

NORTH LANARKSHIRE COUNCIL

REPORT

To: CORPORATE SERVICES COMMITTEE	Subject: REGISTRATION SERVICE - 'CEREMONIES PRIVILEGE CARDS'	
From: HEAD OF CENTRAL SERVICES		
Date: 27 February 2008	Ref: JAF/AC	

1. Purpose of Report

- 1.1 To report on the cessation of the present agreement with Ad-vice UK Ltd, Freckleton, Nr. Preston providing 'Wedding Privilege Cards' in Registration Offices in North Lanarkshire and to seek the approval of the Committee to enter into a further agreement with Ad-vice UK Ltd., to provide a 'Ceremonies Privilege Card'.

2. Background

- 2.1 The General Purposes Committee, at a meeting on 27 October 2004 considered an approach from Ad-vice UK Ltd., 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 and agreed so to do for two years with an extension of that period if it proved satisfactory.
- 2.2 The cards were provided at no cost to the Council and were funded by third party advertising and were available from each Registration Office to any member of the public who made a booking for a civil marriage ceremony in a Registration Office or an Approved Premises.
- 2.3 The cards were designed to permit the display of the names and telephone numbers of local businesses specialising in the wedding industry and around a dozen names were incorporated into the cards. The businesses were in the prime area for weddings, such as wedding gowns, wedding cars, florists and photographers etc., and the cards entitled 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'.
- 2.4 The authority received a Royalty payment in the form of a £500 one-off payment for the first period and a similar payment for the extended period.

3. Considerations

- 3.1 The agreement with Ad-vice UK Ltd., initially entered into for a period of two years, subject to appropriate safeguards to protect the Council's interests and subsequently extended for the further two years period has now expired.
- 3.2 Advise UK Ltd., has proposed to enter into a further similar agreement on the same terms and conditions, but now to extend the card to a 'Ceremony Privilege Card' offering couples a discount from the range of services provided by the organisations within the area.
- 3.3 The Registration Service has other links with commercial organisations [1] for the provision of plastic wallets to persons registering births containing product information and a gift pack voucher; [2] for the provision of business cards dispensers in Registration Offices; and [3] for the provision of 'Baby Privilege Cards' enabling parents to save on baby product costs.

3.4 This proposal permits the Registration Service to continue to provide customer focused services in all aspects of the registration service and it provides a source of marketing income.

4. **Recommendation**

4.1 It is recommended that the Committee agree to enter into a further agreement with Ad-vise UK Ltd., and authorise the Head of Central Services to proceed, subject to appropriate safeguards to protect the Council's interests.

J. Fleming
Head of Central Services

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