

Cabinet Response to Q&A

<b>Question 1</b>	<b>Is there other guidance, (additional to the Publicity Code), that councils consider creates a barrier to the provision of publicity or support, or that needs clarifying?</b>
	The Publicity Code needs to take into account the provision of publicity material for foreign languages and appropriate use of translation services.
<b>Question 2</b>	<b>Is there a requirement for different codes to apply to different types of authority?</b>
	The Publicity Code should apply equally to all elected bodies.
<b>Question 3</b>	<b>Should the Publicity Code specifically address the presentation of publicity on an authority's website?</b>
	The Publicity Code should not be technology specific, as technology changes regularly. Council publicity did not involve constituted meetings and the webcasting of public meetings and should not be covered by the Code.
<b>Question 4</b>	<b>Does anything need to be added to or removed from the list of matters an authority should consider in determining whether or not to issue publicity on a certain subject?</b>
	The Publicity Code should make reference to community leadership, community wellbeing and the Chairman of Council's new role of promoting local democracy. Publicity will no longer be strictly limited to the Council's own functions.
<b>Question 5</b>	<b>Should the Publicity Code specify the different criteria local authorities should use to determine whether or not publicity can be judged to be cost effective?</b>
	There was no place for direction on expenditure in publicity. All costs were monitored and assessed through Use of Resources assessment and the CAA process together with value for money requirements.
<b>Question 6</b>	<b>Is there any aspect of the cost section that is not required or anything which should be added?</b>
	Same as 5.
<b>Question 7</b>	<b>Should the Publicity Code contain advice about ethical standards, or should this be left to local authorities to judge for themselves?</b>
	No the Publicity Code should rely on Members' Code of Conduct standards.
<b>Question 8</b>	<b>Is there any aspect of the content section that is not required or anything which should be added?</b>
	Same as 7.
<b>Question 9</b>	<b>Should the Publicity Code be modified to specifically address the issue of privacy and the dissemination of unsolicited material?</b>
	No change thought necessary.
<b>Question 10</b>	<b>Is there any aspect of the dissemination section that is not required or anything which should be added?</b>
	Same as 9.
<b>Question 11</b>	<b>Is there any aspect of the advertising section that is not required or anything which should be added?</b>
	There was no dedicated media in many areas and paragraph 31 should be reviewed to recognise that inevitably advertising would extend beyond District boundaries.
<b>Question 12</b>	<b>Should adverts for local authority political assistants appear in political</b>

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	<b>publications and websites?</b>
	The current prohibition in paragraph 37 of the Publicity Code regarding publicity advertisements relating to recruitment of political assistants should not be amended.
<b>Question 13</b>	<b>Is there any aspect of the recruitment advertising section that is not required or anything which should be added?</b>
	Same as 12.
<b>Question 14</b>	<b>Given the emphasis given to supporting and raising awareness of the role of the councillor in the White Paper, is there any aspect of the section on councillors that is not required, or anything which should be added?</b>
	The Publicity Code should provide guidance on the creation of Councillor websites which are linked to the Council's website. Clarification was needed on where the publisher's status rested in accordance with the Code of Conduct. Relaxation of any rules in this area needed to be balanced with cost effectiveness and personal responsibility for those Councillors with their own websites.
<b>Question 15</b>	<b>Is there any aspect of the timing of publicity section that is not required, or anything which should be added?</b>
	Clarification was needed on "controversial issues," "Proposals" and "recommendations," during the purdah period. The term "politicians directly involved in elections should be changed."
<b>Question 16</b>	<b>Is there any aspect of the assistance to others for publicity section that is not required, or anything which should be added?</b>
	No change recommended.