

Report to Portfolio Holder for Resources and Reputation

Subject: New addition to fees and charges for 2017/18

Date: 2 January 2018

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Wards Affected

Borough-wide

Purpose

The report details a new set of Fees and Charges for Communications, specifically for advertising on the Council's TV screens and seeks approval for their introduction with immediate effect.

Key Decision

This is not a Key Decision.

Background

- 1.1 A number of requests have been made by partners to extend advertisement opportunities to our TV screens.
- 1.2 There are a number of TV screens located within Council property at our Civic Centre, Gedling Country Park and our Leisure Centres. These screens, on a loop basis, give information about Council services.
- 1.3 Partners and external bodies currently pay to advertise their own services in our Contacts magazine and it is proposed that the Council extends this opportunity to our TV screens. An appropriate fee needs to be introduced which reflects the work to create, monitor and maintain the advertisements on the TV screens.
- 1.4 A full costing exercise has been undertaken with the departments Finance Business Partner to ascertain the current cost of this service.

Proposal

- 2.1 It is proposed the Fees and Charges are set for the remainder of 2017/18 as detailed in Appendix 1.
- 2.2 In respect of any organisation prices have been set to reflect full cost recovery of the work undertaken for this service.

Alternative Options

- 3 The Council could agree a higher or lower pricing structure. However, a lower pricing structure does not reflect the cost of the work undertaken to advertise on behalf of other bodies. A higher pricing structure could only be applied to public bodies and, at this stage, as a new service, it is considered more appropriate to trial take up. A full review will be undertaken before setting any fees for 2018/19.

Financial Implications

- 4 Applying the proposed Fees and Charges detailed in this report will increase discretionary income and contribute to the sections income targets for 2017/18.

Appendices

- 5 Appendix 1: New Fees and Charges 2017/18.

Background Papers

- 6 None identified.

Recommendations

THAT:

- (a) The new Fees and Charges in respect of TV advertising for 2017/18 as detailed in Appendix 1 to the report be approved; and shall be introduced with immediate effect.

Reasons for Recommendations

- 7 To contribute to the delivery of a balanced budget both in 2017/18 and in the medium term, and satisfy statutory requirements.

Appendix 1

Communications TV advertising Fees and Charges 2017/18

Service	Charge
New adverts and first month of roll out	£129.00
Monthly (or part of a month) maintenance of existing advert thereafter	£55.00
Minor amendments to existing advert	£55.00 per occasion
Advert design to specification (if required)	£34.00 per hour
Any substantial changes or a completely different image are to be treated as a new advert and relevant charges will apply.	