

MET 1

From: Alison Milner [REDACTED]
Sent: 26 April 2013 14:33
To: [REDACTED]
Subject: Publicity Code consultation 2013
Attachments: Response form Publicity Code Consultation 26 04 13.doc
Good afternoon [REDACTED]

Please find a response form attached from City of Bradford Metropolitan District Council.

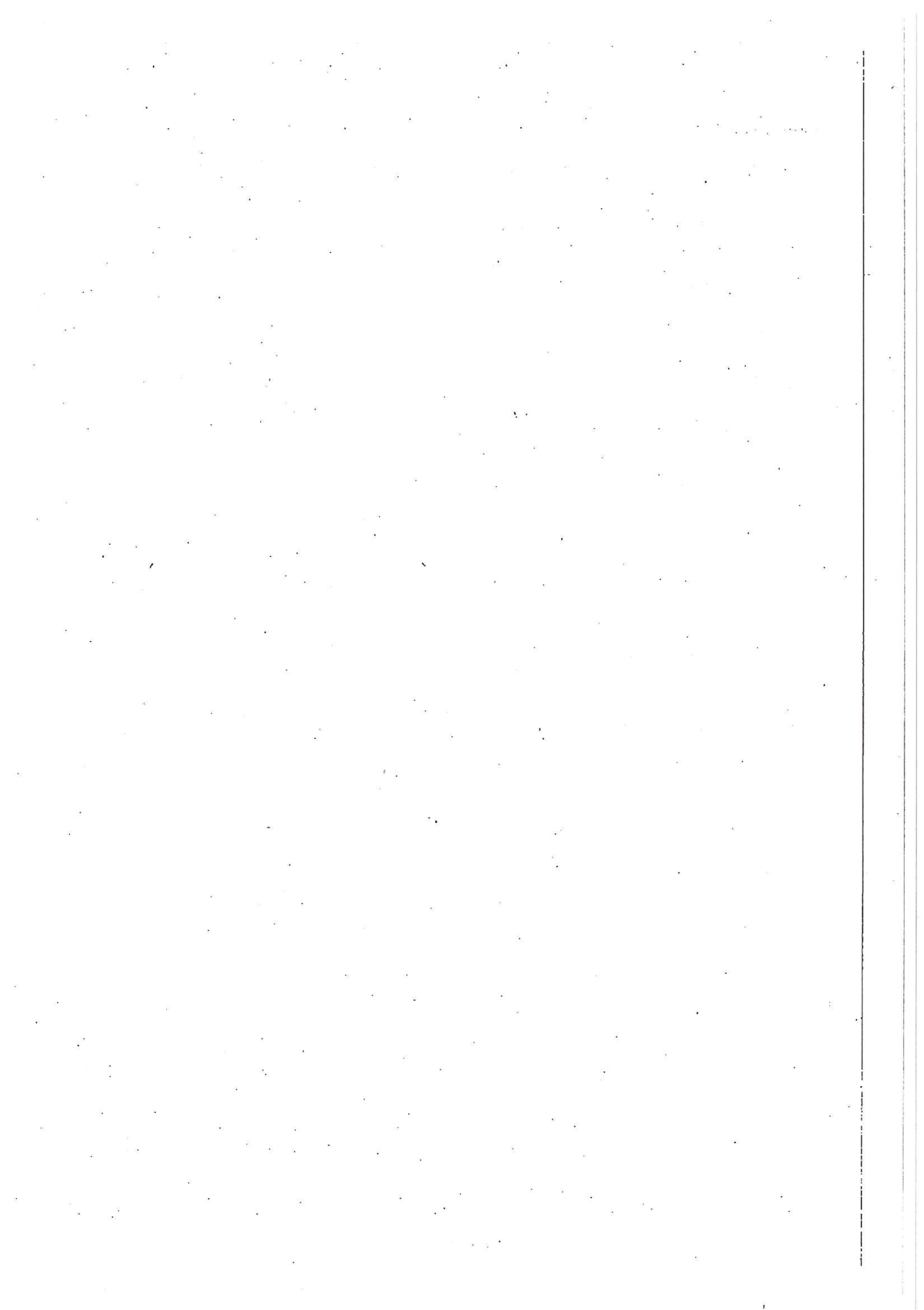
Alison Milner
Assistant Director, Communications

[REDACTED]
Room 420, City Hall, Bradford BD1 1HY

City of Bradford Metropolitan District Council
Office of Chief Executive

This email and any attachments may contain Protected or Restricted Information and is intended solely for the individual to whom it is addressed. It may contain sensitive or protectively marked material and should be handled accordingly. If this email has been misdirected, please notify the author immediately. If you are not the intended recipient you must not disclose, distribute, copy, print or rely on any information contained in it or attached, and all copies must be deleted immediately. Whilst we take reasonable steps to try to identify any software viruses, any attachments to this email may nevertheless contain viruses which our anti-virus software has failed to identify. You should therefore carry out your own anti-virus checks before opening any documents. Bradford Council will not accept any liability for damage caused by computer viruses emanating from any attachment or other document supplied with this email. Emails may be subject to recording and/or monitoring in accordance with relevant legislation.

This email was received from the INTERNET and scanned by the Government Secure Intranet anti-virus service supplied by Vodafone in partnership with Symantec. (CCTM Certificate Number 2009/09/0052.) In case of problems, please call your organisation's IT Helpdesk. Communications via the GSI may be automatically logged, monitored and/or recorded for legal purposes.



Response form

Publicity Code Consultation 2013

About you

i) Your details

Name:	Alison Milner
Position (if applicable)	Assistant Director, Communications
Name of Organisation (if applicable)	City of Bradford Metropolitan District Council
Address:	City Hall Bradford West Yorkshire West Yorkshire BD1 1HY
e mail:	[REDACTED]
Telephone Number:	[REDACTED]

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	
Metropolitan district council	✓
London borough council	
Unitary authority/county council/county borough council	
Parish council	
Membership organisation	
Newspaper proprietor	
Newspaper staff	
Business	
Councillor	

Member of the public	
Other	

(please comment):	
-------------------	--

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?

The new legislation proposed is, we believe, unnecessary and rather incongruous in the context of the Government's commitment to localism.

Section 4 of the Local Government Act 1986 already provides that local authorities should have regard to codes of practice on local authority publicity issued by the Secretary of State when making decisions on publicity. In response to consultation on the current Publicity Code, we stated our full agreement to all the elements within it that addressed lawfulness, which indeed are already substantially covered by applicable statutory provisions and the Advertising Standards Authority's Advertising Codes.

All councillors are directly accountable to their constituents through elections, and this accountability includes council expenditure on, and use of, publicity. Additional costs may be incurred by the Government and local authorities in the issuing of, and enforcing compliance with, any directions issued by the Secretary of State with regard to council publicity.

Local authorities are already able to demonstrate that consideration has been given to the value for money that is being achieved on publicity matters, through compliance with financial regulations and contract standing orders. Councils are accountable to the public for the efficiency and effectiveness of their expenditure through audit processes.

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

Council publicity can, and in the vast majority of local authorities is, delivered and monitored in strict accordance with the Code of Recommended Practice on Local Authority Publicity.

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

We do not believe that local authority newspapers are in unfair competition with the local press, a view shared by our local media. Only a tiny minority of local authorities, mainly clustered in London, currently produce newspapers or other publications which take paid advertising or act as news channels.

In most areas, including Bradford District, council publicity and the local print and broadcast media is mutually supportive, as the local media is a recipient of both advertising revenue from, and stories about, the Council.

City of Bradford Metropolitan District produces the 'Community Pride' newspaper three times a year. It is a cost effective way of providing information to the district's residents about local events and the services and activities of the Council / local partnerships. It has enabled the Council and some of its partners to make substantial efficiency savings on printed material overall.

The continuing sustainability of the local media, an essential element of local democracy and civic life, rests primarily on their success in dealing with the competition from the internet as a news platform and the availability of advertising revenue from local businesses.

