
**EXCERPT FROM THE MINUTES OF
EXECUTIVE
HELD ON 2 SEPTEMBER 2002**

EX.244/02 COMMUNICATIONS BUDGET SAVINGS (Key Decision)

Portfolio Promoting Carlisle

Subject Matter

To consider a report from the Town Clerk and Chief Executive (TC.175/02) containing options for savings of £9,000 to be made from the operational budget held by the Communications Unit. Details of the composition of the Communications Budget were submitted and the Town Clerk and Chief Executive considered that the majority of the savings would have to be made from the Carlisle Focus budget. A residents survey seeking views on the Carlisle Focus was to be undertaken shortly.

Savings of £8,000 could be made from reducing the publication frequency from four issues to three per year. The remaining £1,000 savings would need to be found from within the remainder of the operational budget.

Members asked that the possibility of attracting further advertising revenue, reducing distribution costs and reviewing the quality of paper used in the Carlisle Focus should be explored.

Summary of options rejected

None

DECISION

That a decision on savings from the Communications Budget be referred as part of the Budget process for evaluation of the residents' survey which would seek views on the Carlisle Focus and, in the meantime, the Town Clerk and Chief Executive be requested to investigate Members' suggestions as indicated above.

Reasons for Decision

To take forward the need to agree a revised budget allocation for the Communications Unit to meet budgetary saving requirements.