



## **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>	New Publicity Code
<b>Summary Background</b>	To advise of the implications of the New Code of Recommended Practice on Local Authority Publicity and recommend a decision regarding the future frequency of issues of Breckland Voice.
<b>Author/Contact Officer</b>	Rob Leigh (Assistant Director Communications and Communities)
<b>Ward(s) Affected</b>	All Wards
<b>Urgent?</b>	No
<b>Key Decision?</b>	No
<b>In Forward Plan?</b>	Yes
<b>Date Decision Taken</b>	Tuesday, 5 April 2011
<b>Date Published</b>	Thursday, 7 April 2011
<b>Call-In Expiry</b>	Thursday, 14 April 2011
<b>Exempt Information?</b>	No
<b>Decision (Action Agreed)</b>	That given the unique circumstances and media landscape of the district, Breckland Council will continue to publish the resident's magazine, Breckland Voice six times a year whilst having regard to the Code of Recommended Practice on Local Authority Publicity.  It was further agreed that Breckland Council would

	<p>publically support the Broadband “Back the Bid” campaign launched jointly by Norfolk County Council and the Eastern Daily Press and a link would be added to the website accordingly.</p>
<p><b>Reasons(s)</b></p>	<p>The proposed changes to the Code requiring a reduction in the number of issues would cause a detrimental impact on the Council’s ability to communicate with its residents effectively at a time when engaging with residents was essential.</p> <p>It would impact on the timely nature of the content of the editorial and could result in increased use of other methods used to communicate which might not be as effective and were far more expensive.</p> <p>The geography, population distribution, demographics and media landscape were unique to Breckland and had informed the blend of external communications streams that the Council utilised to engage with its residents in a cost effective way.</p> <p>A restriction on one of the Council’s most essential communication streams would dilute the effectiveness of its communications and would cost more to reach less people – one of the very issues which the revised Code required local authorities to consider.</p> <p>Breckland Voice did not pose a threat to other media streams in the district in terms of editorial content, design and advertising revenue.</p> <p>Breckland Council would continue to have regard to the Code of Recommended Practice on Local Authority Publicity.</p>
<p><b>Options</b></p>	<p><u>Option 1</u></p> <p>To reduce the number of issues of Breckland Voice to reflect the recommendations of the revised Code.</p> <p><u>Option 2</u></p> <p>Continue to have regard to the Code but to continue to publish Voice six times a year given the considerations detailed within the report.</p>
<p><b>Further Information</b></p>	<p>Publicity code cabinet report</p> <p>exchanges_map_no_border[1]</p>

