

# Nottingham City Council Delegated Decision



**Nottingham**  
**City Council**

Reference Number:	2382
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Department:	Children and Families
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Subject:	Children and Adults Communications and Marketing Support
Total Value:	£101,974 (Type: Revenue)
Decision Being Taken:	To extend fixed-term contracts for the 2016/17 financial year for the 3 x Communications and Marketing officers who make up the Children and Adults Communications and Marketing hub and spoke team.  The money will come from: £22,266 from the Public Health recurring budget £7,422 from the Public Health base budget £44,070 from the Education Improvement Board £28,216 from Children and Adult underspend
Reasons for the Decision(s)	The 3 x Communications and Marketing officers are needed to deliver the communications and marketing priorities agreed with the Portfolio Holders of Children's, Adults, Public Health and Schools. These fixed-term contracts are funded from a variety of sources from within these key work areas.
Briefing notes documents:	For Information & Not for Publication - Comms priorities overview for Portfolio Holders.pdf

**Other Options Considered:**

Not to continue to undertake this work - communications around the work of Children's, Adults, Public Health and Schools would not be successfully communicated which would leave our citizens, workforce and partners disengaged. This work allows successful communication of specific initiatives such as foster carer recruitment, Public Health campaigns and the important Education Improvement Board agenda; without this focused work such initiatives would not benefit from the communications support which is crucial to their operations. This option was rejected. Not to extend the current existing contract and absorb the work in-house - the outcomes being delivered by these roles have improved since the roles were introduced in October 2013. To remove these temporary posts at the current time risks the improvements failing to be sustained. This option was rejected.

**Background Papers:**

To extend three existing fixed-term contracts for Children and Adults, Public Health and Schools communications support for a further 12 months each: One post is Grade H and the other two posts are Grade G. These posts are required to support the functions of the Children and Adults Department to coordinate communication activity.

**Published Works:**

**Affected Wards:**

Citywide

**Colleague / Councillor Interests:**

**Consultations:**

<b>Date: 24/09/2015</b>
<b>Ward Councillors: David Mellen, Alex Norris, Sam Webster</b>
<b>Agreed priorities for the Communications and Marketing team to undertake at Portfolio Holder briefings: - Cllr Mellen on 24/09/15 - Cllr Webster on 13/10/15 - Cllr Norris on 23/10/15</b>

<b>Date: 14/12/2015</b>
<b>Other: Alison Michalska and Ceri Walters</b>
<b>Budget meeting - Alison Michalska and Ceri Walters agreed to extending the roles for 2016/17</b>

Those not consulted are not directly affected by the decision.

**Crime and Disorder Implications:**

None

**Equality:**

EIA not required. Reasons: These are existing posts filled by current staff. Full adherence to Equality and Diversity was upheld at the interview process

**Regard for NHS Constitution:**

The Communication and Marketing team provide vital support for Public Health campaigns across the city to improve the lives of citizens. Strategic support is also given to the Health and Wellbeing Board

**Relates to staffing:**

Yes

**Decision Type:**

Portfolio Holder

**Subject to Call In:**

Yes

**Call In Expiry date:**

23/03/2016

**Advice Sought:**

Legal, Finance, Human Resources

**Legal Advice:**

With regard to the proposal to release funding in order that fixed-term Communications and Marketing posts can be extended on a further fixed-term basis and the incumbents of those posts continue to be employed in those roles, it is advisable that the release of the funding is checked with Nottingham City Council's finance officers and is compliant with Nottingham City Council financial regulations. Advice provided by Jonathan Ludford-Thomas (Senior Solicitor) on 14/03/2016.

**Finance Advice:**

It is proposed to extend the contracts of the 3 Communication and Marketing Officers, who constitute the Children and Adults Communications and Marketing hub and spoke team for a further year until 31st March 2017.  
The estimated cost of the proposal is £101,974. Funding has been identified within Public Health budget ( £29,688) the Education improvement Board budget ( £44,070) and the Children and Adults budget (£28,216) to cover the cost of the posts  
Advice provided by Stephen Lynk (Finance Analyst) on 14/03/2016.

**HR Advice:**

**Management propose to extend the contracts of three individuals working in the role of Communications and Marketing Officer (Children and Adults).**

**Where an employee has accrued more than 2 years' service, management should be aware of the right to a redundancy payment if the reason for dismissal is redundancy and budget accordingly.**

**In giving notice to end a fixed term contract, management will need to ensure appropriate timelines are in place to notify the affected employees and give appropriate notice and referral to Project People (redeployment).**

**Management will also need to contact the Employee Service Centre (ESC) to ensure that employees are advised of the decision to extend in writing.**

**Advice provided by Joanne Hill (Service Redesign Consultant) on 11/03/2016.**

**Signatures**

<b>David Mellen (PH Early Intervention and Early Years)</b>
<b>SIGNED and Dated: 16/03/2016</b>
<b>Alison Michalska (Corporate Director for Children and Adults)</b>
<b>SIGNED and Dated: 16/03/2016</b>