



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.)	Breckland Website Govdelivery
Summary Background	To enable Members to discuss and decide whether the Council should procure GovDelivery to complement the Council's new website.
Author/Contact Officer	Dominic Chessum (Marketing & Communications Officer)
Ward(s) Affected	All
Urgent?	No
Key Decision?	No
In Forward Plan?	Yes
Date Decision Taken	Tuesday, 5 April 2011
Date Published	Thursday, 7 April 2011
Call-In Expiry	Thursday, 14 April 2011
Exempt Information?	No
Decision (Action Agreed)	That the procurement of GovDelivery to compliment the Council's website be approved, subject to the option of allowing customers to receive information through SMS messages not being taken up.
Reasons(s)	GovDelivery is a bolt on product which would further enhance the Council's digital output and play a part in reducing the number of calls to the Council's Customer Contact Centre, the average cost of which was £5.19 per

	<p>call. Consultation had shown that it was a system which residents would value and use. GovDelivery would be paid for out of existing budgets.</p>
<p>Options</p>	<p><u>Option 1 – Recommended</u></p> <p>To agree to the procurement of GovDelivery to complement the Council’s website but not take up the option of allowing customers to receive information through SMS messaging. The budget for this option would be found from within the existing Communications budget as detailed in the finance section of the report.</p> <p><u>Option 2</u></p> <p>To agree the procurement of GovDelivery to complement the Council’s website and allow customers to receive information through SMS messaging. To agree to increase the Communications budget by £12,000 to allow for 120,000 SMS messages a year. This equated to two text messages a month for 5,000 people. The budget for all other associated costs would be found from the existing budget as detailed in the finance section of the report.</p> <p><u>Option 3</u></p> <p>Not to procure GovDelivery at this time.</p>
<p>Further Information</p>	<p>Gov delivery report March 2010</p>

