



DERBYSHIRE COUNTY COUNCIL

Communications and Public Relations Retention Schedule



Version History				
Version	Date	Detail	Author	Responsible Officer
0.1	22/03/2018	Update retention schedule in line with GDPR	Mel Turvey / Robbie Sinclair	Robbie Sinclair / Ceri Davies
0.2	18/05/2018	Suggestions for change ...?	Mel Turvey / Mark Smith	Robbie Sinclair / Ceri Davies
0.3	27/06/2018	Suggestions for change ...?	Mel Turvey / Mark Smith	Robbie Sinclair / Ceri Davies
0.4	18/07/2018	Addition of line about signatures/photographs, transferred from draft Policy/Research schedule	Mel Turvey / Mark Smith	Robbie Sinclair / Ceri Davies
0.5	11/09/2018	Addition of media/publicity content, transferred from Management and Administration retention schedule	Mark Smith	Robbie Sinclair / Ceri Davies
1.0	23/11/2018	First published version	Mel Turvey / Mark Smith	Robbie Sinclair / Ceri Davies
1.1	14/1/2019	Increased retention for competition records	Mel Turvey / Mark Smith	Robbie Sinclair / Ceri Davies
1.2	12/3/2019	"At a glance" guide: interview documents, 6 months becomes 12 months.	Mark Smith	

Standard Operating Procedure

Some records do not need to be kept at all. Standard Operating Procedures (SOP) define all records which staff may routinely destroy in the normal course of business. However, the retention/disposal schedule must still contain references and instructions concerning them.

SOP usually applies to information that is duplicated, unimportant, or of only short term transactional or operational value.

Examples include:

- 'with compliments' slips
- catalogues and trade journals
- reports from third parties circulated for information
- journals of professional bodies or organisations
- telephone message slips
- non-acceptance of invitations
- trivial electronic mail messages or notes that are not related to Authority business
- requests for standard information such as location maps, plans, contact details, opening hours or promotional material
- out-of-date distribution lists/staff directories
- minutes circulated for information
- Diaries and notebooks (after contents have been entered into an approved record-keeping system)

(Note, this is not an exhaustive list)

Duplicated and superseded material such as official stationery, manuals, drafts, forms, address books and reference copies of DCC annual reports may be destroyed under SOP. Electronic copies of documents where a hard copy has been printed and filed, and thermal paper facsimiles after making and filing a photocopy, are also covered by SOP and may be destroyed

SOP should not be applied to records or information that can be used as evidence– to prove that something happened or that a decision was reached. Examples include: staff meeting minutes, public consultation papers or any record that has made a significant contribution to the discussion of the business being conducted should be captured as a record and have a retention period assigned.

Glossary of Terms:

Closure: when a record ceases to be 'current' – this can be the when a set of minutes are formally agreed, or when a Help Desk incident is formally closed. Many retention periods are triggered after the 'closure' of a record

Disposal: the processes associated with the end of a records lifecycle, they will typically include destruction of the records or transfer of the records to Derbyshire Record Office for permanent preservation

Functional Description: the description of the function that the record serves (i.e. the functional description of a set of minutes is 'the process of preparing business...')

Permanent: Retain the record permanently and transfer to Derbyshire Record Office

Record: the recorded evidence about an activity

Retention Action: the action regarding the retention of a record, these will be triggered by a particular event (i.e. the closure of a record)

Additional Information:

Records Disposal Policy and Procedures:

<https://staff.derbyshire.gov.uk/information-security/confidential-information/disposing-of-confidential-information/disposing-of-confidential-information.aspx>

Additional Retention Schedules (including HR, Management and Administration, Property, Procurement):

www.derbyshire.gov.uk/retentionschedules

For further information about the contents of this retention schedule, or for records management generally contact Records Management on records.management@derbyshire.gov.uk or on ext. 39203

At a glance guide to other retention periods

Record Type	Retention Period	Further Information
Finance Records	6 years (from the end of the current financial year)	Finance Retention Schedule
Operational meeting minutes	3 years (from agreement of minutes)	Management and Administration Retention Schedule
Strategic meeting minutes	Permanent (transfer to Derbyshire Record Office)	Management and Administration Retention Schedule
Statistics	6 years	Management and Administration Retention Schedule
Contract Records	6 years (ordinary contract, 12 years (contract under seal) from end of terms of contract)	Procurement Retention Schedule
Staff Records	7 years from end of employment or 25 years from end of employment (if working in a social care or risk group)	Human Resources Retention Schedule
Cabinet reports	Permanent	Management and Administration Retention Schedule
Interview documents	12 months (for unsuccessful candidates), retain on personnel file for successful candidates	Human Resources Retention Schedule
Majority of health and safety records	7 years (with the exception of asbestos and radiation records)	Health and Safety Retention Schedule
Policies and associated procedures	Permanent (transfer to Derbyshire Record Office)	Management and Administration Retention Schedule

Communications and Public Relations

Ref. No.	Functional Description	Retention Period	Examples	Further Information	Storage Location
Media and Corporate Relations					
PR 1.1	The process of preparing and managing press releases	Destroy 10 years from release	Press Releases, responses to media enquiries	Business Requirement Formerly MA 2.7.1	
PR 1.2	The management of media interaction	Destroy 6 years from agreement	Records of permission for employee to interact with media Records of permission to use Derbyshire County Council as a case study in a testimonial	Business Requirement Formerly MA 2.8.1	
Publications and Publicity					
PR 2.1	The process of developing publications	Destroy 10 years from completion		Business Requirement Formerly MA 2.7.1	
PR 2.2	The published work of the council	Permanent. Offer to Derbyshire Record Office	Gold Magazine b-line Magazine Your Derbyshire Magazine Finalised council branding	Business Requirement Formerly MA 2.7.2	

PR 2.3	Photography in support of corporate public relations activities	Destroy 10 years from end of use	Photographs of public events	Business Requirement For photographs taken in support of locally organised events, consult the applicable retention schedule (e.g. Leisure and Culture retention schedule for library events)	
PR 2.4	The process of managing authentic copies of signatures and photographic portraits of employees, elected members and others, for the purpose of issuing communications or publicity	Destroy 10 years from end of use	Signatures of members, executive directors, directors, council officers Portrait photographs (Formal group photographs of the full council and other images of enduring historical interest may be offered to the record office)	Business Requirement	
Campaigns and Promotions					
PR 3.1	The process of developing the content of a public relations campaign	Destroy 10 years from end of campaign.		Business Requirement Formerly MA 2.7.1	

PR 3.2	The routine administration of a public relations campaign	Destroy 3 years from end of use	For final publications of a campaign, see PR 2.2	Business Requirement Formerly MA 2.7.3	
PR 3.3	The process of managing competitions as a public relations activity				
	Administrative records of competition (PR 3.3.1)	Destroy 6 months from closure date	Competition entries	Business Requirement	
	Final results of competitions (PR 3.3.2)	Destroy 3 years from closure date	Results, including details of winners		
PR 3.4	The process of managing the nominations and results of public awards recognising achievements	Permanent: Offer to Derbyshire Record Office	Young Achievers Excellence in the Community awards	Business Requirement	
PR 3.5	The process of administering schemes for public relations purposes	Destroy 2 years from end of use	B_line scheme records Gold Card scheme records Derbyshire Directory	Business Requirement	