

Overview and Scrutiny *agreed*

Topic Proposal Form

Date: 13/06/11

Name of Proposer: <u>P. M. McDONALD</u>		Contact Address: <u>10 WASELEY ROAD</u> <u>RUBERY</u> <u>N¹ BIRMINGHAM</u> <u>B45 9TP</u>	
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Title of Proposed Topic:	<u>ETHICAL POLICY</u>		
Specific subject areas to be investigated:	<u>SPONSORSHIP / ADVERTISING</u>		
Reasons why this subject should be considered:	<u>TO ENSURE BDC'S POLICY IS BEING ADHERED TO.</u>		
Evidence to support the need for this particular investigation:	<u>DISCLAIMERS BEING USED REGARDING ADVERTISEMENTS</u>		
Council priorities it links to:	<u>ALL</u>		
Possible key outcomes: (i.e. what do you anticipate could be achieved?)	<u>THAT ALL BDC DEPARTMENTS ARE AWARE OF AN ETHICAL POLICY -</u>		

Please indicate if any of the following apply to the proposed subject area:

CRITERIA	NO	YES	Why?
Is it a priority issue for the Council or the Local Strategic Partnership?			<u>COUNCIL</u>
Is it an important issue for local residents?		✓	<u>TO ENSURE THE GOOD NAME OF BDC</u>
Is it a topic where Overview and Scrutiny could feasibly and constructively make recommendations?			<u>YES.</u>
Is it a topic where external review would be helpful?		✓	<u>POSSIBLY</u>
Is it a topic where a review could be made in time to make recommendations for the executive decision making process?		✓	<u>YES,</u>
Is it a poorly performing service?		✓	<u>LITTLE EVIDENCE TO GO BY</u>
Is it a review that could render significant savings or value for money?		✓	<u>KEEPING THE GOOD NAME OF BDC</u>
Is the topic strategic in scope?		✓	



Bromsgrove
District Council
www.bromsgrove.gov.uk

Please return completed forms to: Committee Section,
Legal, Equalities and Democratic Services, Bromsgrove District Council
Email: scrutiny@bromsgrove.gov.uk