

Committee: OVERVIEW AND SCRUTINY	Date: 5 July 2011	Classification: Unrestricted	Report No.	Agenda Item No. 5.1
Report of: Assistant Chief Executive		Title: Cabinet Decision Called-in:		
Originating Officer(s): Alan Ingram Democratic Services Officer		East End Life Review		
		Wards: All		

1. SUMMARY

- 1.1 The attached report of the Corporate Director, Community, Localities and Culture was considered by the Cabinet on 8 June 2011 and has been "Called In" by Councillors Zara Davis, Craig Aston, Dr Emma Jones, Peter Golds, David Snowdon and Gloria Thienel for further consideration. This is in accordance with the provisions of Part Four of the Council's Constitution.

2. RECOMMENDATION

- 2.1 That the Committee consider the contents of the attached report, review the Cabinet's provisional decisions arising and decide whether to accept them or refer the matter back to Cabinet with proposals, together with reasons.

Local Government Act, 1972 Section 100D (As amended)

List of "Background Papers" used in the preparation of this report

Brief description of "background paper"

Cabinet report - 8 June 2011

Name and telephone number of holder
and address where open to inspection

Alan Ingram
02073640842

3. THE CABINET'S PROVISIONAL DECISION

3.1 The Cabinet after considering the attached report provisionally agreed:-

1. That a weekly publication of East End Life, reduced in size and cost as set out in Option 1 of the Review attached to the report (CAB 006/112), be adopted.

Option 1 will include:-

- (a) The implementation of the £200,000 budget reduction agreed by council on 8th March 2011.
 - (b) The adoption of the revised editorial and advertising policies attached to the review document.
 - (c) A redesign of East End Life to further differentiate it from commercial papers.
 - (d) That by September 2011 East End Life will have a Pagesuite version available to encourage online usage.
 - (e) That promotion of online access to information (including via My. Tower Hamlets) and monitoring of progress so that when the majority of East End Life readers access material online, the publication's print-run can be reduced.
 - (f) The proposed change of the existing advertising strategy.
- 2 That adherence to the Code of Recommended Practice on Local Authority Publicity shall be made a cornerstone of the editorial policy.

4. REASON FOR THE 'CALL IN'

4.1 The Call-in requisition signed by the five Councillors listed above gives the following reason for the Call-in:

'Contravenes Government Guidelines as approved in Parliament 2011'

5. ALTERNATIVE COURSE OF ACTION PROPOSED:

5.1 The Councillors submitting the Call-in requisition have proposed the following alternative course of action:

'Cease Publication
Properly investigate alternative methods of advertising and information'

6. CONSIDERATION OF THE “CALL IN”

6.1 The following procedure is to be followed for consideration of the “Call In”:

- (a) Presentation of the “Call In” by one of the “Call In” Members followed by questions.
- (b) Response from the Lead Member/officers followed by questions.
- (c) General debate followed by decision.

N.B. – In accordance with the Overview and Scrutiny Committee Protocols and Guidance adopted by the Committee at its meeting on 5 June, 2007, any Member(s) who presents the “Call In” is not eligible to participate in the general debate.

6.2 It is open to the Committee to either resolve to take no action which would have the effect of endorsing the original Cabinet decisions, or the Committee could refer the matter back to the Cabinet for further consideration setting out the nature of its concerns and possibly recommending an alternative course of action.