



1 November 2018

Committee Chair: Alderman P Barr

Committee Vice-Chair: Councillor N McClelland

Committee Members: Aldermen – F Agnew, W DeCourcy  
Councillors – J Bingham, T Girvan, M Goodman,  
P Hamill, D Hollis, N Kells, R Lynch, M Magill, M Maguire,  
V McWilliam, W Webb

Dear Member

**MEETING OF THE POLICY & GOVERNANCE COMMITTEE**

A meeting of the Policy & Governance Committee will be held in the **Round Tower Chamber, Antrim Civic Centre on Tuesday, 6 November 2018 at 6.30pm.**

You are requested to attend.

An officer from the Finance Team will be available from 4.00 pm on the day of the Policy and Governance Committee meeting to meet with any Member who wishes to review the payments made over the previous month. If you wish to avail of this opportunity, please report to reception at Antrim Civic Centre who will contact Finance accordingly.

Yours sincerely

A handwritten signature in black ink that reads 'Jacqui Dixon'.

Jacqui Dixon, BSc MBA  
**Chief Executive, Antrim & Newtownabbey Borough Council**

**For any queries please contact Member Services:**

Tel: 028 9034 0048 / 028 9448 1301 [memberservices@antrimandnewtownabbey.gov.uk](mailto:memberservices@antrimandnewtownabbey.gov.uk)

## **A G E N D A**

- 1 Apologies
- 2 Declaration of Interest

### **REPORT ON BUSINESS TO BE CONSIDERED:**

#### **3 ITEMS FOR DECISION:**

- 3.1 Society lottery Applications
- 3.2 Request from NIE Networks to carry out works on Council land

#### **4 ITEMS FOR NOTING:**

- 4.1 Prompt Payments Performance
- 4.2 2018/19 Mid-year review of Prudential indicators & Treasury Management
- 4.3 IT and Members Survey 2018
- 4.4 National Association of Councillors
- 4.5 Health and Safety – Lone Working Procedure
- 4.6 Sustainable Development and Climate Change
- 4.7 Draft Rates Estimates Update 2019/20
- 4.8 Internal Audit Arrangements
- 4.9 Agency Staff Update
- 4.10 Quarterly Screening Report
- 4.11 Health & Wellbeing Programme, October 2018-March 2019
- 4.12 External Communications and Marketing Advertising Update
- 4.13 Council Branding Update

5 **ITEMS IN CONFIDENCE:**

5.1 Mayoral Car Replacement 2018/19

5.2 Christmas Eve 2018

6 **ANY OTHER RELEVANT BUSINESS**

### 3. **ITEMS FOR DECISION**

#### 3.1 **G/LEG/291(3) SOCIETY LOTTERY APPLICATIONS**

An application from Hill Croft Parent Teachers Association to hold a Society Lottery at Hill Croft School, Newtownabbey on the 19 December 2018 has been received. The proceeds of the lottery will go for additional equipment for the children of the school.

The application has been sent to the PSNI to seek their views.

**RECOMMENDATION: that subject to the PSNI having no objection to the Society Lottery that Members approve issuing a licence for the lottery.**

Prepared by: Deirdre Nelson, Paralegal

Agreed by: Liz Johnston, Head of Governance

Approved by: Sandra Cole, Director Finance and Governance

### 3.2 G-LEG-14/344 REQUEST FOR FROM NIE NETWORKS TO CARRY OUT WORKS ON COUNCIL LAND

Officers received a request from NIE Networks to carry out works on Council land at Allen Park, Antrim.

The (enclosed) maps highlight the works to be carried out and the location.

NIE Networks have proposed the following works at Allen Park:

- Clear 4m<sup>2</sup> of scrub across Council land for underground cable excavation.
- 110 metres of underground cabling to be installed via a trench 950 mm deep by 400 mm wide to existing Hv Earth at Pole marked 2/66D on enclosed map.
- The earth electrode and cable trench will be <2.0 m from football pitch outer fence and will pass through the hedge line.

All works are to be carried out by NIE Networks or the appointed contractor for NIE Networks.

Officers have met with NIE Networks on site and are of the opinion that this will have minimum impact to Council land.

**RECOMMENDATION: Members approve the request from NIE Networks for access to Council land to carry out works at Allen Park subject to them agreeing to the following:**

1. **Reinstate Council land to its current condition.**
2. **Compensate the Council for any financial loss caused due to the works being carried out on Council land.**
3. **Indemnify the Council for any liabilities associated with the works.**
4. **A Wayleave Agreement is agreed between the parties.**

Prepared by: Paul Casey, Borough Lawyer

Approved by: Sandra Cole, Director Finance & Governance

#### 4. ITEMS FOR INFORMATION

##### 4.1 **FI/FIN/9 PROMPT PAYMENT PERFORMANCE**

Members are reminded the Department for Communities (DfC) issued revised guidance (Local Government Circular 19/2016) on prompt payments and the recording of invoice payments in November 2016. This guidance requested councils to record specific performance targets of 10 working days and 30 calendar days and continue a cycle of quarterly reporting on prompt payment performance by councils to the DfC and its publication on their website.

The Council's prompt payment performance for the period **1 July 2018 to 30 September 2018** is set out below:

The default target for paying invoices, where no other terms are agreed, is 30 days.

(N.B. 30 days target is 30 calendar days and 10 days is 10 working days).

During the above period, the Council paid 5,526 invoices totalling £13,839,417

The Council paid 4,340 invoices within the 30 day target. (79%)

The Council paid 3,268 invoices within the 10 day target. (59%)

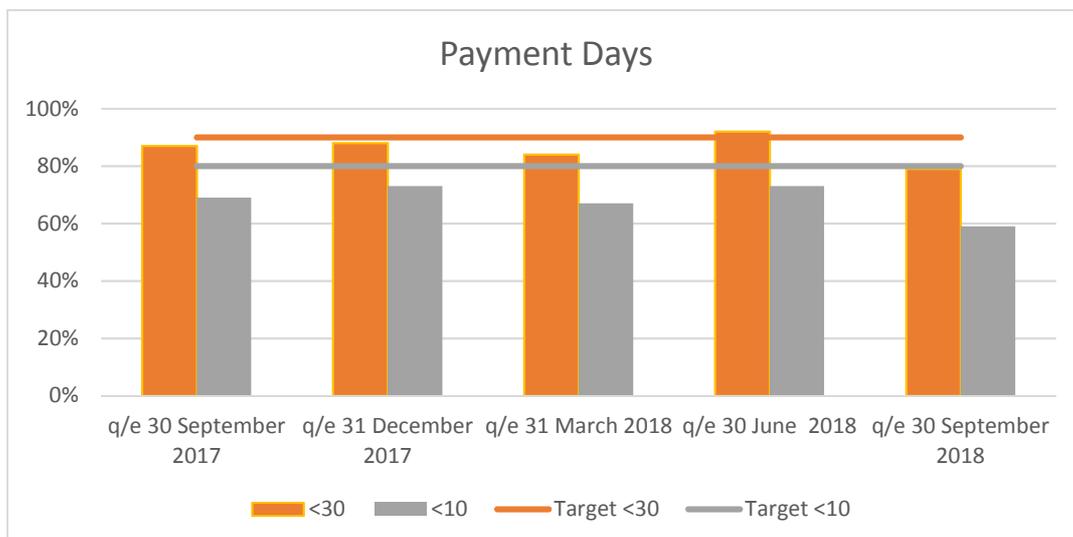
The Council paid 1,186 invoices outside of the 30 day target. (21%)

The Council has set a target of paying 90% of invoices within 30 days and 80% within 10 days.

The results for the last three quarters of 2017/18 and the first two quarters of 2018/19 financial year are as follows:

<b>Period</b>	<b>Total Number of Invoices Paid</b>	<b>% Paid Within 30 Days</b>	<b>% Paid Within 10 Days</b>
<b>Target</b>		<b>90%</b>	<b>80%</b>
q/e 30 Sept 2017	5,980	87%	69%
q/e 31 Dec 2017	6,367	88%	73%
q/e 31 March 2018	7,546	84%	67%
q/e 30 June 2018	6,143	92%	73%
q/e 30 Sept 2018	5,526	79%	59%

The performance presented graphically highlights the performance metrics for the above quarters.



During the first quarter of 2018/19 the target of paying 90% of invoices within 30 days was met and performance for the 10 day target had improved to the same performance as an earlier quarter.

During the second quarter of 2018/19 performance was down for both the 30 day and 10 day targets. This was mainly due to;

- prolonged staff absences within the Accounts processing section and difficulties arranging suitable temporary cover for a period of time. Temporary staff cover arrangements are now in place.
- problems with the financial system software during the quarter caused delays with the processing of purchase orders and the indexing of invoices. A full software systems audit has recently been carried out by the software provider.

We will continue to strive to achieve and sustain the 30 day target and further improve the 10 day performance whilst maintaining a high level of good governance and internal control in relation to supplier payments.

The prompt payment performance for Councils in Northern Ireland is published quarterly by the Department for Communities (DfC). Performance for the quarter ended 30 September 2018 is due to be published in mid November.

The Council recognises the importance of paying its suppliers promptly. To improve performance the Optical Character Recognition (OCR) software implemented in quarter 4 of 2016/17 is now well embedded. The aim is to register 60% of invoices received via OCR by 31 March 2019. In quarter 2 of 2018/19, 56% of invoices received were registered via OCR. The Council will continue to work to increase this to the target level.

Procedures and performance will continue to be kept under review and performance updates will be provided to Members.

**RECOMMENDATION: that the report be noted.**

Prepared by: Ann Hamilton, Financial Controller

Agreed by: John Balmer, Head of Finance

Approved by: Sandra Cole, Director of Finance and Governance

## **4.2 FC/FA/8 MID-YEAR REVIEW OF PRUDENTIAL INDICATORS & TREASURY MANAGEMENT**

Members are reminded that the Council approved the Prudential Indicators for 2018/2019 to 2020/2021 and the Treasury Management Strategies for 2018/19 on 29 January 2018.

Under the Prudential Code and the Code of Practice on Treasury Management in the Public Services the Council is required to monitor and review its prudential indicators. The key objective of which is to ensure that, within a clear framework, the capital investment plans of the Council are affordable, prudent and sustainable and that treasury management decisions are taken in accordance with good professional practice.

The Council's Treasury Management Policy requires a mid - year review of treasury management activities.

This report provides an update on the Prudential Indicators and a mid-year review of the Council's borrowing and investment activities. A copy of the report (**enclosed**) for Members' information.

**RECOMMENDATION: that the report be noted.**

Prepared by: Ann Hamilton, Financial Controller

Agreed by: John Balmer, Head of Finance

Approved by: Sandra Cole, Director of Finance and Governance

### 4.3 G/MSMO/12 IT AND MEMBER SERVICES SURVEY 2018

In line with our corporate value of excellence, all Members were issued with a short electronic survey in September 18 to determine the quality of service delivered by the IT and Member Services Teams.

This was the second survey completed by Members since the creation of the new Council, the first having been completed in August 2015.

23 Members completed the survey and scores on the whole were predominantly positive, with 96% of Members (4% failed to answer) agreeing the support and advice provided by both Member Services and IT met their needs.

Members were asked 19 questions and the table below summarises the findings:

	<b>Question</b>	<b>Rating</b>	<b>Comments</b>
1.	I can easily access emails on the iPad	96%	
2.	I can easily access copies of current and past agendas and minutes on the iPad	78%	Totally lost at times.  No agendas/minutes available for 2014 or 2015 on ipad.
3.	The arrangements for meetings are adequately communicated	91%	Too much overlapping of meetings  Several conflicts arise with PCSP meetings
4.	Minutes of Committees and Council Meetings are produced promptly and within expected time scales	91%	
5.	Minutes are accurate and easy to read	91%	
6.	How would you rate the ease of completing the monthly mileage and expense form	74% Easy	Get lost every month  Problems finding forms  Problems of non-receipt has hopefully now been eliminated
7.	The support and advice provided by Member Services meets my needs	96%	
8.	The support and advice provided by IT meets my needs	96%	
9.	Mossley Mill chamber accommodation is appropriate for Council business	78%	Too cramped for Council meetings  Chairs too close together  Ramp up to Mayors position

10.	Antrim chamber accommodation is appropriate for Council business	57%	Better PA system required  Sound system poor  Adopt the mic system that is used in Mossley
11.	Catering provided in Mossley Mill before Council and Committee meetings is appropriate	70%	Too much food  Food good, hot and nourishing
12.	Catering provided in Antrim Civic Centre before Council and Committee meetings is appropriate	83%	Too much food  Excellent variety provided. Always hot and tasty
13.	Temperature in Mossley Mill Chamber is comfortable	70%	No air conditioning  Varies between too hot and then cools down very quickly
14.	Temperature in Antrim Civic Centre Chamber is comfortable	87%	It can get cold at top table
15	It is easy to hear each speaker in Mossley Mill Chamber	78%	Some Members need training in how to use sound system  A bit slow to switch on when members are given the opportunity to speak
16	It is easy to hear each speaker in Antrim Chamber	52%	Problems hearing in this chamber. Echo in Chamber.  Some Members need training in how to use sound system
17.	The screen used for presentations in Mossley Mill Chamber are comfortable to view	87%	
18.	The screen used for presentations in Antrim chamber are comfortable to view	78%	Sometimes print is too small, especially figures
19.	Further improvements about equipment,catering and venues		In Antrim Chamber it is easy to miss hands going up

			<p>Better if the system in Mossley was also used in Antrim</p> <p>Meeting rooms in Antrim require larger screens</p> <p>Catering should be paid for</p>
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Utilising the invaluable feedback provided the following actions have been prioritised by the IT and Member Services team:

1. Access to minutes/agendas on iPads – training to be organised for Members who require assistance
2. Electronic expenses form – options to improve usability will be explored;
3. The ability to control temperature in Mossley Mill chamber will be reviewed;
4. The layout of Mossley Mill Chamber – options to improve the space for Members be explored;
5. The layout of Antrim Civic Centre Chamber – options to improve the sound and screens in the chamber are currently being considered.
6. Review of devices/software used to access agendas.

**RECOMMENDATION: that the report be noted.**

Prepared by: Liz Johnston, Head of Governance and Graham Smyth, Head of ICT

Approved by: Sandra Cole, Director of Finance and Governance

#### **4.4 G/MSMO/21 NATIONAL ASSOCIATION OF COUNCILLORS**

Correspondence has been received from the National Association of Councillors following their recent AGM where a presentation and case study was presented by guest speaker, Kevin Higgins, Head of Policy at Advice NI in relation to Universal Credit.

The presentation covered many aspects of the scheme and highlighted some of the problems that may be encountered when making a claim.

A copy of the presentation and case study (**enclosed**) for Members information, when assisting constituents, within their local communities, with preparing applications and dealing with queries relating to these.

Kevin Higgins, Head of Policy at Advice NI is available to present further presentations to Council on this area if required.

**RECOMMENDATION: that the report be noted.**

Prepared by: Denise Lynn, PA to the Director of Finance & Governance

Approved by: Sandra Cole, Director of Finance & Governance

#### **4.5 G/HSWB/4 HEALTH AND SAFETY – LONE WORKING PROCEDURE**

The Management of Health and Safety at Work Regulations 1999 require employers to put in place arrangements to control health and safety risks. As a minimum the processes and procedures must meet the legal requirements both under the Management Regulations and any subsequent legislation such as Risk Assessment, Fire Safety Manual Handling, Asbestos Management, Legionella etc.

The current approach by Council is to underpin a proposed streamlined Health and Safety Policy with a robust set of supporting procedures on each relevant subject.

The benefits of this approach are that the policy is applicable to everyone within the Council and stakeholders who interact with the Council, whereas procedures often only apply to one or a few services. The systematic approach will ensure everyone, at all levels understand their roles and those of others within each procedure. Appropriate documentation for each procedure will be current, available, organised, and relevant to those accessing it.

The Lone Working procedure (**enclosed**) is one example of the Health and Safety procedures that are being put in place. This outlines the Council approach to managing the risks around our employees working alone.

**RECOMMENDATION: that Members note Lone Working Procedure.**

Prepared by: Elaine Girvan, Health and Safety Manager

Agreed by: Liz Johnston, Head of Governance

Approved by: Sandra Cole, Director of Finance and Governance

#### 4.6 PT/GEN/22 SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE

Members are advised that correspondence was received from the Department of Agriculture, Environment and Rural Affairs on 4 September 2018, in relation to sustainable development and climate change. In particular, the identification of possible actions that Local Government can take that will contribute towards UN Sustainable Development Goal 13 (SDG13).

The letter welcomes the support of Councils to raise awareness - *'to fully understand the nature of climate change issues we are facing and begin to develop future climate change mitigation and/or adaption actions.'*

A copy of the letter and the accompanying document "UK Climate Change Risk Assessment 2017, Evidence Report, Summary for Northern Ireland" is **(enclosed)** for your information.

A report has been prepared **(enclosed)** for Members' information, which:

1. Provides a definition of climate change and sets it the context of international, national, regional and local policy.
2. Outlines the interventions the Council is currently taking which contribute towards reducing greenhouse gas emissions and adapting to climate change.

**RECOMMENDATION: that the report be noted.**

Prepared by: Andrea Richardson, GIS Officer

Agreed by: Helen Hall, Head of Performance and Transformation

Approved by: Sandra Cole, Director of Finance and Governance

#### 4.7 FI/FIN/11 DRAFT RATES ESTIMATES UPDATE 2019/20

Members are reminded that the Estimates Timetable as agreed by Council in July 2018 outlined that an update on the estimates position to date would be presented to this meeting of the Policy & Governance Committee.

The current position per Head of Service is **enclosed** for Members' information.

The key impacts on the 2019/20 estimates are as follows:

- Salary Inflation between 2% and 7%
- Employers Pension Cost uplift - 19% to 20%
- CPI year on year 2.4% (Sept 18)
- Election provision
- New facilities / services
- End of Staff Severance Scheme
- Rates Convergence Relief – scheme completed in 18/19
- Growth in Valuation List / stronger Estimated Penny Product (EPP)
- Positive APP finalisation anticipated for 18/19

Officers have put forward estimates of income and expenditure which they require to deliver their service for the 2019/20 financial year.

These continue to be reviewed and updated. A revised EPP is also anticipated following meetings in early November with Land and Property Services.

As per the Estimates Timetable, the draft revenue and capital estimates shall be presented to each of the relevant committees in December.

**RECOMMENDATION: that the report be noted.**

Prepared by: Richard Murray, Management Accountant

Agreed by: John Balmer, Head of Finance

Approved by: Sandra Cole, Director of Finance and Governance

## 4.8 FI/AUD/1 INTERNAL AUDIT ARRANGEMENTS

Internal Audit is responsible for the provision of an independent and objective opinion to the Chief Executive, Management Team and the Audit Committee on the overall adequacy and effectiveness of the Council's framework of governance, risk management and control (i.e. the organisation's system of internal control). This opinion is used to inform the Council's Annual Governance Statement.

Internal Audit does this in accordance with the Public Sector Internal Audit Standards (PSIAS) by providing an annual opinion to the Chief Executive, Management Team and the Audit Committee. This opinion is based on and is limited to the work performed by Internal Audit throughout the year. It should be noted that there are other sources of assurances provided on which to inform the Annual Governance Statement, such as: the Management Assurance Statements provided to the Chief Executive; the risk management framework; policies and procedures; financial regulations and the Code of Conduct, as well as other independent sources of assurance (for example external audit or grant funders).

To enable the provision of the annual opinion for 2018/19, a risk based Internal Audit Plan for the year was presented to and approved by the Audit Committee on 21 March 2018. During the first half of 2018/19, Internal Audit has been involved in an increasing number of investigations as well as an internal grievance. This has reduced the resource available to complete the Internal Audit plan. In addition to this, sickness absence within the section has also reduced the resource available to deliver the Internal Audit Plan.

To ensure a robust audit opinion can be given, appropriate coverage of the Council's service areas needs to be audited, ensuring that the higher risk areas are completed first.

To facilitate the appropriate Internal Audit coverage throughout the year and enable the provision of a robust annual opinion, we are availing of a call off contract in place that provides additional Internal Audit resource for instances where the in-house resource is reduced. Members are reminded that in September 2017, the Policy and Governance Committee approved the procurement of additional Internal Audit resource. On conclusion of the procurement exercise, PricewaterhouseCoopers LLP was appointed for the period of 1 January 2017 to 31 December 2018.

This approach has been reviewed and agreed by the Corporate Leadership Team and has also been discussed and agreed with the Chair of the Audit Committee. It has also been agreed that further proposals for the completion of the Internal Audit Plan will be brought to the Audit Committee in December 2018 for consideration.

**RECOMMENDATION: that the report be noted.**

Prepared by: Paul Caulcutt, Head of Internal Audit

Approved by: Sandra Cole, Director of Finance and Governance

#### 4.9 HR/HR/019 AGENCY STAFF UPDATE

Members are reminded that agency staff are used across the Council to provide temporary cover for absence such as:

- Maternity leave
- Secondments
- Sickness absence
- Vacant posts

The use of agency staff is subject to a rigorous approval process, which requires the approval of the Corporate Leadership Team.

There is budgetary provision for the majority of posts filled via departmental salary budgets, salary contingency and grant funding.

The table below provides an update for Members on the use of agency staff as at September 2018 as compared to September 2017.

<b>Reason for Agency Worker</b>	<b>Sept 2018</b>	<b>Position Covered</b>	<b>Sept 2017</b>	<b>Comments</b>
Additional Resource	5	2 x Waste Management Operatives 2 x On Call Recreation Assistant/Leisure Attendant, Sixmile Receptionist, VLC	12	Reduction in additional resource requirement
Seasonal Work	37	36 x Seasonal Grounds Maintenance Operative Caravan Park Attendant	32	Reduction in seasonal cover
Filling Funded Posts	4	2 x Affordable Warmth Project Officer Project Implementation Officer Grange Community Project Officer	4	
Covering Sickness/Leave/ Maternity Leave/ Shared Parental Leave	6	Community Planning and Development Officer Graphic Designer Accounts Assistant 2 x Household Recycling Attendant Heritage Gardener	6	
Covering vacancies until structures filled	24	Receptionist, Clotworthy 2 x Team Leader Parks, CSD Cleaner, Sentry Hill 2 x Grounds Maintenance Operative Greenkeeper, Parks Central Services Supervisor Waste Management Operative, CSD Waste Management Operatives, ESD 3 x Waste Management Op/Driver, ESD	32	Small reduction in requirement within this category. Ongoing cover due to categorisation

		2 x Driver Site Operatives, Recycling HGV Refuse Collection Driver Good Relations Officer HR Assistant 2 x Conferencing Administrator Parks Ranger Graphic Designer Leisure Attendant, Crumlin Waste Management Assistant		
Covering career breaks/secondments	11	Driver Site Operative, Recycling 2 x Grounds Maintenance Operative Clerical Officer, Waste Capital Projects Officer Admin Assistant, Planning PCSP Administration Officer 2 x Tackling Deprivation Officer (Job share) Tourism, Town Centre and Regeneration Officer HR Officer	7	Increase of 3 due to current secondment arrangements
<b>TOTAL</b>	<b>87</b>		<b>93</b>	

The table above excludes limited ad-hoc agency cover, which is necessary to provide operational cover, at short notice.

Appendix 1 (**enclosed**) sets out expenditure on agency workers in September 2018. The cost of agency staff has reduced for the period of 1 April 2018 to 30 September 2018 at 6.06% of all staffing costs compared to 7.76% for the same period last year.

**RECOMMENDATION: that the report be noted.**

Prepared by: V Stewart, Human Resources Assistant

Reviewed by: J Buckley, Human Resources Manager

Approved by: A McCooke, Director of Organisation Development

#### 4.10 CCS/EDP/7 QUARTERLY SCREENING REPORT

Members were advised that in line with the Council's Equality Scheme it was agreed to provide quarterly updates on the screening of policies under Section 75. Within the Scheme, the Council gave a commitment to apply screening methodology to all new and revised policies. Where necessary and appropriate, these new policies would be subject to further equality impact assessment.

The policies noted below have been screened between July and September 2018.

<b>POLICY</b>	<b>SCREENING DECISION</b>
Randalstown Environmental Improvement Scheme	1
Threemilewater Park Phase 1 Proposals	1
Neillsbrook Pitch Development	1
Grant Aid Screening Form	1

1 Screened with no mitigation 2 Screened with mitigation 3 Screened and EQIA required
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**RECOMMENDATION: that the quarterly screening report be noted.**

Prepared by: Ellen Boyd, Customer Accessibility Officer

Agreed by: Tracey White, Head of Communication and Customer Services

Approved by: Andrea McCooke, Director of Organisation Development

#### **4.11 HR/LD/005 HEALTH & WELLBEING PROGRAMME, OCTOBER 2018-March 2019**

Members are reminded that the Employee Engagement and Wellbeing Strategy outlined a series of Health & Wellbeing interventions which have been delivered.

The purpose of this report is to update Members on the further initiatives supporting Employee Health & Wellbeing (**enclosed**). All initiatives will be offered to staff and Members.

Further to requests from staff and Trade Unions for more Health Checks, particularly for men within operations, the Keeping Well Van will visit our sites twice a year and we will continue to offer the Action Cancer Bus which is scheduled for March 2019.

Due to the estimated cost of absence from flu and related illness in 2017/18 we will target those with flu related absence in the last 2 years as priority and offer the flu jab vouchers to all staff.

In addition to the initiatives above support is provided by the Inspire Counselling Service, Nurse Led Clinics, Occupational Health Service, Physiotherapy, rehabilitative return to work schemes and Health Cash Plans through Saturday Holiday Fund and Simply Health.

We continue to support staff and managers through the management of the Attendance Policy process with training on Managing Attendance and Leadership Development Programmes.

The Health & Wellbeing Strategy supports the management of attendance and the pro-actively supports employees, prioritising their Health & Wellbeing. Absence declined from 14.36 average days absence per employee in March 2017 to 11.9 days in March 2018. As of 30 September 2018 we are on target to achieve our 2018/19 target of 13 days per employee.

**RECOMMENDATION: that the report be noted.**

Prepared by: Fiona Gunning, Organisation Development Officer, HR

Agreed by: Joe Simpson, HR Manager

Approved by: Andrea McCooke, Director of Organisation Development

## 4.12 CCS/CPRM/5 EXTERNAL COMMUNICATIONS AND MARKETING: ADVERTISING UPDATE

### Background

The purpose of this report is to provide an update report in relation to advertising costs and savings, arising from the implementation of the External Communications and Marketing Strategy.

Members are reminded that since 2015 progress has been made to reduce advertising expenditure, which was a core objective within the Communications operational plan. The most significant area of reduced expenditure has been realised in event advertising.

### Event Promotion

Events are now promoted through a range of channels as part of the Council's integrated approach to external communications and marketing. Channels such as Borough Life, billboards, online marketing and social media target appropriate audiences. Advertisement in the press is by exception only, on an individual business case basis and with Director approval.

A breakdown of the advertising budgets and expenditure over the past three years is as follows:

	2016/17	2017/18	2018/19
Budget	£267,804	£237,532	£233,795
Actual	£272,195	£237,972	£119,476 (to Oct 2018)

Members are reminded that a recent Communications Survey with residents indicated that residents depend on a combination of Borough Life (76%), social media (57%) and the Council's website (36%) for information on events, offers, classes and courses.

There is a clear movement away from relying on traditional print media such as newspapers and leaflets for communication, thus underpinning the direction of our External Communications Strategy.

### Planning

Members are reminded that the need for press notices for planning applications flows from legislative requirements set out in Article 8 of the Planning (General Development Procedure) Order (NI) 2015. This legislation requires the Council to publish notice of the application in at least one newspaper circulating in the locality in which the land to which the application relates is situated.

A review of the Council's advertising expenditure was completed and last reported to Members in February 2017.

The content of planning advertisements was refined geographically for each specific newspaper. The Council advertises the weekly and other specific

planning notices on its website and in one local newspaper, with the exception of applications within the Airport District Electoral Area, which are for geographical reasons advertised in two local newspapers. This reduced the size of the advertisements required and subsequently the costs. This approach is still in use.

Earlier this year a further audit of advertisement content was completed to reduce size and costs. Advertising costs for the planning function over the past few years are as follows:

<b>Planning Function</b>	2015/16	2016/17	2017/18	2018/19
Budget	£69,000	£40,000	£35,064	£35,000
Actual	£41,575	£39,810	£23,502	£15,512 (to Oct 2018)

### **Income from advertising and sponsorship**

In January 2017 Members approved the Communication & Consultation Strategy, which included an advertising policy for businesses wishing to advertise/sponsor at Council events.

The income generated from advertising and sponsorship e.g. advertisements placed in Borough Life and Roundabout Sponsorship Programme, is increasing. The income as at October 2018 was £17,300 against a target of £30,600.

**RECOMMENDATION: that the report be noted.**

Prepared by: Tracey White, Head of Communication and Customer Services

Approved by: Andrea McCooke, Director of Organisational Development.

#### 4.13 CE/STC/101 COUNCIL BRANDING UPDATE

Members are reminded that the re-branding programme has been implemented on a phased basis.

In June 2018 an update report advised that all community, leisure and recycling centres had been completed along with cemeteries, arts and culture facilities, headquarter buildings and most park areas.

Members are advised that the second phase of re-branding has now been completed and the table below summarises the progress made in relation to the branding programme. Village signage will be reviewed as part of the final phase of the programme and a further report will be made in due course.

Branding Programme	Update
<b><u>Phase 1</u></b>	
<b>Parks</b>	Completed
<b>Leisure Centres</b>	Completed
<b>Recycling Centres</b>	Completed
<b>Civic Centres</b>	Completed
<b>Arts &amp; Culture facilities</b>	Completed
<b>Cemeteries</b>	Completed
<b>Community Centres</b>	Completed
<b>Council Fleet</b>	Completed
<b>Staff Uniforms</b>	Completed
<b><u>Phase 2</u></b>	
<b>Remaining Parks</b>	Completed
<b>Play Parks</b>	Completed
<b>Boundary Signage (3 signs on high speed roads to be erected)</b>	Completed
<b>Town Signage</b>	Completed
<b>Conservation Signage</b>	Completed
<b><u>Phase 3</u></b>	
<b>Villages</b>	Audit Underway

**RECOMMENDATION: that the report be noted.**

Prepared by: Tracey White, Head of Communication and Customer Services

Approved by: Andrea McCooke, Director of Organisation Development.