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<b>Report To:</b>	<b>Inverclyde Council</b>	<b>Date:</b>	<b>26 September 2019</b>
<b>Report By:</b>	<b>Head of Legal &amp; Property Services</b>	<b>Report No:</b>	<b>GM/LP/119/19</b>
<b>Contact Officer:</b>	<b>Gerard Malone</b>	<b>Contact No:</b>	<b>01475 712710</b>
<b>Subject:</b>	<b>Review of the Roles of and Support Given to Council Champions</b>		

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## 1.0 INTRODUCTION

1.1 This report reviews the roles and support given to Council Champions.

## 2.0 SUMMARY

2.1 At its meeting in April 2019, the Council decided to carry out a review of the roles of and support given to the Council's Champions.

2.2 The Council appoints Champions on a cross-party basis for agreed, key policy areas with approved remits for the roles. The main purpose of the role of Champion is to be the Council's ambassador for the identified policy area.

2.3 From Members' responses, there are clearly recognised benefits for the Council and, importantly, the community in maintaining the role of Champions. There are, however, experiences of conflict in the roles of Champion and Convener, especially in relation to media contact. This report suggests alterations in the roles and remits with the main items being:-

- Revisal of the remits of the Champions to provide greater clarity on roles, especially media issues;
- Officer support;
- An explicit requirement in policy reports to consult with relevant Champion(s);
- Champion feedback to Committee; and
- Convener/ Champion liaison.

## 3.0 RECOMMENDATION

3.1 That the Council considers the terms of this report.

3.2 That it be remitted to the Head of Legal & Property Services in consultation with relevant Officers to implement the changes summarised in paragraph 6.2 of this report.

**Gerard Malone**  
**Head of Legal & Property Services**

## 4.0 BACKGROUND

- 4.1 The Council at its meeting in April 2019 decided to carry out a review of the roles of and support given to the Council's nominated Champions.
- 4.2 The Council has appointed 9 Champions (**Appendix 1**) for the key policy areas that are identified.
- 4.3 The current remits of the Council Champions are specified in **Appendix 2**.
- 4.4 The main purpose of the role of Champion is to be the Council's ambassador for the key policy area. The role has benefits for both the community and the Council in identifying a specific Elected Member for key policy issues.
- 4.5 This Council appoints its Champions on a cross-party basis and the appointments take account of the Council's own discretion to nominate a Champion and the individual Elected Member's specific field of interest and expertise. It is an effective mechanism to assist the Council in achieving its strategic goals and for utilising relevant experience of individual Members. It also provides a sound basis for engagement with the community and identification of a "go to" Member for key areas of Council policy. The role harnesses individual talent and also assists the community in engaging with the Council and its partners in major policy areas.
- 4.6 Within the Council, the role of Champion has the added benefit that it creates opportunities for individual Members to work with other Councillors to highlight issues that cross established Committee remits and, indeed, across the political groups of the Council.
- 4.7 In conducting this review, the individual views of Elected Members were sought on a candid basis to ensure there can be a sound perspective taken on Members' views on the purpose and effectiveness of these roles. The responses from Members have helped form the conclusions and recommendations contained within this report.

## 5.0 KEY ISSUES FROM REVIEW

The main issues on the review are as follows:-

### 5.1 "Spokesperson"

- 5.1.1 The critical area for clarification is the remit description which identifies the Champion as "spokesperson".
- 5.1.2 This remit description clearly causes confusion and conflict. The main purpose of the Champion's role is in being an ambassador for a service or cause. The existing remit description causes confusion as Champions can understandably expect to be an exclusive media spokesperson for policy issues. This brings Champions into conflict with the decision – making roles of Committees and their Conveners. It also causes concern and conflict with officers and with the expectations that Champions can have in relation to corporate communications media support.
- 5.1.3 In terms of the national code for local government publicity, Officers have to be extremely careful that any media work they support is properly channelled through the Council's established Committee processes. The reason for this is that Officers cannot be seen in any way to be supporting any issue that might appear to have a party political or individual member context. Officers can only support agreed Council initiatives and policies that are approved at Committee and cannot be drawn into what might appear to be, or even perceived to be, individual or party political promotion.
- 5.1.4 The Council's media and social media protocol seeks to deal with potential conflicts in the roles of Convener and Champions in this regard. The relevant excerpt of the Council's protocol forms **Appendix 3** for Members' review in detail. The protocol emphasises that the remits of all

Champions involve an ambassadorial role and reinforces that there must be close liaison between the Council Champions and the respective Committee Conveners affected by their remit. As far as is practicable, comment from Councillor Champions will be provided for within press releases.

- 5.1.5 It is suggested that the Council's media protocol is properly sensitive to and already takes account of these critical issues. In the light of this and the comments received from Members on the review, there has been a re-drafting of the remits of Champions to take account of these issues with revisal of the words "spokesperson" and "promote" and "promotion". The suggested re-drafting of remits forms **Appendix 4**.

## 5.2 **Shaping Council Policy**

- 5.2.1 It is a key purpose of the Champions' roles to ensure there is genuine and meaningful involvement of a Champion in helping to shape policy, often in close liaison with the community. Given that key policies are approved by the Committee of the Council, it is a common theme from the review that the Champions provide a "go to" person for the community to identify in the implementation of Council policy and subsequent assistance with feedback and review. Champions are keen to take forward this implementation and feedback role. This is perhaps the element that most markedly differs from that of a Committee Convener. It is accepted that the Convener rightfully is the focus for Committee involvement and decision. As such, there will be close ties between Conveners and the community. The role of the Champion is to assist the community in channelling representations and feedback on cross-cutting themes that may affect more than one Committee.

- 5.2.2 Two clear issues emerge from this aspect of the review:

- (a) the Champions need to have an identified Officer as a key link to ensure the Champions are involved in opportunities to engage and influence policy development; and
- (b) there is a recognition that it is the individual responsibility of the Champions themselves to develop and to make and steward their own roles (but this will be aided by the support, above).

- 5.2.3 To assist in providing structured support and to assist Champions with their responsibilities, it would be helpful to ensure that (1) there is an opportunity for Champions to request that issues be raised, in liaison with the Convener, at Committee meetings and (2) policy reports should now include a specific requirement to confirm that the relevant Champion has been consulted. These steps will assist in ensuring that the Champion's role is more formalised than at present and that Champions are directly involved by services in policy development at an early stage.

- 5.2.4 Although the above is suggested for purposes of providing structure and formalisation, there is a clear recognition from the Members that the success of the Champion's role is as much to do with the person as the Council structure. The above reinforces that there must be an element of respect for the Champion's role and a recognition of this in daily Council operational practice.

## 5.3 **Joint Working**

- 5.3.1 It is expected by the Council that there will be effective and close liaison amongst Conveners and Champions. Council policy expects that Conveners and Champions will liaise closely to ensure there is effective working.

- 5.3.2 Where appropriate, the relevant Convener and Champion can develop a rolling work programme to further avoid conflict and this will also give clarity to Officers in relation to priorities and resources. This work programme can be developed by the nominated Officer in consultation with the Champion and the relevant Convener(s) and Corporate Director. This will also assist with those cross-cutting issues that might affect more than one Champions'/Conveners' roles and will assist to clarify how the Champions/Conveners will work together on such broad issues.

## 5.4 **Inverclyde Alliance**

5.4.1 It could be suggested that the role of Champion be extended into the Inverclyde Alliance. The Champions' roles are genuinely cross-cutting in themes and this could result in benefits being achieved from community partner involvement. Indeed, such Inverclyde Alliance involvement in the Champion's role could give a wider reach in key policy areas with the Council's partners.

## 5.5 **Future roles**

5.5.1 From the review, there are suggestions that the Council should consider the potential of linking sport with healthy lifestyles and to consider creating a Culture and Heritage Champion.

## 6.0 **Conclusions**

6.1 In the review, the views of Champions, individual Members and Officers were sought. This report seeks to summarise the observations that were made and to provide suggestions on addressing key issues. The proposals within this report seek to address Officers' needs in respect of clarification and avoiding conflict as well as addressing the expressed concerns of Council Champions.

6.2 The conclusions from the review are offered as follows:-

- (1) the remits of Champions be re-drafted to assist with clarity and focus **Appendix 4**;
- (2) designation of named Officer support for each Council Champion with regular, programmed meetings to develop and update a Champion workplan;
- (3) an explicit statement within relevant Committee reports on policy development and review to ensure Champion consultation;
- (4) Champions, in liaison with Conveners, requesting items for discussion or feedback at Committee to be facilitated by the Head of Legal & Property Services (as an item requested by Members in terms of the Council's Standing Orders); and
- (5) regular, effective liaison between Convener(s) and Champions on all cross-cutting themes.

6.3 There is a continuing role for Council Champions (as may be extended into the Inverclyde Alliance) as there are direct community and Council benefits in supporting wide engagement within the community of Inverclyde.

## 7.0 **IMPLICATIONS**

### 7.1 **Finance**

There are no direct implications within this report.

Financial Implications:

One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report	Virement From	Other Comments

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (if Applicable)	Other Comments

## 7.2 Legal

There are no direct legal implications within this report.

## 7.3 Human Resources

There are no direct implications within this report.

## 7.4 Equalities

This report assists wide community engagement and involvement in all Council priorities and policies.

(a) Has an Equality Impact Assessment been carried out?

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YES (see attached appendix)

x
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NO – This report does not introduce a new policy, function or strategy or recommend a substantive change to an existing policy, function or strategy. Therefore, no Equality Impact Assessment is required

(b) Fairer Scotland Duty

If this report affects or proposes any major strategic decision:-

Has there been active consideration of how this report's recommendations reduce inequalities of outcome?

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YES – A written statement showing how this report's recommendations reduce inequalities of outcome caused by socio-economic disadvantage has been completed.

x
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NO

(c) Data Protection

Has a Data Protection Impact Assessment been carried out?

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YES – This report involves data processing which may result in a high risk to the rights and freedoms of individuals.

x
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NO

## 7.5 Repopulation

There are no direct repopulation implications within this report.

## 8.0 CONSULTATIONS

8.1 This report has been endorsed by the CMT.

## 9.0 BACKGROUND PAPERS

9.1 None.

## **Appendix 1**

### **Council Champions**

Older People's Champions: Councillor Moran and Mrs N McFadden

Community Council Champion: Councillor J McEleny

Young People's Champion: Councillor Murphy

Carers' Champion: Councillor Crowther

Armed Forces' Champion: Councillor Dorrian

Healthy Lifestyles Champion: Councillor Robertson

Welfare and Financial Inclusion Champion: Councillor McCabe

Sports Champion: Councillor Ahlfeld

Women's Champion: Councillor Quinn

**Role of the Older People's Champion**

**Overall Purpose of Champion:**

To be the Council's Older People's Champion by raising and promoting older people's issues and ensuring that the needs and preference of older people are fully taken into account in the planning and development of policies and services.

**Main Duties and Responsibilities:**

1.	To be the Council's ambassador and spokesperson for issues relating to older people.
2.	To highlight and promote the concerns of older people living in Inverclyde both within the Council and with external agencies and the public.
3.	To promote and support the objectives and key aims of the Reshaping Care for Older People Programme.
4.	To promote and support Inverclyde's Dementia Strategy 2013-16 "Working Towards a Dementia Friendly Inverclyde".
5.	To work in partnership with local organisations that provide services to older people and ensure there is effective communication and joint working taking place.
6.	To promote and support local activities, events and service developments that support independent living and positive health and wellbeing amongst older people.
7.	To liaise with Government and MPs / MSPs regarding the development of services and policies that affect older people.

## **Role of the Community Council Champion**

### **Overall Purpose of Champion:**

To be the Council's Community Council Champion by:

- Raising the profile of Community Councils as a key mechanism through which the Council engages with communities; and
- Advocating for community engagement and community empowerment, through engaging communities in the design and delivery of public services.

### **Main Duties and Responsibilities:**

1.	To be the Council's ambassador and spokesperson for issues relating to community engagement and community empowerment.
2.	To promote the development and strengthening of Community Councils across the Inverclyde area.
3.	To ensure that the views and opinions of Community Councils, community associations and organisations are taken into account in the planning and development of policies and services.
4.	To provide strategic liaison amongst the Council and its partner agencies with regard to developing and improving community engagement in Inverclyde.
5.	To promote the use of asset based approaches to community engagement in the design and delivery of services.
6.	To encourage community representatives to work together to improve outcomes for communities.
7.	To liaise with Government and MPs / MSPs regarding Community Councils and community engagement and empowerment more generally



## Role of the Young People's Champion

### **Overall Purpose of Champion:**

To be the Council's Young People's Champion by raising and promoting issues that affect young people and ensuring that the needs and preferences of young people are fully taken into account in the planning and development of policies and services.

### **Main Duties and Responsibilities:**

1.	To be the Council's ambassador and spokesperson for issues relating to young people.
2.	To highlight and promote the concerns of young people living in Inverclyde both within the Council and with external agencies and the public.
3.	To promote engagement with young people by liaising with Inverclyde Youth Council and Youth Parliament representatives.
4.	To work in partnership with local organisations that provide services for young people and ensure there is effective communication and joint working taking place.
5.	To promote and support local activities, events and service developments that are aimed at nurturing young people and giving them the best start in life.
6.	To liaise with Government and MPs / MSPs regarding the development of services and policies that affect young people.

## Role of the Carers' Champion

### **Overall Purpose of Champion:**

To be the Council's Carer's Champion by raising and promoting issues that affect carers and ensuring that the needs and preferences of carers are fully taken into account in the planning and development of policies and services.

### **Main Duties and Responsibilities:**

1.	To be the Council's ambassador and spokesperson for issues relating to carers and young carers.
2.	To highlight and promote the concerns of carers living in Inverclyde both within the Council and with external agencies and the public.
3.	To promote and support the implementation of the Inverclyde Carers Strategy 2012-15.
4.	To promote engagement with carers and young carers to ensure their views are taken into account in the development and implementation of the Inverclyde Carers Strategy.
5.	To work in partnership with local organisations that provide services for carers and ensure there is effective communication and joint working in place.
6.	To promote and support local activities, events and service developments that are aimed at improving services for carers and raising awareness of the support that is available.
7.	To highlight and promote the contribution that carers make to local communities through their role in providing unpaid care for their family, friends and neighbours.
8.	To liaise with Government and MPs / MSPs regarding the development of services and policies that affect carers.

## Role of the Armed Forces Champion

### **Overall Purpose of Champion:**

To be the Council's Armed Forces Champion by raising and promoting issues that affect veterans and ensuring that the needs and preferences of veterans are fully taken into account in the planning and development of policies and services.

### **Main Duties and Responsibilities:**

1.	To be the Council's ambassador and spokesperson for issues relating to veterans.
2.	To support events which recognise and acknowledge the commitment and sacrifice of the armed forces through acts of remembrance and commemoration.
3.	To highlight and promote issues that affect veterans living in Inverclyde both within the Council and with external agencies and the public.
4.	To promote effective communication and positive working relationships both within the Council and amongst partners and other stakeholder groups in relation to the Veterans Pathway.
5.	To support the development of an integrated support network for veterans living in Inverclyde through the promotion of joint working with Council services, veteran's services and charitable organisations.
6.	To liaise with Government and MPs / MSPs regarding the development of services and policies that impact on veterans.

## **Role of the Healthy Lifestyles Champion**

### **Overall Purpose of Champion:**

To be the Council's Healthy Lifestyles Champion by raising and promoting issues relating to health and ensuring that such issues are taken into account in the planning and development of policies and services.

### **Main Duties and Responsibilities:**

1.	To be the Council's ambassador and spokesperson for issues relating to healthy lifestyles.
2.	To highlight and promote health related issues both within the Council and with external agencies and the public.
3.	To undertake a community leadership role to empower communities to take an active role in improving the health of the people of Inverclyde.
4.	To work in partnership with local organisations that provide health services and promote healthy lifestyles and ensure there is effective communication and joint working taking place.
5.	To promote and support local activities, events and service developments aimed at improving the health of residents living in Inverclyde.
6.	To liaise with Government and MPs / MSPs on improving the health and wellbeing of Inverclyde's population.
7.	To work in tandem with the Chair of Inverclyde CHCP (HSCP) to champion healthy lifestyles.

## Role of the Welfare and Financial Inclusion Champion

### **Overall Purpose of Champion:**

To be the Council's Welfare and Financial Inclusion Champion by raising and promoting issues relating to welfare reform and financial inclusion and ensuring that such issues are taken into account in the planning and development of policies and services.

### **Main Duties and Responsibilities:**

1.	To be the Council's ambassador and spokesperson for issues relating to welfare and financial inclusion.
2.	To highlight and promote welfare reform and financial inclusion issues both within the Council and with external agencies and the public.
3.	To promote engagement with residents in Inverclyde to ensure their views are taken into account in the development of policies and services regarding welfare reform and financial inclusion.
4.	To work in partnership with local organisations to tackle the implications of welfare reform and promote financial inclusion services and to ensure there is effective communication and joint working taking place.
5.	To promote and support local activities, events and service developments that are aimed at promoting financial inclusion and addressing welfare reform issues.
6.	To liaise with Government and MPs / MSPs on the implications of welfare reform and financial inclusion.

## Role of the Sports Champion

### **Overall Purpose of Champion:**

To be the Council's Sports Champion by raising and promoting issues relating to sports and ensuring that such issues are taken into account in the planning and development of policies and services.

### **Main Duties and Responsibilities:**

1.	To be the Council's ambassador and spokesperson for issues relating to sport.
2.	To highlight and promote sport both within the Council and with external agencies and the public.
3.	To promote engagement with residents in Inverclyde to ensure their views are taken into account in the development of policies and services regarding sport and leisure.
4.	To work in partnership with local organisations that provide sport and leisure services and ensure there is effective communication and joint working taking place.
5.	To promote and support the development and implementation of Inverclyde's Sport Framework 2014 -2018 and the Active Living Strategy.
6.	To promote and support local activities, events and service developments that are aimed at increasing participation in sport.
7.	To liaise with Government and MPs / MSPs on issues regarding participation in sport.

## Role of the Women's Champion

### Overall Purpose of Champion:

To be the Council's Women's Champion by raising and promoting women's issues and ensuring that the needs and preferences of women are fully taken into account in the planning and development of policies and services.

### Main Duties and Responsibilities:

1.	To be the Council's ambassador and spokesperson for issues relating to women.
2.	To highlight and promote the concerns of women living in Inverclyde both within the Council and with external agencies and the public.
3.	To promote and support the objectives and key aims of specific gender issues arising in the Corporate Equalities Action Plan.
4.	To promote and support local activities, events and service developments that are aimed at promoting the specific rights of women e.g. 50/50 group, gender pay gaps, period poverty, violence against women etc.
5.	To work in partnership with local organisations that provide services specifically for women to ensure that effective communication is taking place.
6.	To promote and support local activities, events and service developments that promote the rights of women.
7.	To liaise with Government and MPs/MSPs regarding the development of services and policies that specifically affect women.

## APPENDIX 3

### 5.0 PRESS RELEASES

- 5.1 The purpose of a press release is to gain coverage in printed and online media to promote the activities of the Council, its decisions and policies.
- 5.2 The majority of press releases will contain a quote from the Convener or Vice Convener of the relevant committee as the elected member with responsibility for those issues. Where a press release may cross a number of services or committees the Council Leader may be quoted.
- 5.3 The remits of all Champions involves an ambassadorial role on behalf of the Council and for its approved policies. This means there must be close liaison between the Council Champions and the respective committee Convener affected by their remit.
- 5.4 Given the ambassadorial role of the Champions, it is essential that the duties directly relate to approved Council Policy. The Champions have many public opportunities to influence and shape involvement of key partners and the public and so there must be a direct and clear link between the Champions and the approved Council policies which affect their respective remits
- 5.5 As far as practicable in terms of this protocol, comment from Councillor Champions will provided for within press releases related to their remit.
- 5.6 There will be effective and close liaison with the Convenors of the relevant committees to link the roles of the Champions with the relevant committee Conveners. Conveners and Champion will meet regularly for purposes of this liaison.



**Role of the Community Council Champion**

<b>Overall Purpose of Champion:</b>	
To be the Council's Community Council Champion by:	
<ul style="list-style-type: none"> <li>• Raising the profile of Community Councils as a key mechanism through which the Council engages with communities; and</li> <li>• Advocating community engagement and community empowerment in the design and delivery of public services.</li> </ul>	
<b>Main Duties and Responsibilities:</b>	
1.	To be the Council's ambassador for issues relating to community engagement and community empowerment.
2.	To strengthen Community Council engagement across the Inverclyde area.
3.	To ensure that the views and opinions of Community Councils, community associations and organisations are taken into account in the planning and development of policies and services.
4.	To encourage community representatives to work together to improve outcomes for communities.

**Role of the Older People's Champion**

<b>Overall Purpose of Champion:</b>	
To be the Council's Older People's Champion by raising older people's issues and ensuring that the needs and preference of older people are fully taken into account in the planning and development of policies and services.	
<b>Main Duties and Responsibilities:</b>	
1.	To be the Council's ambassador for issues relating to older people.
2.	To highlight the concerns of older people living in Inverclyde both within the Council and with external agencies and the public.
3.	To support the objectives and key aims of the Reshaping Care for Older People Programme
4.	To encourage community representatives to work together to improve outcomes for communities.
5.	To engage with local organisations that provide services to older people and ensure there is effective communication with the Council.
6.	To support local activities, events and service developments that contribute to independent living and positive health and wellbeing amongst older people.

**Role of the Young People's Champion**

<b>Overall Purpose of Champion:</b>	
To be the Council's Young People's Champion by raising issues that affect young people and ensuring that the needs and preferences of young people are fully taken into account in the planning and development of policies and services.	
<b>Main Duties and Responsibilities:</b>	
1.	To be the Council's ambassador for issues relating to young people.
2.	To highlight the concerns of young people living in Inverclyde both within the Council and Youth Parliament representatives.
3.	To support the objectives and key aims of the Reshaping Care for Older People Programme
4.	To engage with local organisations that provide services for young people and ensure there is effective communication with the Council.
5.	To support local activities, events and service developments that are aimed at nurturing young people and giving them the best start in life.

<b><u>Role of the Carers' Champion</u></b>
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<b>Overall Purpose of Champion:</b>
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To be the Council's Carers' Champion by raising issues that affect carers and ensuring that the needs and preferences of carers are fully taken into account in the planning and development of policies and services.
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<b>Main Duties and Responsibilities:</b>
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1.	To be the Council's ambassador for issues relating to carers and young carers.
2.	To highlight the concerns of carers living in Inverclyde both within the Council and with external agencies and the public.
3.	To support the implementation of the Inverclyde Carers Strategy 2012-15.
4.	To engage with carers and young carers to ensure their views are taken into account in the development and implementation of the Inverclyde Carers Strategy.
5.	To engage with local organisations that provide services for carers and ensure there is effective communication with the Council.
6.	To support local activities, events and service developments that are aimed at improving services for carers and raising awareness of the support that is available.
7.	To highlight the contribution that carers make to local communities through their role in providing unpaid care for their family, friends and neighbours.

**Role of the Armed Forces Champion**

<b>Overall Purpose of Champion:</b>	
To be the Council's Armed Forces Champion by raising issues that affect veterans and ensuring that the needs and preference of veterans are fully taken into account in the planning and development of policies and services.	
<b>Main Duties and Responsibilities:</b>	
1.	To be the Council's ambassador for issues relating to veterans.
2.	To support events which recognise and acknowledge the commitment and sacrifice of the armed forces through acts of remembrance and commemoration.
3.	To highlight the issues that affect veterans living in Inverclyde both within the Council and with external agencies and the public.
4.	To aid effective communication and positive working relationships both within the Council and amongst partners and other stakeholder groups in relation to the Veterans Pathway.
5.	To support the development of an integrated support network for veterans living in Inverclyde with Council services, veteran's services and charitable organisations.

**Role of the Healthy Lifestyles Champion**

<b>Overall Purpose of Champion:</b>	
To be the Council's Healthy Lifestyles Champion by raising issues relating to health and ensuring that such issues are taken into account in the planning and development of policies and services.	
<b>Main Duties and Responsibilities:</b>	
1.	To be the Council's ambassador for issues relating to healthy lifestyles.
2.	To highlight health related issues both within the Council and with external agencies and the public.
3.	To assist communities to take an active role in improving the health of the people of Inverclyde.
4.	To ensure there is effective communication amongst local organisations that provide health services and the Council.
5.	To promote local activities, events and service developments aimed at improving the health of residents living in Inverclyde.

**Role of the Welfare and Financial Inclusion Champion**

<b>Overall Purpose of Champion:</b>	
To be the Council's Welfare and Financial Inclusion Champion by raising issues relating to welfare reform and financial inclusion and ensuring that such issues are taken into account in the planning and development of policies and services.	
<b>Main Duties and Responsibilities:</b>	
1.	To be the Council's ambassador for issues relating to welfare and financial inclusion.
2.	To highlight welfare reform and financial inclusion issues both within the Council and with external agencies and the public.
3.	To engage with residents in Inverclyde to ensure their views are taken into account in the development of policies and services regarding welfare reform and financial inclusion.
4.	To tackle with local organisations the implications of welfare reform and promote financial inclusion services and to ensure there is effective communication with the Council.
5.	To promote local activities, events and service developments that are aimed at promoting financial inclusion and addressing welfare reform issues.

<b><u>Role of the Sports Champion</u></b>
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<b>Overall Purpose of Champion:</b>	
To be the Council's Sports Champion by raising issues relating to sports and ensuring that such issues are taken into account in the planning and development of policies and services.	
<b>Main Duties and Responsibilities:</b>	
1.	To be the Council's ambassador for issues relating to sport.
2.	To highlight sport both within the Council and with external agencies and the public.
3.	To engage with residents in Inverclyde to ensure their views are taken into account in the development of policies and services regarding sport and leisure.
4.	To engage with local organisations that provide sport and leisure services and ensure there is effective communication with the Council.
5.	To promote the development and implementation of Inverclyde's Sport Framework 2014-2018 and the Active Living Strategy.
6.	To support local activities, events and service developments that are aimed at increasing participation in sport.



**Role of the Women's Champion**

<b>Overall Purpose of Champion:</b>	
To be the Council's Women's Champion by raising women's issues and ensuring that the needs and preferences of women are fully taken into account in the planning and development of policies and services.	
<b>Main Duties and Responsibilities:</b>	
1.	To be the Council's ambassador for issues relating to women.
2.	To highlight the concerns of women living in Inverclyde both within the Council and with external agencies and the public.
3.	To support the objectives and key aims of specific gender issues arising in the Corporate Equalities Action Plan.
4.	To support local activities, events and service developments that are aimed at promoting the specific rights of women e.g. 50/50 group, gender pay gaps, period poverty, violence against women.
5.	To engage with local organisations that provide services specifically for women to ensure that effective communication is taking place with the Council.
6.	To support local activities, events and service developments that promote the rights of women.