



DERBY CITY COUNCIL

## SCRUTINY MANAGEMENT COMMISSION 5 DECEMBER 2006

Report of the Corporate Director of Corporate and Adult Social Services

### Financial Support to 'Your Derby'

#### RECOMMENDATIONS

1. To consider whether the overview and scrutiny function should financially support the proposed quarterly civic magazine.

#### SUPPORTING INFORMATION

- 2.1 From January 2007, the Council will start publishing a quarterly A4, 16 page magazine style publication for all households, to be known as 'Your Derby'.
- 2.2 The Local Government Association encourages councils to produce a regular newsletter or magazine as a means of promoting good communication with citizens and service users. 'Your Derby' will comply with the Association's good practice guidelines which promote the following characteristics:
  - Easy to read
  - Compelling
  - Entertaining
  - Useful
  - Credible
  - Politically neutral and objective
  - Well designed
  - Published at least quarterly
  - Produced in partnership
  - Focussed on the community
  - Demonstrating value-for-money of Council services
  - Quality product
- 2.3 In recognition of the magazine's potential to better promote services and public understanding of the Council's processes, three functions have already agreed to contribute to the budget. These are: corporate communications, performance and change and the area panel communications budget.
- 2.4 This Commission is being asked whether it would also wish to financially support Your Derby by £5,000 per year on the same basis.

2.5 The contributing sections have accepted that they should not have a dedicated regular page or column. Given the size of the publication it would not make the best use of space and could actually detract from the LGA's virtues of being

- Easy to read
- Compelling
- Entertaining
- Useful
- Credible

Instead a proportion of the magazine, related to the proportion of support, will be used to include messages from each contributing function. This might be free standing articles or paragraphs weaved into a wider theme.

2.6 Similarly, if the overview and scrutiny function were to support Your Derby, this could involve a mix of articles about forthcoming scrutiny activity – with an emphasis on how the public can be involved - and contributions in other issues. As an example, a separate article about the recent housing allocations topic review might not be an interesting read in itself, whereas it could usefully be referred to in an article about the new allocations policy due to commence in the new year of 2007.

2.7 In order to provide a firm financial basis for Your Derby, the contributing functions have agreed to the permanent transfer of the agreed sum from their budgets and the same would be requested regarding the scrutiny element.

2.8 The Director of Corporate and Adult Social Services believes that 'Your Derby' will provide an excellent vehicle to raise the profile of overview and scrutiny in the City.

**For more information contact:** 01322 25559 e-mail @derby.gov.uk

**Background papers:** None

**List of appendices:** Appendix 1 – Implications

<b>IMPLICATIONS</b>
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**Financial**

1. The proposal envisages a transfer of £5,000 from the overview and scrutiny research budget.

**Legal**

- 2 None.

**Personnel**

- 3 None.

**Equalities impact**

- 4 None directly arising.

**Corporate Priorities**

- 5 The overview and scrutiny function can contribute to the realisation of all the Council's priorities.