

**Bracknell Forest Council  
Record of Decision**

<b>Work Programme Reference</b>	<b>I120599</b>
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1. **TITLE:** Communications and marketing strategy

2. **SERVICE AREA:** Communities and Policy

3. **PURPOSE OF DECISION**

To approve the council's corporate communications and marketing strategy for 2024 to 2028.

4. **IS KEY DECISION** No

5. **DECISION MADE BY:** Executive Member for Economic Development and Regeneration

6. **DECISION:**

That the executive member for economic development and regeneration approves the council's corporate communications and marketing strategy 2024-28.

7. **REASON FOR DECISION**

- i. The council currently does not have a communications and marketing strategy for proactive and planned activity.
- ii. An agreed approach provides staff and councillors with a clear view as to what is and is not in scope for the service for the next four years and where it will spend its time and resources.
- iii. A defined and clear strategy makes the communications service accountable to objectives that are linked to the overarching Council Plan, supporting strategies and organisational values

8. **ALTERNATIVE OPTIONS CONSIDERED**

Do nothing and continue with the current situation (no strategy in place). For the reasons above this was discounted.

9. **DOCUMENT CONSIDERED:** Report of the Assistant Director: Chief Executive's Officer

10. **DECLARED CONFLICTS OF INTEREST:** None

<b>Date Decision Made</b>	<b>Final Day of Call-in Period</b>
18 April 2024	26 April 2024