

Committee: Overview & Scrutiny	Date: 1 st April 2014	Classification: Unrestricted or	Report No:
Report of: Takki Sulaiman, Service Head Communications and Marketing		Title: Decent Homes publicity campaign 2013 Wards Affected: All	

1. **SUMMARY**

- 1.1 Overview and Scrutiny Committee on November 5th 2013 requested further information on the Decent Homes TV adverts which were broadcast from October to December 2013.
- 1.2 The report sets out the costs and communication goals to be achieved by the Decent Homes publicity campaign 2013.

2. **RECOMMENDATIONS**

- 2.1 The Overview and Scrutiny Committee is asked to note the contents of the report.

3. **BACKGROUND**

- 3.1 Overview and Scrutiny Committee on November 5th 2013 requested further information on the Decent Homes TV adverts which were broadcast from October to December 2013.
- 3.2 The committee asked a series of questions. Those questions that were not answered at the meeting are set out below:-
 - What was the process for commissioning the adverts?
 - What data was captured?
 - What feedback was made to residents?
 - What was the cost of this process?
 - What advertising was being undertaken for residents that did not watch ethnic community TV or were not ICT fluent?

4. BODY OF REPORT

- 4.1 A local publicity campaign was developed for implementation between September and December 2013. Five core areas were chosen, each reflecting community and strategic plan themes.
- 4.2 LBTH has a duty to promote key policies and services that stimulate community cohesion and reduce fear of crime – as well as to promote take up and awareness of general services (See *Code of Recommended Practice on Local Authority Publicity – DCLG March 2011*).

To that end it was proposed to use a local advertising strategy to generate wider resident awareness of core policies and services that form a part of the council's strategic plan.

- 4.3 One of these core areas was the Decent Homes programme. The strategic plan themes of relevance were:-
- 1.1 Provide good quality affordable housing
 - 1.2 Maintain and improve the quality of housing
- 4.4 30 second TV and audio adverts using the same text were developed for the local broadcast media. The script is attached at appendix 1 with the print advert at appendix 2. Legal advice was taken on the script and design.
- 4.5 The phone number used is the generic THH telephone line. The communications service often highlights existing publicly available numbers to accompany key campaigns and messages. THH would be able to comment further on how calls to their main number are routed, managed and monitored. It is worth noting that the standard THH recorded message states that calls are routinely monitored.
- 4.5 Appendix 3 provides further details of channels and print media used, numbers of adverts broadcast per channel, dates and costings.
- 4.6 A range of different local media was used from the ELA, East End Life and the extensive local BME media community. Editorial as well as adverts were carried in both the ELA and East End Life.
- 4.7 There are no *local* English language broadcast stations with significant audiences serving the borough with the same levels of penetration. For instance surveys show that 12 per cent of the borough watches Channel S on a regular basis. In addition East End Life has the best audience of any print media outlet in the borough. This was also supplemented by editorial in both publications and articles on the council's website.

4.8 A summary of the costs by type of media is set out below:-

Print media	Number of Ads	Total cost
	56	£3,040.00
Euro Bangla	12	£600.00
Bangla Post	10	£500.00
Bangla Mirror	10	£600.00
Dorpon Media	4	£250.00
ELA	12	£590.00
UKBDnews	4	£250.00
Brit Bangla	4	£250.00

Radio broadcast	Number of Ads	Total cost
	4	£490.00
Betar Bangla	4	£490.00

TV broadcast	Number of Ads	Total cost
	20	£8,000.00
Channel S	4	£2,000.00
BTV	4	£1,500.00
ATN	4	£1,500.00
NTV	4	£1,500.00
C9 - international	4	£1,500.00

5. COMMENTS OF THE CHIEF FINANCIAL OFFICER

5.1 The cost for these adverts was funded from Corporate Initiatives in 2012-13. There is no further budget issue with regards to placement of these adverts.

6. LEGAL COMMENTS

6.1 In coming to any decision on publicity, Section 4 of the Local Government Act 1986 requires the Council to have regard to The Code of Recommended

Practice on Local Authority Publicity, the latest version of which was published by the Department for Communities and Local Government on 31 March 2011.

- 6.2 Paragraph 5 of the Code states that authorities should ensure that publicity complies with all applicable statutory provisions and that paid-for advertising must comply with the Advertising Standards Authority's Advertising Codes. In addition, Paragraph 6 specifies that Part 3 of the Communications Act 2003 prohibits political advertising on television and radio. Under Paragraph 10 authorities must give consideration to the value for money that is being achieved by the publicity.
- 6.3 Prior to commissioning this publicity campaign, these considerations together with others relating more generally to objectivity, even-handedness, equality and diversity and the appropriate use of publicity were all taken into account and the campaign was approved by the Monitoring Officer of the day.
- 6.4 There are no immediate legal implications arising from this report.

7. ONE TOWER HAMLETS CONSIDERATIONS

- 7.1 Residents of Tower Hamlets access information in a range of different ways and using different media. In establishing a Decent Homes publicity campaign, as well as the use of BME broadcast media it is important to note that adverts were printed in all local media including the BME print media. The decision to commission such a publicity campaign is in line with the Equalities duties incumbent upon local authorities.

8. RISK MANAGEMENT IMPLICATIONS

- 8.1 None.

Local Government Act, 1972 Section 100D (As amended) List of "Background Papers" used in the preparation of this report

Reports considered at

- 05/11/2013 - Overview & Scrutiny Committee
<http://edemoc2ksrv:8070/mgAi.aspx?ID=46846>

LBTH Website

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