

Record of Cabinet portfolio holder decision

Local Government Act 2000 and the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

Decision made by	Councillor Matthew Barber
Key decision?	Yes
Date of decision (same as date form signed)	9 December 2016
Name and job title of officer requesting the decision	Patsy Cusworth Principal Communications Officer
Officer contact details	Tel: 01235 422119 Email: patsy.cusworth@southandvale.gov.uk
Decision	To approve a joint communication strategy for South Oxfordshire and Vale of White Horse District Councils. A copy of the strategy is attached at appendix one of this report.
Reasons for decision	<p>This is the first joint communication strategy for both councils. It sets out the structure, aims and objectives for communicating with our audiences, including helping to deliver the councils corporate plans, roles and responsibilities, our commitment to keeping customers and staff fully informed and encourages good practice both internally and externally.</p> <p>The councils are delivering a number of major milestones over the next two years, including finalising Local Plans, launching delivery plans for Didcot Garden Town and Berinsfield, promoting two Enterprise Zones and new leisure centres in Didcot and Wantage.</p> <p>These are important issues for our residents and local businesses. Therefore, it is vital that our stakeholders continue to feel informed about the councils' business, understand the benefits of any changes we are making and are aware of the positive impact our services are having.</p> <p>This communication strategy sets out how we are going to deliver our communications during the last quarter of 2016 and during 2017, and will then be reviewed and updated annually.</p>
Alternative options rejected	None.
Legal implications	Legal Services have commented on the communication

	strategy and there are no legal implications arising.			
Financial implications	There are some financial implications to two elements of the strategy; providing a more active approach to media handling and monitoring coverage, and analysing and recording in-depth data from our campaigns. These elements require additional funding which will be considered as part of the budget setting for 2017/18.			
Other implications	An Equality Impact Assessment has also been compiled and is attached at appendix two.			
Background papers considered	None			
Declarations/conflict of interest? Declaration of other councillor/officer consulted by the Cabinet member?				
List consultees		Name	Outcome	Date
	Ward councillors		n/a	
	Legal	Margaret Reed	Approved	30.11.2016
	Finance		n/a	
	Human resources		n/a	
	Sustainability		n/a	
	Diversity and equality	Cheryl Reeves	Refer to the equality impact assessment.	20.10.2016
	Communications	Patsy Cusworth	We will communicate the strategy to all staff over the coming weeks	25.11.2016
	Strategic Management Board	Clare Kingston	Approved	25.11.2016
Confidential decision? If so, under which exempt category?	No			
Call-in waived by Scrutiny Committee chairman?	No. A meeting of the joint scrutiny committee considered the communications strategy on 15 November 2016.			
Has this been discussed by Cabinet members?	Cabinet members considered the strategy at a cabinet briefing meeting on 11 November 2016.			
Cabinet portfolio holder's signature To confirm the decision as set out in this notice.	Signature __Councillor Matthew Barber_____ Date _____9 December 2016_____			

ONCE SIGNED, THIS FORM MUST BE HANDED TO DEMOCRATIC SERVICES IMMEDIATELY.

For Democratic Services office use only		
Form received	Date: 9 December 2016	Time: 9:00
Date published to all councillors	Date: 9 December 2016	
Call-in deadline	Date: 16 December 2016	Time: 17:00

Guidance notes

1. This form must be completed by the lead officer who becomes the contact officer. The lead officer is responsible for ensuring that the necessary internal consultees have signed it off. The lead officer must then seek the Cabinet portfolio holder's agreement and signature.
2. Once satisfied with the decision, the Cabinet portfolio holder must sign and date the form and return it to the lead officer who should send it to Democratic Services immediately to allow the call-in period to commence. Tel. 01235 540306 or extension 7306.
Email: democratic.services@southandvale.gov.uk
3. Democratic Services will then publish the decision to the website (unless it is confidential) and send it to all councillors to commence the call-in period (five clear working days). The decision cannot be implemented until the call-in period expires. The call-in procedure can be found in the council's constitution, part 4, under the Scrutiny Committee procedure rules.
4. Before implementing the decision, the lead officer is responsible for checking with Democratic Services that the decision has not been called in.
5. If the decision has been called in, Democratic Services will notify the lead officer and decision-maker. This call-in puts the decision on hold.
6. Democratic Services will liaise with the Scrutiny Committee chairman over the date of the call-in debate. The Cabinet portfolio holder will be requested to attend the Scrutiny Committee meeting to answer the committee's questions.
7. The Scrutiny Committee may:
 - refer the decision back to the Cabinet portfolio holder for reconsideration or
 - refer the matter to Council with an alternative set of proposals (where the final decision rests with full Council) or
 - accept the Cabinet portfolio holder's decision, in which case it can be implemented immediately.