

MEMBER CALL-IN

TO: ASSISTANT DIRECTOR (DEMOCRATIC SERVICES)

Please accept this as notice that the Member indicated below wishes the Overview & Scrutiny Committee/Panel to consider:-

- (1) The decision or proposed decision of the Cabinet/Committee detailed below;
- or (2) The decision of an Officer taken under delegated authority as detailed below;
- or (3) Initiating a review of other executive functions of the authority or matters connected with those functions.

(Please delete as appropriate)

Please specify the nature of the review requested.	Reason(s) for the call-in.
Communications	<p>I wanted to submit a call-in examining our communications policy. There is no innate criticism here so please do not misconstrue my intentions.</p> <p>I wanted to examine whether in-light of the existing budget difficulties we should examine whether bringing all the smaller communications budgets held within other departments directly under Communications management would be more efficient.</p> <p>I was also interested in having the head of communications input into the question of how Events could be delivered in the future if we could afford them.</p> <p>Finally, I wished to have some input into the challenge of Communications going forward in relation to the difficulties of maintaining our identity under the Partnership working of the LAA.</p> <p>Therefore I am tabling the following questions:</p> <ol style="list-style-type: none">1. Why is it so important for local authorities to have a significant spend on communications? (and in particular relation to the growth of partnerships and new ways of delivering services?)2. What is the total spend in the council on communications (this includes all publicity and PR by all directorates)?3. Roughly speaking, how does our proportional spend on communications compare to other Local Authorities?4. Would it be more efficient to manage all communications within the communications department as communications could manage the budget better or is it better to keep mini communications budgets through other directorates? (Or is a combination better – for instance keeping all communications budget bar major projects in communications and then treating the major project advertising

	<p>budgets, e.g. Red Bin Recycling Roll-out as an option in the budget?)</p> <p>5. Is it effective for SBC to run events in-house or are we better off pursuing direct commissioning or public/private (Pros and Cons)?</p>
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Signed: Robert Plimmer

Date: 16/01/09