

## WRITTEN STATEMENT OF A KEY DECISION CABINET

<b>ITEM:</b>	<b>COMMUNICATIONS STRATEGY FOR THE PERIOD 2016-2019</b>
Members Present:	Councillors: AW Johnson (Leader), H Bramer, D Harlow, J Lester, PM Morgan (Deputy Leader), PD Price, P Rone.
Date of Decision:	21 September 2016
Exempt:	No -
Confidential	No
This is a key decision because it is likely to be significant in terms of its effect on communities living or working in an area comprising one or more wards in the county.	
A notice was served in accordance with Part 3, Section 9 (Publicity in connection with key decisions) of The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.	
Urgency/Special Urgency: (As defined in Constitution)	No
Purpose:	To approve the communications strategy with associated communication protocols for the period 2016-2019.
<b>Decision:</b>	<b>THAT:</b> <b>(a) the communications strategy 2016 to 2019 at appendix 1 to this report is approved; and</b> <b>(b) the accompanying communication protocols at appendix 2 are approved</b>
Reasons for the Decision:	<ol style="list-style-type: none"> <li>1. It is important that the council communicates to residents and businesses with over 188,000 people living in the county and some 10,948 businesses in Herefordshire<sup>1</sup>, each of which need a varying degree of interaction with the council and differing requirements.</li> <li>2. The previous communications strategy covering 2010-2014, was formed at a point when Herefordshire Council was working in a close partnership with the then NHS Herefordshire. The proposed communication strategy has a greater emphasis on working with communities to deliver services and is a better reflection of the way to work in the changing financial climate. The strategy also identifies that engagement and communication is across service and the entire organisation, and not isolated to a communications team.</li> <li>3. The strategy provides a framework for the council's</li> </ol>

<sup>1</sup> with a HR postcode via the MINT UK Database

	communication, alongside the protocols and principles to help guard and mitigate risk. It also informs the organisation and supports it to become more efficient and effective.
Options Considered:	<ol style="list-style-type: none"> <li>1. Continue working in current arrangements without a fit for purpose, current guiding strategy or accompanying protocols. This is not recommended as would result in an ad-hoc approach to communication and engagement with residents, businesses and partners.</li> <li>2. To reduce the level and range of communication and engagement across the council knowing there is pressure on the budgets due to reduction in Government grant and the need to focus resource on areas of high demand. This is not recommended at this time as would reduce the capacity of the organisation to engage during a period of change and development, with key activities and programmes being implemented over the next few years in line with the corporate plan.</li> </ol>
Conflict of Interest ■ (See below):	
Date the key decision is due to take effect:	27 September 2016

<p><b>COUNCILLOR AW JOHNSON</b> .....</p> <p><b>LEADER OF THE COUNCIL</b></p>	<p>Date: 21 September 2016</p>
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■ a record of any conflict of interest declared by any executive member who is consulted by the member which relates to the decision;

And

■ in respect of any declared conflict of interest, a note of dispensation granted by the relevant local authority's head of paid service.