

OPTION: REDUCTION OF MARKETING BUDGET

BUDGET SAVING: £52,000

DESCRIPTION OF OPTION

The Council currently spends £104,400 on a range of marketing campaigns which are designed to increase Council income, increase access to services and bring about positive changes in behaviour, in relation to issues such as road safety, recycling and antisocial behaviour.

The option here is to reduce this budget by £50,000, and thereby invest fewer resources in promoting Council services and key messages.

IMPACT

This would impact on the Council's potential for raising income, particularly through areas such as leisure centres and advertising. It would further harm the Council's ability to effectively promote its services, and achieve key corporate priorities such as Foster Care recruitment.

MITIGATION

This could be mitigated in part by focussing the remaining resources purely on a smaller set of key priorities and ceasing promotion of most other services.