

**Written statement of a key decision**  
**Cabinet**

<b>Title</b>	<b>Communications Strategy 2022-2025</b>
Decision maker	Cabinet Information about cabinet, including the names and contact details of the cabinet members, can be found here: <a href="http://councillors.herefordshire.gov.uk/mgCommitteeDetails.aspx?ID=251">http://councillors.herefordshire.gov.uk/mgCommitteeDetails.aspx?ID=251</a>
Date of decision	31 March 2022
Report exemption class	Open
Reason for being a key decision	This is a key decision because it is likely to be significant having regard to: the strategic nature of the decision; and / or whether the outcome will have an impact, for better or worse, on the amenity of the community or quality of service provided by the authority to a significant number of people living or working in the locality (two or more wards) affected.
A notice was served in accordance with Part 3 (Key decisions) of The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.	
General exception or special urgency (as defined in the constitution)	No
Purpose	This report recommends to Cabinet a revised Communications Strategy and associated protocols to help align corporate communications to improve the way the council communicates to residents and stakeholders.
<b>Decision</b>	It was noted that the head of communications, following consultation with the cabinet member housing, regulatory services and community safety, would make minor alterations and corrections to the documents as necessary.  With this caveat, <b>it was resolved that:</b>  <b>a) The Communications Strategy is approved</b>  <b>b) The accompanying Communications Protocols and Principles are approved.</b>
Reason for the decision	As set out in the report. Documents relating to this decision are

	available at <a href="http://councillors.herefordshire.gov.uk/mglIssueHistoryHome.aspx?IId=50039900">http://councillors.herefordshire.gov.uk/mglIssueHistoryHome.aspx?IId=50039900</a>
Options considered	<p>1. The Council could choose not to use a Corporate Communication Strategy. This is not advised as a co-ordinated communication approach will be more effective and supportive for our residents, staff and stakeholders</p> <p>2. The Council could choose not to use Communication Protocols. This is not advised as a co-ordinated communication approach will be more effective and supportive for our residents, staff and stakeholders</p>
Declarations of interest (see below)	
Call-in expiry date (decisions are not subject to call-in where special urgency provisions apply)	7 April 2022

Councillor: ..... Leader of the Council (Councillor David Hitchiner)	Date 31 March 2022
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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.