

11. COMMUNITY BOARD SMALL ADVERTS

General Manager responsible:	General Manager, Public Affairs
Officer responsible:	Communication and Consultation Manager
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PURPOSE OF REPORT

1. The purpose of the report is to seek approval to fund small adverts in the Bay Harbour News (every publication) and the Akaroa Mail (once a month on the 'off' weeks that 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 Boards discussed using timeless small ads to alert peninsula residents to the services available to them through the CCC 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 handled by the call centre or the fingertip library staff.

The adverts would have a variety of topics that could be rotated by the publishers to have different ads in each publication.

Example subjects: (not a comprehensive list)

Is the road closed?

How do I reserve a library book?

How much do I owe on my rates?

How do I get a building consent?

Can I get a library book send to my local library?

When does the Community Board meet?

All adverts will have Council contact numbers and website details on them.

FINANCIAL AND LEGAL CONSIDERATIONS

3. The cost of the adverts in the Bay Harbour News at 4cm high by 7.2cm wide black and white X 20 adverts = \$792.00 or colour = \$840.00 per year
Or
6cm high by 7.2cm wide black and white X 20 = \$1188.00 or colour \$1260.00

The cost of the adverts for the Akaroa Mail are 5x2 cols x 10 = \$450.00

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 Board

OPTIONS

4. The Board has three options:
 - A) To agree to the allocation of funds for ads in both the Akaroa mail and the Bay Harbour News
 - B) To allocate funds for adverts only in the Bay Harbour News,
 - C) To decline to allocate funds for adverts in either paper.

PREFERRED OPTION

5. That the Boards allocate funds for small adverts in the Bay Harbour News.

STAFF RECOMMENDATIONS

- B – That the Board allocate funds to small ads in the Bay Harbour News only and assess the possibility of small ads in the Akaroa Mail after 'Our Christchurch' has appeared in the Akaroa Mail over several months.