

## **Report to Portfolio Holder for Resources and Reputation**

**Subject:** Fees and Charges 2018/19 - Communications

**Date:** 27 March 2018

**Author:** Service Manager – Customer Services and Communications

---

### **Wards Affected**

Borough-wide

### **Purpose**

The report details a revised set of Fees and Charges for Communications, and seeks approval for their introduction with immediate effect.

### **Key Decision**

This is not a Key Decision.

### **Background**

- 1.1 During March 2017 a full costing exercise was undertaken, following changes in the management structure of the Communications Team, with departments Finance Business Partner to ascertain the costs of producing the Council's Contacts Magazine.
- 1.2 In January 2018, following a full costing exercise with the departments Finance Business Partner, new charges were introduced to begin charging for advertising on the Council's TV screens.
- 1.3 These charges have been revisited with the departments Finance Business Partner to propose revised charges for 2018/19

### **Proposal**

- 2.1 It is proposed the Fees and Charges are revised as detailed in Appendix 1.

- 2.2 In respect of private organisations prices have been set to reflect full cost recovery of the work undertaken in producing publishing adverts in the Contacts magazine.
- 2.3 In respect of partner organisations prices have been set to reflect marginal cost recovery.

### **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 with the level of increase from 2017/18, is not considered appropriate.

### **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 2018/19.

### **Appendices**

- 5 Appendix 1: Revised Fees and Charges 2018/19.  
Appendix 2: Fees and Charges 2017/18.

### **Background Papers**

- 6 None identified.

### **Recommendations**

#### **THAT:**

- (a) The revised Fees and Charges for 2018/19 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 2018/19 and in the medium term, and satisfy statutory requirements.

## **Appendix 1**

### **Communications Revised Fees and Charges 2018/19**

#### **Charges for Contacts magazine advertising**

##### **1) Rates charged to public sector partner organisations**

<b>Advert Size</b>	<b>Charge</b>
Half page (100 x 195 mm portrait)	£350.00
Full page (195 x 195mm)	£600.00
Advert design to specification	£35.00 per hour

##### **2) Rates charged to private sector organisations**

<b>Advert Size</b>	<b>Charge</b>
Half page (100 x 195 mm portrait)	£506.00
Full page (195 x 195mm)	£1,012.00
Advert design to specification	£35.00 per hour

#### **Communications TV advertising Fees and Charges 2018/19**

<b>Service</b>	<b>Charge</b>
New adverts and first month of roll out	£130.00
Monthly (or part of a month) maintenance of existing advert thereafter	£56.00
Minor amendments to existing advert	£56.00 per occasion
Advert design to specification (if required)	£35.00 per hour
Any substantial changes or a completely different image are to be treated as a new advert and relevant charges will apply.	

## **Appendix 2**

### **Communications Fees and Charges 2017/18**

#### **Charges for Contacts magazine advertising**

##### **1) Rates charged to public sector partner organisations**

<b>Advert Size</b>	<b>Charge</b>
Half page (100 x 195 mm portrait)	£300.00
Full page (195 x 195mm)	£550.00
Advert design to specification	£34.00 per hour

##### **2) Rates charged to private sector organisations**

<b>Advert Size</b>	<b>Charge</b>
Half page (100 x 195 mm portrait)	£502.00
Full page (195 x 195mm)	£1,004.00
Advert design to specification	£34.00 per hour

#### **Communications TV advertising Fees and Charges 2017/18**

<b>Service</b>	<b>Charge</b>
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.	