not interim) report.</p> <p>The Panel considered and amended the draft 'Findings and Recommendations'.</p>	LK
2.	<p><b>Orchid Communication - 6</b></p> <p>The Panel welcomed Mrs S. Watts and Mr E. Egglshaw from Orchid Communication. The Panel was informed that Orchid required feedback from all Scrutiny Panels for information on public engagement practices and needs.</p> <p>The Panel noted that the Orchid Public Engagement Strategy had been presented to both the Public Engagement Group (PEG) and the Chairman's Committee. It further noted that it was intended as a starting point. The Panel noted that Orchid had produced a time plan for Scrutiny public engagement and education, the first action of which was the production of the newsletter. Orchid detailed the need for a centralised plan for Scrutiny public engagement.</p> <p>The Panel noted that the 'General Guide to Scrutiny' provided a basic guide to the Scrutiny process and that the newsletter and website provided information on Scrutiny current activity. It further noted the Scrutiny Public Engagement Summary prepared by Orchid, 16<sup>th</sup> April 2007.</p> <p>The Panel and Orchid representatives discussed the future possibilities for public engagement including the following-</p> <ul style="list-style-type: none"> <li>• The co-ordination of public engagement across panels and the role of PEG members</li> </ul>	

	<ul style="list-style-type: none"> <li>• 'Topic-driven' public engagement, level of public involvement in relation to the review topic</li> <li>• How the Panel had previously engaged with the public</li> <li>• The effect of reports in the Jersey Evening Post on attendance at public hearings</li> <li>• Target audiences</li> <li>• Possibilities of direct communication at organisation meetings of groups such as Institute of Directors, Women's Institute, Société Jersiaise and Trade Unions</li> <li>• The potentials and limitations of evening workshops</li> <li>• The need to inform the public of Scrutiny as a vehicle to presenting ideas to Government.</li> <li>• The Panel's present level of public engagement</li> <li>• The role of the Panel Chairman in relation to the media</li> </ul> <p>The Panel noted that there was a need for increased public education and increased provision of general information regarding Scrutiny and processes of involvement, in addition to publicity based on specific topics.</p>	

**Signed**

**Date**

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**Chairman Deputy G. P. Southern**  
**Economic Affairs Panel**

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