

**KEY DECISION NOT INCLUDED IN THE FORWARD PLAN
(GENERAL EXCEPTION RULE 15)**

The following information must be provided for the general exception rule to apply

- Clear reasons why it is impractical to defer the decision until it has been included in the next Forward Plan; and
- Confirmation that the Chief Executive has informed the Chairman of the relevant Overview and Scrutiny Committee; and
- 3 clear days have elapsed since that notification was given.

Date	21.09.2023
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Details of Decision to be taken:

Approval of the Communications Strategy by Cabinet.

Clear Reasons why it is impractical to defer the decision until it has been included in the next Forward Plan:

Delay would have a detrimental impact on the delivery of the Communications Action Plan supporting the Communications Strategy.

Decision Taker:

Head of People and Policy

Portfolio Holder and Date Consulted:

Leader and Lead Member for Economic Development – 21.09.2023

Proposed Consultees and Method(s) of Consultation:

CMT, Statutory Officers, Lead Member, Overview & Scrutiny and Cabinet

Documents to be considered by the decision taker:

Communications Strategy, Communications Action Plan and covering committee report

Status – For Publication

Date the Chief Executive informed the Chair of the Relevant Overview and Scrutiny Committee: 21.09.2023

Where the above cannot be satisfied, the date on which written notice was given to all members of the relevant Overview and Scrutiny Committee:

NOTES

Status - Is the issue an open and public matter or is it a private and excluded matter as described in Schedule 12 A of the Local Government Act 1972. If it is an open matter it is for publication. If it is a private matter it is not for publication and you state the reason why and the appropriate paragraph number of Schedule 12A details of which are in this part of the General Folder.

1. **A Key Decision means an executive decision which is likely:**
 - a) to result in the Council incurring expenditure which is, or the making of savings which are significant having regard to the budget for the service or function to which the decision relates, or
 - b) to be significant in terms of its effects on communities living or working in an area comprising of two or more Wards in the Borough.
2. For the avoidance of doubt, the Council would regard any of the following as 'significant':
 - Any decision by the Cabinet in the course of developing proposals to the full Council to amend the policy framework.
 - Any single item of in-budget expenditure or savings in excess of £100,000.
 - Any decision which is likely to have a permanent or long term (more than 5 years) effect on the Council and the Borough.
3. When the decision has been made and the form signed by the decision taker and the portfolio holder the form should be sent to the Committee and Member Services Manager

Date Notice Published: 27.09.2023