

To: CORPORATE SERVICES COMMITTEE		Subject: MEMBERS' SURGERIES: ADVERTISING ARRANGEMENTS
From: HEAD OF CENTRAL SERVICES		
Date: 21 July 2010	Ref: JAF/IL	

1. Purpose of Report

1.1 Following the decision taken by the Council to reduce, by £13,000, the budgetary resource available for the advertising of members' surgeries, the report recommends alterations to the current arrangements to accord with the reduced budgetary provision.

2. Background

2.1 In setting the budget for 2010/2011, the Council reduced the budgetary provision for the advertising of members' surgeries by £13,000. It is, accordingly, necessary to alter the current arrangements to achieve this saving.

3. Current Arrangements

3.1 At present, all members' surgeries arrangements are advertised in the local press each month. Those advertisements, inter alia, contain – for almost all members of the Council – individual points of contact as well as individual messages relating to the possibility of home visits. The advertisements contain, also, the full address of surgery venues – and, in instances in which it is not intended to hold a surgery in a venue in which, on other occasions, a surgery is held, a message to that effect.

3.2 In addition, where proposed surgeries require to be cancelled or arrangements otherwise altered, individual advertisements are placed advising of the cancellation or alteration as the case may be.

3.3 The foregoing summarises the contents of press advertisement. Additionally, however, arrangements for members' surgeries, containing full details of individual members' contact arrangements, are maintained on the Councillors' website and are updated on an ongoing basis. Further, at surgery venues, both arrangements for proposed surgeries and information regarding cancellation or alteration of arrangements for surgeries are displayed by notice.

4. Proposals

4.1 The necessary savings will be achieved only if there is a reduction in expenditure on local press advertising. Proposals for this are as follows:

- Cease publication in local newspapers of cancellation or alteration of previously advertised surgery arrangements. Notice will, however, continue to be given in the surgery venue and on the Council's website;

- Cease publication in local newspapers of individual messages regarding Councillors' willingness to provide home visits and individual Councillors' contact arrangements – and, instead, include in each advertisement a general statement regarding the possibility of home visits and, for contact arrangements, the relevant Members' Services telephone numbers. Individual messages and contact details will continue to be available on the Council's website.

4.2 Further options, which would achieve additional savings, are to cease publication in local newspapers of the full address of each surgery venue and of instances in which it is not proposed that a surgery take place. At this time, however, those options are not advanced as proposals.

5. **Recommendation**

5.1 It is recommended that the Committee note the requirement to effect savings from the budget for advertisement of members' surgeries and give consideration to the foregoing proposals.

J. O. Fleming

Head of Central Services

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