

11. COMMUNITY BOARD SMALL ADVERTISEMENTS IN LOCAL COMMUNITY NEWSPAPERS

General Manager responsible:	Acting General Manager Public Affairs, DDI 941-8976
Officer responsible:	Communication and Consultation Manager
Author:	Janet Luxton, Communication Adviser

PURPOSE OF REPORT

1. The purpose of the report is to seek approval to fund small advertisements in the Bay Harbour News (every publication) and the Akaroa Mail (once a month on the alternate weeks to those when the new City Council "Our Christchurch" news page is published)

EXECUTIVE SUMMARY

2. At the Community Board planning day held at Little River in September the two Peninsula Boards discussed using timeless (ie that can be used at any time of the year) small advertisements to alert peninsula residents to the services available to them through the Christchurch City Council call centre. There is also a need to cut down on the number of calls going through to the Service Centre staff that could be better handled by the call centre or the fingertip library staff.
3. The advertisements would include a variety of topics that could be rotated by the publishers to have different advertisements in each publication.
4. Example subjects: (not a comprehensive list)
 - (a) Is the road closed?
 - (b) How do I reserve a library book?
 - (c) How much do I owe on my rates?
 - (d) How do I get a building consent?
 - (e) Can I get a library book send to my local library?
 - (f) When does the Community Board meet?
 - (g) How does the Request for Service work?
5. All advertisements will have Council contact numbers and website details on them.

FINANCIAL AND LEGAL CONSIDERATIONS

6. The cost of the advertisements in the Bay Harbour News at 4cm high by 7.2cm wide black and white X 20 adverts = \$792 or colour = \$840 per year; or 6cm high by 7.2cm wide black and white X 20 = \$1,188 or colour \$1,260.
7. The cost of the adverts for the Akaroa Mail are 5x2 cols x 6 = \$270.
8. Please note that both Community Boards are receiving this report, the costs can be shared, costs will depend on the option decided on by the Boards.

OPTIONS

9. The Board has three options:
 - (a) To agree to the allocation of funds for advertisements in both the Akaroa Mail and the Bay Harbour News. This would provide coverage to all Banks Peninsula residents while being supported by the monthly pages in the Akaroa Mail and Christchurch Mail (delivery of The Christchurch Mail has recently started on Banks Peninsula).
 - (b) To allocate funds for advertisements only in the Bay Harbour News. This would provide coverage for a portion of Banks Peninsula residents, but would be augmented by the monthly page in the Akaroa Mail and Christchurch Mail.

- (c) To decline to allocate funds for advertisements in either paper. This would mean no coverage in Banks Peninsula based papers to alert Banks Peninsula residents to the services available from the Christchurch City Council. Except in the Our Christchurch monthly page in the Akaroa Mail and the Christchurch Mail.

PREFERRED OPTION

10. That the Board allocate funds for small advertisements in the Bay Harbour News.

STAFF RECOMMENDATION

That the Board allocate 2006/07 discretionary funds for small advertisements in the Bay Harbour News only and assess the possibility of small advertisements in the Akaroa Mail after 'Our Christchurch' has appeared in the Akaroa Mail for at least six months.