

<b>Report on</b>	Public Notice Advertising Policy
<b>Reporting Officer</b>	Ursula Mezza
<b>Contact Officer</b>	Ursula Mezza

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

<b>1.0</b>	<b>Purpose of Report</b>
1.1	The report suggests amendments to the Council's existing policy governing the placement of public notice advertising.
<b>2.0</b>	<b>Background</b>
2.1	The Council first agreed a policy relating to the placement of public notice advertising, as well as the placement of tender and recruitment advertisements in February 2015.
2.2	The Policy was amended with regard to recruitment advertising in March 2015 to ensure that recruitment advertisements, for posts at SO1 and above, were placed in all three regional papers (Belfast Telegraph, Irish News and News Letter).
2.3	The policy was further amended in March 2017 to reflect the introduction of an e-tendering system which negated the need to advertise tenders in newspapers.
2.4	The policy has not yet been reviewed in relation to the public notice element, which would typically concern consultations, notifications of grants, entertainment licences and so on.
2.5	Given the policy has reached its natural review date and the recent changes in local news media (the Observer Newspaper Group has now closed and a new title, the Dungannon Herald, has been introduced), changes to the policy are now being suggested.
<b>3.0</b>	<b>Main Report</b>
3.1	<p>The policy currently states that 7 local newspapers are to be used for the purposes of public notice advertising:</p> <ul style="list-style-type: none"> <li>• County Derry Post</li> <li>• Dungannon Observer</li> <li>• Impartial Reporter</li> <li>• Mid Ulster Mail</li> <li>• Mid Ulster Observer</li> <li>• Tyrone Courier</li> <li>• Tyrone Times</li> </ul>

3.2	<p>The cost of advertising in all titles for the last 2 financial years and in the current year to date are:</p> <p>2015-2016: £26,231.87  2016-2017: £22,715.43  2017-2018 YTD: £15,750.98</p>
3.3	<p>Given the level of expenditure and the fact that the Council uses its own platforms (web and social media channels) and PR activity to publicise the issues which are currently advertised as public notices, ceasing to advertise would bring cost savings without a commensurate drop in public engagement.</p>
3.4	<p>The statutory duty to advertise entertainment licence applications in 1 local newspaper circulating in the district remains in place. However, policy review has also highlighted that this requirement is not aligned with the existing policy.</p>
3.5	<p>While the entertainment licence requirement may be subject to legislative change in the future, it is proposed that any applications for entertainment licences for Council premises, are advertised only in 1 title.</p>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<p><b><u>Financial &amp; Human Resources Implications</u></b></p> <p>Financial:  The new approach would bring savings of approximately £20K per annum.</p> <p>Human: N/A</p>
<b>4.2</b>	<p><b><u>Equality and Good Relations Implications</u></b></p> <p>N/A</p>
<b>4.3</b>	<p><b><u>Risk Management Implications</u></b></p> <p>None</p>
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	<p>That the Committee agrees to recommend that:</p> <ol style="list-style-type: none"> <li>1. Local newspapers are not used for public notice advertising unless required by a funder or, with the approval of a director, in special circumstances</li> <li>2. where advertising is required for the purposes of an entertainments licence, the application appears in 1 newspaper title circulating in the district.</li> </ol>

<b>6.0</b>	<b>Documents Attached &amp; References</b>
	None