

DIRECTIONS UNDER SECTION 4A OF THE LOCAL GOVERNMENT ACT 1986 TO THE COUNCIL OF THE LONDON BOROUGH OF WALTHAM FOREST 2017

WHEREAS

1. A Code was issued under section 4 of the Local Government Act 1986 (“the 1986 Act”) on 31 March 2011 (“the Code”), having been approved by a resolution of each House of Parliament, and provides in relevant part:

"Where local authorities do commission or publish newsletters, newsheets or similar communications, they should not issue them more frequently than quarterly".
2. On 2 December 2016 the Secretary of State for Communities and Local Government (“the Secretary of State”), pursuant to section 4A(5) of the 1986 Act, gave written Notice to the Council of the London Borough of Waltham Forest (“the Authority”) of a proposed direction requiring the Authority to comply with that provision of the Code.
3. The Secretary of State has carefully considered the following in respect of the Authority:
 - a. the representations made to him on 13 December 2016 by the Authority on the proposed Directions;
 - b. the representations made to him on 29 April 2014, 29 September 2014, 9 October 2014, 24 March 2015 and 19 May 2016 by the Authority on previous proposed Directions;
 - c. the Authority’s response of 13 October 2017 to the Department’s letter of 21 September 2017 regarding the advertising that features in *Waltham Forest News*, including the income it generates;
 - d. the evidence available to him about the publicity of the Authority, taken from publically available sources such as the website of the Authority and the publication of the Authority, ‘Waltham Forest News’;
 - e. the responses to the 2013 consultation ‘*Protecting the Independent Press from Unfair Competition*’ and the Government response to the same consultation;
 - f. the Equality Statement on ‘Enforcing the Code of Recommended Practice on Local Authority Publicity’; and
 - g. the London Assembly report of August 2017, entitled ‘*The fate of local news – read all about it*’.

NOW THEREFORE

4. In accordance with his powers under section 4A(1), (2) and (3) of the 1986 Act, the Secretary of State directs the Authority as set out below, in order to secure the Authority's compliance with the requirements of the Code, as follows:
- to commission or publish no more than four issues of 'Waltham Forest News', or any equivalent newsletter, newsheet or similar communication, in the period of one year commencing 6 February 2018, and in subsequent years ("the first requirement"); and
 - to ensure that the executive of the Authority within 14 days of this Direction will take the necessary decisions in order that the Authority will be in a position to comply with the first requirement from 6 February 2018 onwards ("the second requirement").

Signed by authority of the Secretary of State

A POWELL
A senior civil servant in the Department for
Communities and Local Government
6 November 2017