

REPORT OF THE LEADER**BUDGET REDUCTIONS IN COMMUNICATIONS AND MARKETING 2018/19****Purpose of the Report**

1. To seek approval for communication and marketing budget savings for the next two financial years.

Information and Advice

2. The Life series of publications, including *County Life*, *Family Life* and *Your Life*, was introduced in April 2014 in order to achieve a budget saving while at the same time improving the quality of our publications.
3. As part of the 2016/17 saving proposals, the publication aimed at residents who were retired, *Your Life*, was discontinued and replaced with a new Your Life email bulletin. So far more than a thousand people have signed up to receive this email.
4. Following consultation with residents, it is proposed that Family Life follow the same route and becomes a monthly email bulletin targeted at families.
5. It is proposed that County Life continues as an annual publication distributed to all households in the county to ensure all residents are provided with core information and news from the Council including a breakdown on how Council Tax is spent.
6. These savings proposals would support the delivery of £56,500 over the next two financial years:

Year	Saving	Rationale
2018/19	£21,500	Reduction in publications budget by stopping <i>Family Life</i> .
2019/20	£35,000	Efficiencies to be found through a whole budget review.

Reason/s for Recommendation/s

7. Following a review of publications and consultation with residents it was agreed that the Council could provide more information to the public through existing online channels, but there was sufficient demand for the Council to retain a printed publication to be printed and distributed annually to all households in Nottinghamshire.

Statutory and Policy Implications

8. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

9. The savings total of £56,500 is a reduction of 4% in the overall Communications and Marketing budget.

RECOMMENDATION/S

It is recommended that members approve:

- 1) The proposed communications and marketing savings for 2018/19 and 2019/20 which include stopping the print edition of *Family Life* and providing a more frequent digital alternative.

Councillor Mrs Kay Cutts MBE
Leader of the Council

For any enquiries about this report please contact:

Martin Done, Service Director Communications, Marketing and Commercial Development

Constitutional Comments (SLB 08/01/18)

Policy Committee is the appropriate body to consider the content of this report.

Financial Comments (SES 09/01/18)

The financial implications are set out in the report.

Electoral Division(s) and Member(s) Affected

- All