

**BUSINESS CASE TEMPLATE**

<b>Project Name</b>	Council Advertising (Physical)
<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.

Advertising brokers work with councils to find advertisers to be hosted for a fee on council assets.

These assets are things like roundabouts, the sides of council buildings, vehicles etc.

**BUSINESS BENEFITS TO BE GAINED FROM PROJECT**

Income from advertising.

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

Payments received from the advertising broker.

**COST AND TIMESCALE OF PROJECT**

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

In some cases there may be set-up costs associated with erecting hoardings.

Set-up time is likely to be approximately six months.

The council will undertake a review of its potential advertising opportunities and present these to a potential broker.

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

An assessment of the council's physical advertising infrastructure and hoarding need, need to be undertaken once the broker has been contacted. They will give an indicative assessment on return on investment.

Having contacted other councils and learned from their experiences, actual income should be assumed at ~60% of the broker's projections (which don't take into account roundabouts that already have hoardings etc.)

Risk to/from Plan	Initial Likelihood/ Impact	Mitigating Factors/Actions	Residual Likelihood/ Impact
Reputational damage to council from hosting inappropriate adverts	Medium/medium	There are brokers who only work with public bodies, as such their whitelist of approved advertisers is built with political and public sensitives in mind.  The council retain additional veto power	Low/low  None/None
The council spends on hoardings but doesn't get a return	Low/Medium	Thorough financial appraisal of the final business case will ensure we only go ahead if the financial case stacks up.	Low/Low