

15 May 2014

Mr Andy Day
Head of Policy and Communication
Market Street
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**West Berkshire Council Liberal
Democrat Group**

Market Street
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Dear Andy

Part 5 of the Council's Constitution – Call In

In accordance with Paragraph 5.3.4 of the Council's Constitution, we hereby give notice that the undersigned wish to call in an element of the Executive decision in relation to the Children's Services External Placements as agreed by the Executive at its meeting on 8 May 2014. Whilst we support the 'invest to save' concept in relation to these proposals, we would like to see the decision to employ a Social Media Administrator and an increased advertising budget, together totalling £200,000 over 4 years, scrutinised.

The reasons for the call in are as follows:

1. There is no job description provided for the 'Social Media Administrator', and no indication of how their work would be directed or managed.
2. There is no breakdown of the additional £20,000 per annum advertising budget, or an explanation of what this will be spent on.
3. No business case has been made for the need to spend an additional £200,000, on social media and advertising, particularly when West Berkshire Council already employs 2.5 FTE press and publicity officers within Strategic Support, and the Family Placement team employ a Publicity and Recruitment Worker and numerous administration assistants. The Family Placement team already work alongside the Strategic Support publicity team when designing posters, information packs, web pages etc. It would therefore seem reasonable that the Family Placement Team could continue to liaise with the Council's press team when using social media, as the Strategic Support team already run a corporate Twitter account and Facebook page.

Yours sincerely

1... Councillor Jeff Brooks

2..... Councillor David Allen



3.....Councillor Tony Vickers

4... *R. Hunneman*Councillor Roger Hunneman

5... *Alan Macro*Councillor Alan Macro