

## WRITTEN STATEMENT OF A KEY DECISION CABINET

<b>ITEM:</b>	<b>COMMUNICATIONS STRATEGY</b>
Members Present:	Councillors: RJ Phillips (Leader), Mrs LO Barnett, PJ Edwards, Mrs JP French, JC Mayson, DW Rule MBE (Deputy Leader), DB Wilcox, RM Wilson.
Date of Decision:	12th October 2006
Exempt:	No
Confidential	No
This is a key decision because It is significant in terms of its effect on communities living or working in Herefordshire in an area comprising one or more wards	
The item was included in the Forward Plan.	
IF NO	
A notice was served in accordance with section 15 of the Local Authorities (Executive Arrangements) (Access to Information) Regulation 2000	
Urgent Decision:	No
Purpose:	To approve a substantial revision of the Council's communications strategy for 2006/07 as a result of new communications channels and programmes being launched, new objectives and targets being set and the production of a wide range of communications plans to support new programmes aimed at achieving the transformation of the authority and the way it delivers services to local people.
<b>Decision:</b>	<b>THAT the revised Communications Strategy be approved.</b>
Reasons for the Decision:	Although there is a communication strategy for 2006/07 currently being implemented, the communications unit has set challenging new targets for productivity which substantially expand its activities now and further to 2008.
Options Considered:	A possible alternative option is to continue to implement the current communications strategy without the more demanding objectives outlined in the revised strategy.
Declaration of Interest:	None.
Date the key decision is due to take effect:	19th October 2006

<b>COUNCILLOR RJ PHILLIPS</b> .....	Date: 12th October 2006
<b>LEADER OF THE COUNCIL</b>	



<p><b>To be completed by officer:</b></p>	
<p>Date consent received from Chairman of Scrutiny Committee:</p>	
<p>Subject to Call-in:</p>	<p>No</p>
<p>If yes was the decision modified?</p>	
<p>If yes Cabinet Member (.....) decision reference:</p>	
<p>Date original decision took effect:</p>	