



Please leave blank for completion by DS officers

**EXECUTIVE DECISION RECORD**

|                                  |                                                                                                                                              |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| <b>A1 Service Area</b>           | Enterprise                                                                                                                                   |
| <b>A2 Title</b>                  | Enterprise Websites Review                                                                                                                   |
| <b>A3 Decision Taken By</b>      | Deputy Leader                                                                                                                                |
| <b>A4 Chief Officer</b>          | Please print name: AOBRIEN<br>Please sign name:            |
| <b>A5 Leader / Deputy Leader</b> | Please print name: PATRICIA ACKROYD<br>Please sign name:  |
| <b>A6 Date of Decision</b>       | 09/08/17                                                                                                                                     |

**Confidentiality**

|                                                                                                                                         |     |
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| <b>A7 Is this Decision confidential by containing exempt information as described in Schedule 12A of the Local Government Act 1972?</b> | No  |
| <b>A7.1 If yes, please state relevant paragraph from Schedule 12A LGA 1972.</b>                                                         | N/A |

**Scrutiny**

|                                                                          |                                       |  |
|--------------------------------------------------------------------------|---------------------------------------|--|
| <b>A8 Which Scrutiny Committee should this decision be submitted to?</b> | <i>(Please tick as appropriate)</i> ✓ |  |
| Scrutiny (Audit & Value for Money Council Services) Committee            | <input type="checkbox"/>              |  |
| Scrutiny (Economic Growth, Communities and Health) Committee             | <input checked="" type="checkbox"/>   |  |


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|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>B1</b> What is the Decision?                               | <ol style="list-style-type: none"> <li>1. No longer provide a dedicated website for tourism and instead use the Council's main website to signpost to other information providers.</li> <li>2. No longer provide a dedicated website for Brownfield development sites and instead integrate this with the forthcoming Brownfield Register as part of the Council's main website.</li> <li>3. Close the 3 social media accounts for tourism and business and instead use the Council's main social media accounts for sharing of key information.</li> </ol>                                                                      |
| <b>B2</b> What are the reasons for the Decision?              | <ol style="list-style-type: none"> <li>1. Due to the restricting way in which the website was customised by Lichfield and the upgrade problems to the modules, the Council is now unable to resolve any of the issues with the system in-house or develop the site further.</li> <li>2. The Brownfield website is currently notably out of date. The site was created in 2014 and there are only 10 users registered with an account.</li> <li>3. The 3 social media outlets are rarely effectively engaged with by the public and they are mainly used to 'retweet' or share information uploaded by other providers</li> </ol> |
| <b>B3</b> What are the contributions to Corporate Priorities? | This report contributes towards the Corporate Priorities of Promoting Local Economic Growth and Value for Money Council Services.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>B4</b> What are the Human Rights considerations?           | There are no Human Rights issues arising from this decision.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

### Financial Implications

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|------------------------------------------------|-----------------------------------------------------------|
| <b>B5</b> What are the financial implications? | There are no financial issues arising from this decision. |
|------------------------------------------------|-----------------------------------------------------------|

|                |                |                |                |
|----------------|----------------|----------------|----------------|
| <b>Revenue</b> | <b>2017/18</b> | <b>2018/19</b> | <b>2019/20</b> |
|                |                |                |                |

|                |                |                |                |
|----------------|----------------|----------------|----------------|
| <b>Capital</b> | <b>2017/18</b> | <b>2018/19</b> | <b>2019/20</b> |
|                |                |                |                |

|                                                                                                 |                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The finance section has been approved by the following member of the Financial Management Unit: | Please print name:<br><p style="text-align: center;">LISA TURNER</p> Please sign name:<br> |
|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Policy Framework

|                                                                                             |     |
|---------------------------------------------------------------------------------------------|-----|
| <b>B6</b> Is the Decision wholly in accordance with the Council's policy framework?         | Yes |
| <b>B6.1</b> If No, does it fall within the urgency provisions (Part 3 of the Constitution)? | NA  |
| <b>B6.2</b> Has it got the appropriate approvals under those provisions?                    | Yes |
| <b>B7</b> Is the Decision wholly in accordance with the Council's budget?                   | Yes |
| <b>B7.1</b> If No, does it fall within the urgency provisions (Part 3 of the Constitution)? | NA  |
| <b>B7.2</b> Has it got the appropriate approvals under those provisions?                    | Yes |

### Equalities Implications

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| <b>B8.1</b> The subject of this decision is not a policy, strategy, function or service that is new or being revised. An equality impact assessment is not required. |
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### Risk Assessment

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| <b>B9</b> What are the Risk Assessment implications:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>B9.1</b> Positive (Opportunities/Benefits):</p> <ol style="list-style-type: none"> <li>1. Using the Council's main website takes away any additional cost implication and falls in line with the Council's Social Media Strategy, which states "The Marcomms strategy will also increase income for the Council and lead to a reduced cost base providing relevant and better value services".</li> <li>2. Reduces unnecessary proliferation of website and media outlets.</li> <li>3. The opportunity to improve the quality of information being provided to the public through streamlining access and removing duplication and out of date information.</li> </ol> |
| <p><b>B9.2</b> Negative (Threats):</p> <p>The risk of reducing public access to information relating to tourism and Brownfield development.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

**B9.3** The risks do not need to be entered in the Risk Register. Any financial implications to mitigate against these risks are considered above.

### Legal Considerations

**B10** What are the Legal Considerations:

**B10.1** There are no significant legal issues arising from this decision.

This section has been approved by the following member of the Legal Team:

Please print name:

ANGELA WAKEFIELD

Please sign name:



### Sustainability Implications

**B11** What are the Sustainability implications:

**B11.1** The proposal [would/would not] result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures).

### Health & Safety Implications

**B12** What are the Health & Safety implications:

**B12.1** A Risk Assessment has not been carried out and entered into Harriet for all significant hazards and risks because there are no significant hazards or risks arising from this decision.

**B12.2** Any financial implications to mitigate against these hazards and risks are considered above.

### Key Decision

**B13** Is this a Key Decision?

No (please delete as appropriate)

**Note: A Key Executive Decision is one where:**

1. **REVENUE** – Any contract or proposal with an annual payment or saving of more than £100,000
2. **CAPITAL** – Any capital project with a value in excess of £150,000
3. **A decision which significantly affects communities living or working in an area comprising two or more wards.**

**B13.1** If this is a Key Decision, is this an urgent decision such that a delay

NA

|                                                                                                                                                                                                    |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| caused by use of the Call-in Procedure would <u>seriously</u> prejudice the public interest?                                                                                                       |    |
| <b>B13.2</b> If yes, has the Mayor or in his/her absence the Deputy Mayor or in his/her absence the Chair of the relevant Scrutiny Committee agreed that the decision will be exempt from Call-in? | NA |

**NOTE: If this decision is subject to the Call-in Procedure it will come into force, and may then be implemented, on the expiry of 3 working days after publication – unless 10 Members of the Council call in the decision.**

Please send the original signed document to [andrea.davies@eaststaffsbc.gov.uk](mailto:andrea.davies@eaststaffsbc.gov.uk)