



Department for
Communities and
Local Government

Cllr Phillip Davies
Leader- Wirral Borough Council
Town Hall
Brighton Street
Wallasey
Wirral
Merseyside
CH44 8ED

Marcus Jones MP
Minister for Local Government

Department for Communities and Local
Government

Fry Building
2 Marsham Street
London
SW1P 4DF

Tel: 0303 444 3460
Fax: 020 7035 0018
Email: marcus.jones@communities.gsi.gov.uk

www.gov.uk/dclg

05 DEC 2016

Dear Councillor Davies,

I am writing in response to your letter dated 28 July 2016 about Wirral Borough Council's compliance with the provisions of the Code of Recommended Practice on Local Authority Publicity ('the Code'). In particular, this is in response to Wirral Borough Council's publication of 'Wirral View' on a monthly basis. You will be aware of the provision in paragraph 28 of the Publicity Code which provides that "where local authorities do commission or publish newsletters, newsheets or similar communications, they should not issue them more frequently than quarterly".

As you know, the vast majority of local authorities comply with the Code and it is therefore unfortunate that your council have decided to depart from the provisions of the code, in relation to frequency of publication. The purpose of the provisions in the Code about frequency of publication is to create a fair environment for independent local media and to prevent unfair competition with the independent press.

I invite you to share your reasoning in deciding that a monthly newsletter is required for your local authority. In particular, can you further elaborate on how the specific findings of the Ipsos Mori research and the report have led you to decide to publish a monthly newsletter? When taking this decision, what other alternative options were considered and why were these discarded?

This Government attaches great importance to councils complying with all provisions of the Publicity Code, and where councils do not, we will not be afraid to take action.

I look forward to your response.

Yours sincerely,
Marcus Jones

MARCUS JONES MP