



## **BRECKLAND COUNCIL**

### **DELEGATED DECISION RECORD**

This records a key or other decision taken by an Executive Member, the Cabinet or Cabinet Sub-Committee in accordance with the Council's scheme of Delegations (as set out in Section D of Part 3 of the Council's Constitution).

Unless the Leader and the Chairman of the Overview and Scrutiny Commission certify that the matter is so urgent that the normal five-day scrutiny delay on action should not apply, then this decision will come into force and may then be implemented on the expiry of five working days after the publication of the decision, unless called in under the call-in procedures as set out in Section D of Part 3 of the Council's Constitution.

<b>Portfolio/Cabinet</b>	Cabinet
<b>Report Title (&amp; Reference No.)</b>	Digital Communications Strategy
<b>Summary Background</b>	To seek approval for the Breckland Digital Communications Strategy and implement associated actions.
<b>Author/Contact Officer</b>	Dominic Chessum, Joint Marketing & Communications Team Leader
<b>Ward(s) Affected</b>	N/A
<b>Urgent?</b>	No
<b>Key Decision?</b>	No
<b>Date Decision Taken</b>	Tuesday, 7 May 2013
<b>Date Published</b>	Thursday, 9 May 2013
<b>Call-In Expiry</b>	Thursday, 16 May 2013
<b>Exempt Information?</b>	No
<b>Decision (Action Agreed)</b>	<p><b><u>RESOLVED</u></b> that:</p> <p>(1) the recommendations as detailed at items (a), (b) and (c) of the report be deleted and :</p> <p>(2) the recommendation as detailed at item (d) of the report be amended to read as follows:</p> <p style="padding-left: 40px;">a) to suspend the design, production and distribution of the Council's magazine 'Voice' with immediate effect, pending current</p>

	<p>legalisation changes, and to allow further validation of communication channels to be available to Members to inform a final decision on the future of Voice; and</p> <p>b) Officers to undertake a review of Communications staff and budgets across the Council to support the Strategy including areas as the Pride campaign.</p>
<p><b>Reasons(s)</b></p>	<p>Adoption of the digital strategy will ensure the Council explores and, where deemed appropriate, exploits all the opportunities which emerging digital technologies present. Each recommendation detailed within the report supports the shift towards increased use of digital technology for communication with the aim of increasing speed and quality of communication whilst minimising costs.</p>
<p><b>Options</b></p>	<p><u>Digital Strategy</u></p> <ol style="list-style-type: none"> <li>1. To adopt the Breckland Digital Communications Strategy and associated action plan.</li> <li>2. Do nothing.</li> </ol> <p><u>Digital Newsroom</u></p> <ol style="list-style-type: none"> <li>1. Approve the creation of a 'digital newsroom' for the Council.</li> <li>2. Do nothing.</li> </ol> <p><u>Webcasting</u></p> <ol style="list-style-type: none"> <li>1. To rule out webcasting at this time due to annual costs but agree money set aside for the initial first year of webcasting to be used as a one off investment into developing other digital services at the Council.</li> <li>2. To rule out webcasting at this time due to annual costs and take the money set aside for the initial first year of webcasting as savings.</li> <li>3. To agree the principle of webcasting and ask Officers to procure the best value for money service. Agree to use the savings from Voice to finance the first year of webcasting and create a budget within the Democratic Services Directorate to finance future years.</li> <li>4. Do nothing.</li> </ol> <p><u>Voice</u></p> <ol style="list-style-type: none"> <li>1. Cease design, production and distribution of the</li> </ol>

	<p>Council's magazine 'Voice' with immediate effect and realise the savings budgeted for and reallocated staff time associated with the magazine to development of digital communications.</p> <ol style="list-style-type: none"><li>2. Reduce the number of issues of Voice per year.</li><li>3. Retail current levels of production of the Voice per year.</li></ol>
<b>Further Information</b>	digital comms strategy final to go through cabinet and council