|  |  |
| --- | --- |
| **Meeting Type**: Full Council | **Agenda Item: 11** |
| **Date of Meeting:** 08 January 2024 |  |
|  | |
| **OAKHAM TOWN COUNCIL** | |
|  | |
| **Report Author:** Chairman of Council | **Subject:** Advertising Council Vacancies |
| **Title:** Advertising to fill council vacancies | |
| **Strategic Aims:**   1. To effectively represent the residents and businesses in Oakham Town | |
| **Detail:**  There are currently three vacancies on the Council. The council needs to consider how it would like to advertise this to the residents of Oakham.  Traditionally, we have placed a co-option notification in the local newspaper which has met with limited success. If we are to fill the current vacancies and perhaps establish a waiting list, then we need to widen our reach.  The table below outlines the proposed additional costs to advertise on Local Commercial Radio, Nub News and the local paper.   |  |  |  | | --- | --- | --- | | **Item** | **Monthly Cost** | **Detail** | | Rutland and Stamford Sound | £167 | Advert broadcast 120 times per 30-day month. See 11.1 Rutland and Stamford Sound for full details | | Oakham Nub News | £100-£500 | Full details on application [Contact Us | Oakham Nub News](https://oakham.nub.news/contact) | | Local Paper | £300 | Details on application | | |
| **Proposal:**   1. Council approves advertising for a maximum period of 2 months, or until all vacancies are filled. Agencies to be engaged are as detailed in the table above. Other agencies and media outlets may also be considered. 2. Council to approve advertising expenditure for a period of 2 months, or until all vacancies are filled. Maximum budget £1500 | |

For completion by the office

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Budget Header:* | 4310 Advertising | | | | |
| *Proposed Expenditure* | *£1,500* | *Initial Budget* | *£3,000* | *Unbilled Expenditure* | *£0* |
| *Budget Remaining* | *£0* | *Time Sensitive (Y/N)* | *N* | *Expiry Date* |  |