

## **EAST AYRSHIRE COUNCIL**

**CABINET: 7 NOVEMBER 2007**

### **REVIEW OF PROTOCOL TO BE FOLLOWED FOR COUNCIL EVENTS**

#### **Report by Depute Chief Executive/Director of Corporate Support**

#### **1. PURPOSE OF REPORT**

- 1.1 To set out for approval, the considerations that should be followed when determining appropriate arrangements for representation at Council events.

#### **2. BACKGROUND**

- 2.1 Democratic Services has the core functions of managing council events, organising photocalls, issuing press releases and dealing with publicity for all service departments *and* the Provost's civic and ceremonial duties.
- 2.2 In order to do this, the Service has in place a process designed to ensure that the appropriate people are invited to events, speak on behalf of the Council in press releases and/or appear in photocalls.
- 2.3 Beyond the scope of the Democratic Services however, other Council services may be involved in the organisation that is required to host a successful Council event.

The opportunity to review these arrangements has been taken following the:

- (i) introduction of multi-member wards,
  - (ii) new Cabinet decision-making structure with related portfolios following the May 2007 elections, and
  - (iii) continued increase in partnership working with other public sector and voluntary agencies.
- 2.4 To this end, the existing arrangements have been revisited and a revised protocol is noted below for approval.

#### **3. PROTOCOL: COUNCIL EVENTS INCLUDING PHOTOCALLS**

- 3.1 Cabinet is requested to consider the under-noted suggested guidance that should be adhered to by members and officers when deciding who should be involved in photocalls and other Council events.

- 3.2 The broad principles to be observed are that where an event is predominantly service orientated, responsibility for attendance rests with the Executive Director in consultation with the appropriate Spokespersons. Additionally, where an event is council wide, responsibility rests with the Chief Executive in consultation with the Leader of the Council (for Civic Events and the role of the Provost, refer to paragraph 4.7.1).

## **4. SPECIFIC EVENT GUIDANCE**

### **4.1 Council Events**

- 4.1.1 Where an event or photocall is taking place in a local area and relates primarily or exclusively to that local area, then it is recognised that all local members should be involved. However, where an event is taking place in a local area but relates to the whole of the East Ayrshire area, the local members should be informed, as a courtesy, but not necessarily be involved.
- 4.1.2 For example, if a community safety strategy for East Ayrshire were to be launched at the Council HQ, the local members for Ward 4, Kilmarnock East & Hurlford, would not necessarily be involved. However, if a local community safety strategy for the Kilmarnock East & Hurlford were to be launched at the Council HQ, then the local members *should* be involved.
- 4.1.3 In terms of council representation at larger events organised by East Ayrshire Council, it is considered that the Council should be represented by the Leader of the Council, the relevant Spokespersons, the Leader of the Opposition and other Party Leaders, or appropriate nominees if necessary.

### **4.2 Council Partners**

- 4.2.1 Consideration should be given, by the relevant senior officer in consultation with the relevant spokespersons, as to whether any council partners should be invited to the event/photocall or included in the news release. This will be particularly important for joint funding initiatives.
- 4.2.2 In terms of Community Planning Partnership activity, with particular reference to the Community Regeneration Fund and the Community Voices Programme initiatives/projects, the relevant Senior Officer should consult with the Community Planning and Partnership Unit to ensure appropriate representation at related events/photocalls by the Chair of the Community Planning and Partnership Board.

### **4.3 Ministerial Visits**

- 4.3.1 Ministerial visits usually occur when there is a major initiative or event in East Ayrshire, or are sometimes initiated by the Scottish Government, reflecting a significant piece of work by the Council (and, in many cases, involving our community partner organisations).

4.3.2 The relevant Executive Director, in consultation with the Chief Executive, the Leader of the Council and the relevant Spokesperson/s will determine the appropriate Council representation with the Chief Executive maintaining an overview across the Council's services.

#### **4.4 Inviting MPs and MSPs to Council events**

4.4.1 MPs and MSPs will be invited to Council events where they have a clear involvement. Two constituency MSPs represent East Ayrshire Council. If a Council event relates specifically to either constituency, consideration will be given to inviting the relevant local and list MSPs. However if the event relates to the whole of East Ayrshire, consideration should be given to inviting all local and list MSPs.

4.4.2 The Council, in line with the Scottish Parliament, does not distinguish between the duties and responsibilities of constituency and list MSPs, and Executive Directors should liaise with the Chief Executive as required. These principles should also apply in cases where MPs/MSPs wish to visit Council facilities.

#### **4.5 Events Organised by External Bodies**

4.5.1 Where East Ayrshire Council is invited to attend events organised by outside organisations, the presumption should be that the organisation arranging the event will adhere to their own protocol, e.g. the invitation list and who should be included in any photocalls. However, the appropriate senior officer should come to an agreement with the external organisation and determine appropriate Council representation and who from the Council should be recognised in any photocall.

4.5.2 Most external events will have a clear Service focus and will relate to a cabinet portfolio. Given this, reference, by the relevant Council Service, should then be made to our own protocol and the guidelines contained therein should be applied as recommendations to the host organisations.

#### **4.6 Royal Visits**

4.6.1 Royal visits should be treated as civic events, and as such the Provost or Depute Provost, in consultation with the Chief Executive, will have the lead role in conjunction with arrangements put in place by the Lord Lieutenant. The Provost or Depute Provost will always represent the Council in the protocol party.

#### **4.7 Civic and Ceremonial Events**

4.7.1 The Provost or Depute Provost, in recognition of their civic responsibility will represent all of East Ayrshire Council and the people of East Ayrshire in attending events of a civic and ceremonial nature. There may be occasions when it will be appropriate for other elected members to also

attend events. Therefore, when considering requests for civic events or recognition, the Chief Executive will, in accordance with her delegated authority and in consultation with the Provost, determine appropriate Council representation.

#### **4.8 Official Opening and Inaugural Functions**

4.8.1 Consideration may be given to official opening ceremonies or formal inaugural functions being accorded to mark the completion of significant building projects. Where the Executive Director, in consultation with the Leader of the Council considers this appropriate, invitations should be accorded to the Provost, or in their absence the Depute Provost, the Leader of the Council, the relevant Spokespersons, the Leader of the Opposition, other Party Leaders and to all local Members.

#### **4.9 FINANCIAL, LEGAL & COMMUNITY PLANNING IMPLICATIONS**

4.9.1 None.

#### **5. POLICY IMPLICATIONS**

5.1 Following the protocol will ensure that the Council's core values of quality, equality, access and partnership are met in full. Furthermore this will ensure that the Council remains accountable and receives appropriate recognition for its work.

#### **6. RECOMMENDATIONS**

6.1 The Cabinet is asked to:-

- (i) agree the terms of this protocol; and
- (ii) agree that the Depute Chief Executive/Director of Corporate Support make the appropriate arrangements to implement the protocol across all Council services.

**Elizabeth Morton**

Depute Chief Executive / Executive Director of Corporate Support

12 October 2007

#### **LIST OF BACKGROUND PAPERS:**

NIL

For further information on this Report, please contact Bill Walkinshaw,  
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