

Report of : Corporate Director of Resources

Meeting of	Date	Agenda Item	Ward(s)
Standards	12 October 2010	7	All

Delete appropriate	as	Exempt	Non-exempt
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Subject: Revisions to the Publicity Protocol

1. Synopsis

This report seeks the observations of the Standards Committee on proposed revisions to the council's Publicity Protocol.

2. Recommendation

- 2.1 To consider and comment on the draft revisions to the Council's Publicity Protocol in Appendix 1.

3. Background Details

- 3.1 A review has been undertaken of the Media Protocols section of the Council's Publicity Protocol in order to clarify elements of it where there has been uncertainty as to its interpretation. The opportunity has been taken to also suggest some general good practice improvements.

- 3.2 The draft revisions in Appendix 1 are designed in particular to address:
- What happens when the Head of a political office is absent
 - The position when an Executive member covers for another portfolio holder at an event
 - Councillors making comments on behalf of the Council.

- 3.3 The political groups have been consulted about the proposed revisions and the observations of the Standards Committee in relation to the draft are now requested.
- 3.4 It is proposed that the draft revisions be finalised following the meeting of the Standards Committee and any further discussion with the political offices as seem appropriate with a view to a revised protocol being adopted by the council at its next ordinary meeting.

4. Implications

4.1 Legal Implications

Section 2 of the Local Government Act 1986 prohibits the Council from publishing any material which, in whole or part, appears to be designed to affect public support for a political party. Section 2 also prevents the Council from giving financial or other assistance to any other person for the publication of such material.

The council is also required to have regard to the provisions of the Code of Recommended Practice on Local Authority Publicity.

The proposed revisions to the Council's Publicity Protocol reflect the legislative and guidance provisions and are designed to support members and officers in ensuring they are complied with.

4.2 Financial Implications

There are no financial implications arising directly from the report.

4.3 Equality Impact Assessment

There are no equality impacts likely to result from the proposed revisions to the Publicity Protocol.

4.4 Environmental Implications

There are no significant environmental implications arising directly from this report. The proposed member bulletins on aspects of the Code will be circulated electronically.

Background papers:

None.

Final Report Clearance

Signed by Date
Corporate Director of Resources

Received by Date
Head of Scrutiny and Democratic Services

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