

Committee(s):	Date(s):
Open Spaces and City Gardens Committee	8 April 2014
Subject: Open Spaces Annual Report	Public
Report of:	For Decision
The Director of Open Spaces	
Summary	
<p>The Open Spaces Annual report outlines the achievement of the department and provides an introduction the sites managed by the City of London Corporation. In 2013/14 a forty page publication was produced at a cost of around £8000. Five hundred copies were produced and by the end of the year two hundred had been used. The impact of the Annual Report is difficult to measure and producing the Annual Report requires significant resource.</p> <p>It is proposed that a shorter publication is produced at lower cost. This would contain similar content to the existing Annual Report. It would, however, not contain details of performance in a single year, instead providing an introductory promotional document which could be used for several years. An insert would be produced annually which would summarise annual financial information. Assuming the document could be used for a period of three years this would deliver a saving of £16,000.</p>	
Recommendation	
Members are asked to:	
<ul style="list-style-type: none"> • Agree the proposal for a new promotional document to replace the Open Spaces Annual report. 	

Main Report

Background

1. An Annual Report on the City of London's Open Spaces is produced by the Open Spaces Directorate. The aim of this document is to communicate the key achievements of the department and also provide an introduction to the role of the City of London in managing its Open Spaces.
2. The Annual Report does not fulfil the statutory requirement of the Charity Commission for all registered charities to produce Annual Reports. These documents are produced separately for each charity by the Chamberlain's department.

Current Position

3. The Annual Report costs around £8000 annually for design and printing. In addition, significant staff time is invested in producing copy for the publication and managing the production of the publication.
4. In previous years over 1000 copies have been printed. In 2013/14 five hundred copies were printed and over two hundred copies remained unused at the end of year.
5. The Annual Report is distributed by post to key stakeholders. In addition copies are available at visitor centres at sites. This distribution means we are unable to measure the impact of the publication.
6. Officers at sites were asked to provide feedback on the document and any views they had received from members of the public on the publication. No views from members of the public were received. Officers reported that they felt it was useful to have a publication which covered all City of London Open Spaces, as all other publications are site specific.

Options

7. While it is necessary to promote the City of London's Open Spaces, the cost of producing an Annual Report is disproportionate to the measured impact of the publication.
8. The proposal below outline a number of ways the costs of the publication could be reduced:

Option A

9. Continue to produce an Annual Report at smaller size (A5) with a reduced number of pages (12).

Option B

10. Produce an introductory document with a shelf-life of around three years, A5 size and twelve pages. Annually produce a single side insert with financial data and annual performance highlights.

Option C

11. Produce a six page introductory leaflet with a shelf-life of around three years.

12. The comparative costs of the options over three years are provided below. These are based on example quotes received from a print/design company.

	Year One	Year Two	Year Three	Total
Option A	£6500	£6500	£6500	£19,500
Option B	£6500	£500	£500	£7500
Option C	£4000	0	0	£4000

Proposals

13. Option B is recommended, balancing as it does, the requirement to cut the cost of producing promotion material and ensuring customers and stakeholders have access to annual performance data.

Corporate & Strategic Implications

14. The cost of promotional materials is met from within Open Spaces local risk budgets.
15. Promotion of our Open Spaces is a departmental value, identified in our Annual Business Plan.

Conclusion

16. Members of the Committee are asked to consider the proposals. The new publication will be produce in June.

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