

**EXECUTIVE SUMMARY –**








**Summary of Purpose and Recommendations:**

To consider advertising on parking tickets and recommending that this is done in order to reduce costs.

**Cost Saving to Council:** - £ 20,000 over 3 years Plus a potential income of - £6000 Over the same period

**Within existing budget?** No

**Contribution to Corporate Plan (Minor/Moderate/Major/Neutral):**

	+		-		+		-
		Neutral		<b>Priorities</b>			
		Neutral		Clean Streets and Public Space		Neutral	
		Neutral		Crime and Disorder		Neutral	
		Neutral		Housing		Neutral	
		Neutral		Managing our Finances	Moderate		

**Comments on Impacts on Corporate Objectives and Priorities:**

## **ADVERTISING ON PAY AND DISPLAY PARKING TICKETS**

### **1. INTRODUCTION**

- 1.1 The Council use some 1,200,000 parking tickets per year costing in the region of £6636 pa. There is an opportunity of reducing this cost by allowing the rear of the ticket to be used for advertising. This report gives the Cabinet the opportunity to consider the matter.

### **2. BACKGROUND**

- 2.1 In the past the Council has tried to organise advertising directly with local business but this has met with limited success, the vast majority of Councils contract out the selling of advertising space to the ticket suppliers. The suppliers then offer a discount against the cost of the tickets providing advertising space is sold. Research to date indicates that this Council could at a minimum expect to receive tickets free of charge.

### **3. TYPE OF ADVERTISING**

- 3.1 The more restrictions placed on the type of advertising, which is acceptable, the less income the Council will receive. It is perfectly in order for the Council to stipulate that there should not be any advertising relating to Alcohol, Tobacco or of an "offensive" nature without incurring any penalty. The Council has to give final approval for any advert. However, if additional restrictions are placed there is likely to be a reduction in Income. Examples being not wishing to allow advertising for a Supermarket, which is outside the bounties of a particular Town.

### **4. QUALITY OF TICKETS**

- 4.1 In order to maintain the reliability of the machines it is important that tickets of an appropriate quality are purchased. The Ticket Machine Manufactures have preferred suppliers.

### **5. OPTIONS**

- 5.1 The options open concerning advertising on pay and display tickets appear to be:-
  - 5.1.1 Keeping the status quo and purchasing tickets using the rear to encourage motorists to reduce car crime by locking their vehicles and not having valuables on display.

- 5.1.2 Invite ticket suppliers to advertise on the tickets without restriction, except for not allowing advertising relating to tobacco, alcohol, or which the Council may consider could cause offence.
- 5.1.3 Invite ticket suppliers to advertise with the restriction that the adverts could only be for organisations/business trade within the District.

## **6. FINANCIAL IMPLICATIONS**

- 6.1 The financial implications are set out for a 3-year period (the average life of a ticket supply/advertising contract) and are based on budget figures.
  - 6.1.1. Option 1 Expenditure of £20,000 over 3 years
  - 6.1.2 Option 2 a range from no cost to an income in the region of £6000 over a 3-year period
  - 6.1.3 Option 3 Expenditure in the region of £5500 over 3 years
  - 6.1.4 the above figures subject to results of a competitive quotation process

## **7. ENVIRONMENTAL IMPLICATIONS**

- 7.1 Where possible tickets will be purchased from a source that uses recycled paper or paper produced from a sustainable source.

## **8. CRIME AND DISORDER IMPLICATIONS**

- 8.1 If options 2 and 3 were to be pursued the reminder to motorists concerning making their vehicles secure would not be printed on the ticket.

## **9. RECOMMENDATION**

- 9.1 That option 2 be adopted and that the Portfolio Holder's approval be sought before the content of any advert is agreed. This option gives the Council reasonable control of the advertising material at the same time as maximising income.

### **Further Information:**

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