

NORTH LANARKSHIRE COUNCIL

REPORT

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| To: GENERAL PURPOSES COMMITTEE | | Subject: REGISTRATION SERVICE - 'BABY PRIVILEGE CARDS' |
| From: DIRECTOR OF ADMINISTRATION | | |
| Date: 3 January 2007 | Ref: JAF/BN | |

1. Purpose of Report

1.1 To consider an approach from a company operating in marketing - Ad-vise UK Ltd, Freckleton, Nr. Preston - which wishes to extend its involvement with the Council in the provision of discount cards for registration services and, in that respect, to seek the approval of the Committee to enter into a further agreement with Ad-vise to provide 'The Baby Privilege Card' in Registration Offices in North Lanarkshire.

2. Background

2.1 The General Purposes Committee in October 2004 considered and approved a report by the Director of Administration recommending that the Council enter into an agreement with this company to provide a 'Wedding Privilege Card' in Registration Offices in North Lanarkshire.

2.2 Another approach has been received from Ad-vise with a proposal to enter into an agreement with the Council to allow the company to provide a 'Baby 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.

2.3 The 'Baby Privilege Card' would be given to parents when they registered the birth of their child or children. It is designed to permit the display of the names and telephone numbers of participating local businesses and enables parents to save 10% off baby products. Around a dozen names can be incorporated into the card.

2.4 Effectively, it is proposed that these 'Baby Privilege Cards' will be made available from each Registration Office to any member of the public who makes a birth registration.

2.5 To complement the Privilege Card, Ad-vise is developing a web site and a nationwide launch is planned.

3. Considerations

3.1 The Registration Service has previously entered into links with commercial organisations. As well as the link with Ad-vise, 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 All of the foregoing agreements have generated income for the registration service.

4. **Recommendations**

It is recommended that the Committee authorise the Director of Administration to enter into a further agreement with Ad-vice to provide 'baby privilege cards', initially for a period of two years, subject to appropriate safeguards to protect the Council's interests.

J. Fleming

Director of Administration

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