

Item No. 4	Classification: Open	Date: 15.12.03	Meeting Name: Overview and Scrutiny Committee
Report title:		Motion Referred from Council Assembly on 26th November 2003 (Council Assembly Procedure Rule 3.9 (3))	
Ward(s) or groups affected:		All	
From:		Chief Executive (Borough Solicitor & Secretary)	

RECOMMENDATION

1. That the Overview and Scrutiny Committee considers the motion set out in the Appendix attached to the report.

BACKGROUND INFORMATION

2. At Council Assembly on 26th November 2003 the following motion was submitted in accordance with Council Assembly Procedure Rules 3.9 (3), and was subsequently referred to the Overview and Scrutiny Committee for consideration:-

Motion No.7 - Communications Strategy

KEY ISSUES FOR CONSIDERATION

3. In accordance with Council Assembly Procedure Rule 3.9 (3), the above motion was referred to the Overview and Scrutiny Committee, which shall report upon the outcome of their deliberations upon the motions to the next meeting of Council Assembly.
4. The constitution allocates particular responsibility for functions to Council Assembly, for approving the budget and policy framework, and to the Executive, for developing and implementing the budget and policy framework and overseeing the running of Council services on a day-to-day basis
5. Any key issues, policy or funding implications are included in the advice from the relevant Chief Officer.

Background Papers	Held At	Contact
Motions submitted in accordance with Standing Order 3.9 (3).	Town Hall, Peckham Road, London. SE5 8UB	Kevin Flaherty Constitutional Support Unit 020 7525 7236

LIST OF APPENDICES

Appendix 1 - Audit Trail

Appendix 2- Motion No.7 Communications Strategy

APPENDIX 1

Audit Trail

Lead Officer	Ian Millichap, Constitutional Team Manager	
Report Author	Kevin Flaherty John, Constitutional Support Unit	
Version	1st draft	
Dated	2.12.03	
Key Decision?		
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / EXECUTIVE MEMBER		
Officer Title	Comments Sought	Comments included
Chief Officer	Yes	Yes
Executive Member	No	No
Date final report sent to Constitutional Support Services		

MOTION NO.7 COMMUNICATIONS STRATEGY

Moved by Councillor Toby Eckersley and seconded by Councillor Lewis Robinson.

AGREED:

That with regard to the Council's "communications strategy" Council Assembly notes with concern that, notwithstanding that the Executive's interim decision on this matter (14th January 2003) included the requirement that:

"the published strategy include clear analysis of the Council's past communications and publicity spend (across all departments) as a priority so that future efficiencies arising from the implementation of the strategy be identified".

The final decision of the Executive on 4th November 2003 and the strategy agreed on that occasion contained no such analysis or any information as to efficiencies on a total budget of well over £3 million (Best Value Review December 2002). Council Assembly also notes that:

- a. according to the item's audit trail the Chief Financial Officer's comments were neither sought nor given and
- b. the item states that "there are no financial or legal implications" arising from the strategy.

Council Assembly accordingly calls for urgent scrutiny

COMMENTS FROM THE CHIEF EXECUTIVE

Appendix A of the Communications Strategy sets out a clear delivery plan to support the implementation of the Communications Strategy. This includes the need to audit the extent - and costs - of communications activity across the Council. These audits are currently being carried out for each department by the newly appointed communications managers. Audits will be completed by 30 November 2003.