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Corporate delivery unit retention schedule

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Research and intelligence

Type of record	Description of record and examples	Storage media	Retention and disposal	Legislation or regulations
Statutory Returns	Information prepared for sharing with central government as part of statutory requirements.	Paper and electronic.	1 year from closure. Secure disposal.	
Public consultation and Market Research - Surveys	Gathering the views and information of public and staff through surveys.	Paper and electronic.	1 year from closure. Secure disposal.	
Public consultation and Market Research - Qualitative	Gathering the views and information of public and staff through qualitative methods, e.g. focus group notes, transcriptions.	Paper, electronic and audio.	1 year from closure. Secure disposal.	
Council Data and Intelligence Products	Data reports/performance reports, e.g. social care.	Paper and electronic.	1 year from closure. Secure disposal.	
Schools - Pupil Records	Details of pupil records. Includes personal data.	Paper and electronic.	15 years after school leaving date. Secure disposal.	
			Until	

Schools - EMS Lists	Paper lists produced from EMS.	Paper and electronic.	superseded. Secure disposal.	Education Act 2002.
Schools - Exam Results	Pupil-level exam results used for education analysis.	Paper and electronic.	10 years. Secure disposal.	

Public and media relations and marketing

Type of record	Description of record and examples	Storage media	Retention and disposal	Legislation or regulations
Public Relations	The copy and pictures used in publications - Your Blackpool, 1 Blackpool Quarter and A-Z.	Electronic.	3 years from last action. Offer to Heritage Service for assessment for inclusion in permanent collection. Otherwise secure disposal.	
Press Releases and Media Enquiries	Interaction with the media including Press releases and Media enquiries. These will include contact details.	Electronic.	3 years from last action. Offer to Heritage Service for assessment for inclusion in permanent collection. Otherwise secure disposal.	
Press Cuttings	Media publications (press cuttings) concerning local authorities.	Electronic.	1 year from closure. Deleted.	
Publicity	Photographs and videos.	Electronic.	Varies according to subject matter. Offer to Heritage Service for assessment for inclusion in permanent collection. Otherwise secure disposal.	
Campaigns and Marketing Development	Records relating to the development, implementation and monitoring of each campaign or marketing plan.	Electronic.	3 years from end of campaign. Deleted.	
Marketing Design	Design documents relating to publicity and marketing materials.	Electronic.	3 years from end of campaign. Offer to Heritage Service for assessment for inclusion in permanent collection. Otherwise secure disposal.	
e-Marketing	Copies of sent emails and response reports for e-Marketing including those for e-Your Blackpool, campaign updates, e-1 Blackpool Quarter, service	Electronic.	1 year after sending or until the recipient withdraws consent whichever is the shorter.	

	updates, staff updates.		Secure disposal.	
e-Marketing Contact Lists	Details of customer email addresses and contact details.	Electronic.	Until superseded or they withdraw consent. 2 years if no engagement from customer. Secure disposal.	
Website Analytics	Website analytic and process use reports.	Electronic.	6 years. Deleted.	
Website Forms	Copies of form submissions and contact requests.	Electronic.	1 year after submission. Secure disposal.	

Corporate delivery unit/Transformation

Type of record	Description of record and examples	Storage media	Retention and disposal	Legislation or regulations
Corporate Planning	The corporate planning and reporting activities of the Council - corporate plans, strategy plans, business plans, annual reports.	Paper and electronic.	Until superseded or 1 year after expiry date. Secure disposal.	
Strategic Considerations	The process of preparing business for strategic consideration and making the record of discussion, debate and resolutions.	Paper and electronic.	Until superseded or 1 year after expiry date. Secure disposal.	
Policy, Procedures, Strategy and Structure Development	Activities that develop policies, procedures, strategies and structures for the Council.	Paper and electronic.	1 year from closure. Secure disposal.	
Policy Review	The process of monitoring and reviewing strategic plans, policies or procedure to assess their compliance with guidelines.	Paper and electronic.	1 year from closure. Secure disposal.	
Quality and Performance Management Monitoring	The process of monitoring or reviewing the quality, efficiency, or performance of the Council or a service within it.	Paper and electronic.	3 years from closure. Secure disposal.	
Quality Assessment	The process of assessing the quality, efficiency, or performance of the Council or a service within it.	Paper and electronic.	3 years from closure. Secure disposal.	

Blackpool Council

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