

Subject:	Code of recommended practice on local authority publicity		
Date of Meeting:	28 April 2009		
Report of:	Director of Strategy & Governance		
Contact Officer:	Name:	John Shewell	Tel: 29-1039
	E-mail:	john.shewell@brighton-hove.gov.uk	
Wards Affected:	All		

FOR GENERAL RELEASE

Note: The Chairman of the meeting has been consulted and is of the opinion that this item should be considered at the meeting as a matter of urgency having regard to the extended deadline of the 29 April 2009.

The special circumstances for non-compliance with Council Procedure Rule 23, Access to Information Rule 5 and Section 100B(4) of the Local Government Act as amended (items not considered unless the agenda is open to inspection at least five days in advance of the meeting) are that an extension to the deadline for submission of comments to the DCLG had not been confirmed.

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report brings to the Committee's attention a recent consultation paper, "Communities in control: Real people, real power Code of recommended practice on local authority publicity" issued by the Department of Communities and Local Government, inviting comments on the future of the Code of Recommended Practice on Local Authority Publicity.

2. RECOMMENDATIONS:

- 2.1 That Members agree the draft response to the consultation paper attached at Appendix 2.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The White Paper, "Communities in control: Real people, real power", concerned the passing of power into the hands of local communities. The paper, "Communities in control: Real people, real power Code of recommended practice on local authority publicity" is the next in a series consulting on a number of policy commitments. It invites views on the content

of the Publicity Code as an instrument for protecting public money while allowing councils to issue effective publicity.

- 3.2 The consultation paper, which was published on 17 December, 2008, is attached as Appendix 1 to the report. The original deadline for responding to the paper was 20 March, 2009, but the department for Communities and Local Government (DCLG) have agreed to extend this to 29 April and the opportunity is being taken to report back to the Governance Committee as the changed timescale can accommodate this. The comments from the last Governance Committee have been taken on board in preparing the revised draft response in Appendix 2.
- 3.3 The Department of Communities and Local Government has indicated that it will take account of the responses received to the consultation before taking decisions on possible changes to the Code. A summary of the responses will be produced within three months of the close of the consultation period.
- 3.4 The paper does not make specific proposals for change but asks a series of open questions. It is proposed that Members discuss and agree the proposed response to the consultation.

4. CONSULTATION

- 4.1 There has been no consultation on this report.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 There are none.

Finance Officer Consulted: Anne Silley *Date:* 18 February 2009

Legal Implications:

- 5.2 The Publicity Code is issued under powers conferred by the Secretary of State under section 4(1) of the Local Government Act 1986. Local authorities are required by section 4(1) of that Act to have regard to the Publicity Code in coming to any decision on publicity.

Lawyer Consulted: Liz Woodley *Date:* 18 February 2009

Equalities Implications:

- 5.3 There are none.

Sustainability Implications:

- 5.4 There are none.

Crime & Disorder Implications:

5.5 There are none.

Risk and Opportunity Management Implications:

5.6 There are none.

Corporate / Citywide Implications:

5.7 There are none.

SUPPORTING DOCUMENTATION

Appendices:

1. Communities and Local Government Paper. "Communities in control: Real people, real power Code of recommended practice on local authority publicity".
2. Response to the consultation.

Documents in Members' Rooms:

None.

Background Documents:

None.

