

## REPORT

To: GENERAL PURPOSES COMMITTEE	Subject: REGISTRATION SERVICE - 'WEDDING PRIVILEGE CARDS'	
From: DIRECTOR OF ADMINISTRATION		
Date: 12 October 2004	Ref: JAF/AC	

### 1. Purpose of Report

- 1.1 To consider an approach from a company operating in marketing which wishes to be involved with the provision of local wedding services and to seek the approval of the Committee to enter into an Agreement with Ad-vice, Nr. Preston, to provide a 'Wedding Privilege Card' in Registration Offices in North Lanarkshire.

### 2. Background

- 2.1 An approach has been received from Ad-vice, a company based in Freckleton, Nr. Preston, with a proposal to enter into an Agreement with the Council to allow the company to provide a 'Wedding Privilege Card' in Registration Offices in North Lanarkshire. These cards would be provided at no cost to the Council and would be funded by third party advertising.
- 2.2 The 'Wedding Privilege Card' is designed to permit the display of the names and telephone numbers of local businesses specialising in the wedding industry. Around a dozen names can be incorporated into the card. These businesses would be likely to be in the prime area for weddings, such as wedding gowns, wedding cars, florists and photographers etc. The card would entitle holders to discounts from the businesses listed at the point of sale and the companies involved would enter into an undertaking to provide that discount to those producing the 'Wedding Privilege Card'.
- 2.3 Effectively, it is proposed that these 'Wedding Privilege Cards' will be made available from each Registration Office to any member of the public who makes a booking for a civil marriage ceremony in a Registration Office or an Approved Premises.
- 2.4 A Royalty payment would be made to the Council either in the form of a £500 one-off payment for each Registration Office incorporated into the Agreement or, alternatively, a Royalty payment equivalent to 10% of advertising profits.
- 2.5 From the start of the canvass for sponsors to the time of delivery of the cards to registration offices is anticipated to be around a calendar month. The Council would have its own approved design on the front of the 'Wedding Privilege Card' and have the final approval of the list of card sponsors.

### 3. Considerations

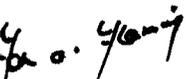
- 3.1 The Registration Service has previously entered into links with commercial organisations. An Agreement was entered into in 1998 with Lifecycle Marketing to provide plastic wallets to persons registering births and these wallets contained in them product information and a gift pack voucher. In 2000, an Agreement was entered into with Network UK to provide business cards dispensers in Registration Offices and that contract was renewed in 2002. It still maintains and the Business Card Dispensers are located in the Registration Offices.

3.2 This proposal continues to move forward the Registration Service in the aspects of service provision to its customers. It also provides an additional source of revenue support for the Registration Service, estimated to be in the region of £3,000.

3.3 A number of other local authorities in the west central Scotland area have already entered into a similar agreement with the company and have confirmed that the 'Wedding Privilege Cards' are of a high standard and have been well received by their customers.

#### 4. **Recommendations**

It is recommended that the Committee authorise the Director of Administration to enter into an Agreement with Ad-vise, initially for a period of two years, subject to appropriate safeguards to protect the Council's interests.

  
**Director of Administration**

*Members seeking further information on the contents of this report should contact John Fleming, Head of Central Services on Extension 2228.*