

Written statement of a non-key decision
Cabinet member health and adult wellbeing

Title	Executive Response to the 'Let's Listen Herefordshire' motion
Decision maker	Cabinet member health and adult wellbeing Information about cabinet, including the names and contact details of the cabinet members, can be found here: http://councillors.herefordshire.gov.uk/mgCommitteeDetails.aspx?ID=251
Date of decision	6 March 2020
Report exemption class	Open
Purpose	The executive has been asked to establish a designated annual mental health day to be named "Lets Listen Herefordshire" to be held every third Monday of each New Year from January 20th 2020 onwards. This is to coincide with 'Blue Monday' which has been identified by Mental Health Research UK as being the most depressing day of the year due to it being short, and dark.
Decision	That: (a) The council do something different by promoting the National Mental Health Research UK campaign 'Blooming Monday' which coincides with 'Blue Monday' amongst council staff and members only; (b) That the localised promotion is part of other planned events to promote mental health amongst council staff during January 2020; (c) The 'Lets Listen Herefordshire' branding is not added to the National Campaign materials. (d) The promotion is evaluated and this evaluation considers whether the event should be supported in future years.
Reason for the decision	As set out in the report. Documents relating to this decision are available at http://councillors.herefordshire.gov.uk/mgIssueHistoryHome.aspx?Id=50032826
Options considered	<ol style="list-style-type: none"> 1. Do nothing. 2. Establish an annual 'Lets Listen Herefordshire' event

	<p>to coincide with the third Monday in January known as 'Blue Monday'.</p> <p>3. Do something different.</p>
Declarations of interest (see ▪ below)	
Call-in expiry date (decisions are not subject to call-in where special urgency provisions apply)	12 March 2020

<p>Councillor:</p> <p>Cabinet member health and adult wellbeing (Councillor Pauline Crockett)</p>	<p>Date 6 March 2020</p>
---	--------------------------

- 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.