

### Record of Officer's Decision

#### The Openness of Local Government Bodies Regulations 2014 and the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

<b>Date of Decision:</b>	09/07/2020
<b>Decision Maker (Officer):</b>	Will Lodge, Communications Manager
<b>Authority for Delegated Decision (Cabinet/Committee Decision or Scheme of Delegation – provide reference):</b>	<p>Part 3, Schedule 3 – Responsibility for Executive Functions delegated to Officers paragraph 4.3 (1) – the Corporate Director has delegated authority to discharge executive functions within their respective service areas (Part 3.38). All delegations are subject to consultation where considered appropriate in the circumstances (paragraph 4.3 (4)(ii) – Part 3.39).</p> <p>The Corporate Director for Operations and Delivery has delegated operational matters relating to the Branding Guidelines to the Communications Manager.</p>
<b>Identify which Portfolio Holder(s)/Committee Chairman consulted?</b>	N/A
<b>Ward Member(s) consulted?</b>	N/A
<b>Is it a Key Decision?</b>	No
<b>Is it subject to call-in?</b>	No
<b>Decision Made:</b>	To refresh the Branding Guidelines.
<b>Reason for Decision (if a report was produced to support the Decision, refer to or attach it):</b>	To update the Branding Guidelines to include guidance on use of profile pictures on telephony systems, and on design of advertising.
<b>Highlight any associated</b>	There are no finance or legal considerations. The

risks/finance/legal/equality considerations:	updated guidance will reduce the risk of reputational damage to the council.	
Details of any Alternative Options Considered and rejected (together with reasons):	No refresh – would mean no guidance around images and the potential for unprofessional pictures to be used. Full re-branding exercise – considered not an appropriate use of resources at this time.	
Details of any declarations of interest (by Portfolio Holder/Committee Chairman who was consulted by the officer, which related to the decision)  If relevant, a note of the dispensation granted by the Monitoring Officer:	N/A	
Reason Decision, or supporting Report, is not published:  <i>Tick one or more of the specific exemptions,</i>  <u>and</u>  <i>Give more information in the final box with regards to why the exemption applies and outweighs the public interest test (which is in favour of disclosure).</i>	X	Not applicable – Decision to be published
	If Report is not to be published – tick one of the following boxes:	
	<input type="checkbox"/>	The report supporting the Decision contains confidential information
	<input type="checkbox"/>	The Report supporting the Decision falls within an exemption pursuant to Schedule 12A of the Local Government Act 1972 Information:
	<input type="checkbox"/>	• Relates to an individual
	<input type="checkbox"/>	• Likely to reveal the identity of an individual
	<input type="checkbox"/>	• Relating to financial or business affairs of a person or organisation
	<input type="checkbox"/>	• Relates to a claim for legal professional privilege in legal proceedings
	<input type="checkbox"/>	• Reveals that the Council proposes to give under any enactment a notice under or by virtue of which requirements are imposed on a person; or to make an order or direction under any enactment
	<input type="checkbox"/>	• Relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime
And is exempt if and so long, as in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public		

	<p>interest in disclosing the information</p> <p>Reasons:</p>
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**Officers**

Signed: Will Lodge

Title: Communications Manager

Signed: Damian Williams

Title: Acting Corporate Director for Operations and Delivery

**In consultation with:**

Signed: N/A

**Portfolio Holder**

Signed: N/A

**Section 151 Officer (if required)**

Signed: N/A

**Monitoring Officer (if required)**

**Dated: 07/07/2020**