

**BUSINESS CASE TEMPLATE**

<b>Project Name</b>	Council Advertising Network
<b>Project Manager</b>	<project manager>
<b>Version</b>	<version>
<b>Date</b>	<amendment date>
<b>Report To</b>	<directors board/procurement strategy group/itsg>

**BACKGROUND AND REASON FOR PROJECT**

The council faces increasing budgetary pressures while trying to maintain its role a supporter of communities.

As such the council is exploring new ways of raising revenue.

The Council Advertising Network (CAN) enables local authorities to carry advertising campaigns from national and local brands that offer a community benefit across their websites. By combining scale with other authorities, Councils can get access to the UK’s largest advertisers, resulting in higher rates of return.

CAN only works with advertisers suitable for Council websites. As extra protection, each Council has the option to pre-approve advertisers and retrospectively remove any advert, for any reason.

**BUSINESS BENEFITS TO BE GAINED FROM PROJECT**

Income from advertising. Apart from officer time to set-up the council bears no costs.

Up to 20% of the advertising space can be retain for council messages, many use this within their economic development/business support strategies to allocate to local businesses (CAN only works with national advertisers).

**HOW ARE THE BENEFITS GOING TO BE REALISED**

Payments received from the council advertising network.

**COST AND TIMESCALE OF PROJECT**

The project has no initial cost or on-going the only cost is in officer time setting-up

**INVESTMENT APPRAISAL (Return on Investment/Value for Money)**

There is no new money being requested to put in.

Detailed likely income can be derived from CAN upon request if exploration of this idea in principle is approved.

## Essential Reference Paper E

<b>Risk to/from Plan</b>	<b>Initial Likelihood/ Impact</b>	<b>Mitigating Factors/Actions</b>	<b>Residual Likelihood/ Impact</b>
<b>Adverts slow the site</b>	<b>None/ High</b>	<b>CAN have a number of measures in place to ensure performance isn't impacted. If an advert fails to load within 0.02 seconds, a default 'house-ad' will be served from an alternative ad server.</b>	<b>None/None</b>
<b>Security Risks</b>	<b>None/ High</b>	<b>CAN don't gain access to your site. The advert is hosted via their site.</b>	<b>None/none</b>
<b>Adverts not complaint with website codes of conduct</b>	<b>Medium/high</b>	<b>Most adverts are compliant but there is no legal requirement to be 'compliant'. Hosting councils always retain the power of veto if they feel an advert isn't compliant.</b>	<b>Low/none</b>
<b>Reputational damage to council from hosting inappropriate adverts</b>	<b>Medium/medium</b>	<b>CAN was founded by Birmingham City Council and only works with public bodies, as such its whitelist of approved advertisers is built with political and public sensitives in mind.  The council retain additional veto power</b>	<b>Low/low  None/None</b>
<b>What if local residents dislike the changes to the website</b>	<b>Low/medium</b>	<b>Councils who have held advertising for many years report zero complaints from local residents. In a recent consultation, one CAN member received 100% positive responses from local residents on the decision to pursue website advertising.</b>	<b>Low/None</b>