



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.

Portfolio/Cabinet	Cabinet
Report Title (& Reference No.)	Cessation of the Council Publication Known as 'Voice'
Summary Background	To enable Members to make a decision on the future of the Council's magazine.
Author/Contact Officer	Dominic Chessum, Joint Marketing & Communications Team Leader
Ward(s) Affected	All Wards
Urgent?	No
Key Decision?	No
In Forward Plan?	No
Date Decision Taken	Tuesday, 7 January 2014
Date Published	Thursday, 9 January 2014
Call-In Expiry	Thursday, 16 January 2014
Exempt Information?	No
Decision (Action Agreed)	That: <ol style="list-style-type: none"> 1) the production of the Council publication known as 'Voice' cease with immediate effect; and 2) the remainder of the budget for the publication in the financial year 2013/14 be taken as savings and be removed from the communications budget for 2014/15 onwards.
Reasons(s)	<ul style="list-style-type: none"> • Substantial year-on-year savings would be made by

	<p>ceasing publication of the Council magazine.</p> <ul style="list-style-type: none"> • Modern communication channels including social media have now been validated. Combining these new communications channels with traditional communication methods and ensuring parish/town councils and parish magazines were kept informed means any negative effects from ceasing the magazine could be adequately mitigated. • Ceasing the magazine also ensured continued compliance with the government's direction for councils to demonstrate the cost effectiveness of their communications.
<p>Options</p>	<p>Option 1 - Do nothing</p> <p>The publication remains in suspension and the Council does not realise any possible savings from the budget</p> <p>Option 2 – Permanently cease publication of the magazine (recommended)</p> <p>Take the remainder of the budget for publication for financial year 2013/14 as savings and remove the budget line from the communications budget for the 2013/14 onwards</p> <p>Option 3 – Bring 'Voice' out of suspension</p> <p>Continue to publish the Council publication with the number of editions to be agreed by Members. It should be noted that if Members were to agree a number of publications above 4 per year, this would not only remove the option of making efficiency savings, but it would also require growth in the budget.</p>
<p>Further Information</p>	<p>Cessation of Voice Oct 2013 B 131114 Cessation of Voice</p>