

Councillor 2

From: [REDACTED]
Sent: 16 April 2013 12:28
To: [REDACTED]
Subject: Publicity Code Consultation 2013
Attachments: Response form Publicity Code Consultation.doc



Response form
Publicity Code C...

Sent to me in error.

Democracy Division
Department for Communities and Local Government

-----Original Message-----

From: Cllr Arthur, Brenda [REDACTED].uk]
Sent: Tuesday, April 16, 2013 12:25 PM
To: Stephen Mcallister
Subject: FW:

Dear [REDACTED],

Please find attached my response to the consultation document.

Kind regards

Brenda

Brenda Arthur
Labour Councillor for University ward
Leader of Norwich City Council

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Response form

Publicity Code Consultation 2013

About you

i) Your details

Name:	Brenda Arthur
Position (if applicable)	Leader
Name of Organisation (if applicable)	Norwich City Council
Address:	City Hall, St Peter's Street, Norwich
e mail:	[REDACTED]
Telephone Number:	

ii) Are the views expressed on this consultation an official's response from the organisation you represent or your own personal views?

Organisational response

☐

Personal views

☐

iii) Please tick the box which best describes you or your organisation:

District council	x
Metropolitan district council	
London borough council	
Unitary authority/county council/county borough council	
Parish council	
Membership organisation	
Newspaper proprietor	
Newspaper staff	
Business	
Councillor	x
Member of the public	
Other	

(please comment):	
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Questions:

1. Views on the proposed legislation are invited, and in particular do consultees see the proposals as fully delivering the commitment to give greater force to the Publicity Code by putting compliance on a statutory basis?

I feel very strongly that there is no reason to put compliance of the Publicity Code on a statutory basis. Localism is predicated, as I understand it, on enabling local people to respond to local need given the local knowledge and networks they have. This sets, for me, a context in which local organisations including local authorities have to be trusted to use the powers which the Localism act has passed to them. Therefore I believe that we should be trusted to comply with the code and don't need further legislation to encourage us to comply. We need to put the local back into Localism and not overlay it with a raft of legislation.

Information is power and if we are to empower local individuals and communities we have to have a range of mechanisms including our own publications by which to keep people informed. We produce just 4 of our Citizen magazines a year but this our choice as we want to be able to send our residents quality publications. That said I really don't see why we should be constrained to producing only four if we want to produce more as long as we hold to the Publicity Code. I don't believe that this in any way compromises the work of the independent press but can indeed enhance it.

2. If there is alternative to the power of direction, how will this meet the aim of improved enforcement of the code?

Before I can answer this fully I would want to know just how many authorities are perceived as breaking the code. If there are local issues I believe in people's ability to talk through problems and issues. Norwich, as you are aware, has recently been granted City Deal status which we greatly value. We see this as a mechanism for working even more closely with our partners from all sectors and see the local press as one of these. We would not wish to do anything which would compromise their viability and indeed work closely with them.

3. This consultation invites evidence of the circumstances where the code was not met and the implications of this on competition in local media

I have nothing to add to this section as I am not aware of any circumstances where the code has not been met.

However there are times when we need to advocate, lobby and campaign on behalf of our citizens and that is no more than they would expect from their elected representatives and the local authority they serve in.

