

SALISBURY DISTRICT COUNCIL
SPECIAL DELEGATION PROCEDURE

COMMITTEE CONCERNED: **Cabinet**

FROM: **Geoff Hobbs** SERVICE UNIT: **Forward Planning & Transportation**

DATE: **4 October 2007**

Funding for Local Connect2 Publicity on weekend of national TV vote

Salisbury is one of 79 local walking and cycling link schemes across the UK collectively vying for a £50million Big Lottery Fund grant under the banner of "Connect2". This Sustrans-led project that locally seeks to connect Wilton to Alderbury via Salisbury, has the backing of Wiltshire County Council, Parish Councils and community groups, including COGS, Salisbury Campaign for Better Transport and South Wiltshire Local Agenda 21.

In early December, the Big Lottery Fund will be organising a national TV vote to decide which one of five flagship projects (of which Connect2 is one) will be awarded the £50million "Living Landmarks- The People's Millions" grant. Voting lines will open on a Friday evening and close on a Sunday evening.

In order to encourage as many local residents as possible to vote for Connect2, Salisbury District Council, some final publicity is required once the telephone number to vote for Connect2 is known. This is not likely to be released until the late on a Friday evening, with the lines closing on the Sunday evening. This gives the community a narrow window of opportunity to vote for this scheme. In order to help people who miss the ITV programme, to be screened late on the Friday evening, get hold of the number for Connect2 so that they can place their vote, officers will need a budget to produce flyers, leaflets and banners once the voting numbers are released. Therefore I am requesting that £850 be allocated towards Connect2 Vote weekend publicity materials.

This will allow everyone who wants to vote for the scheme the opportunity to vote, as the late evening timing of the TV show on the Friday evening when the number is announced (anticipated to be shown at around 11.00 pm) may not be conducive to many local residents watching it.

(Please tick relevant box)

IMPLICATIONS	OFFICER	COMMENTS (incl)	NONE	NOT APPLICABLE
Legal			None	
Financial	Paul Shaddock (JTT)	£850 would be required to cover the cost of banners, leaflets and officer time.		
Personnel		Up to 6 hours of officer overtime		
Environmental				

Co-ordinated with _____ Officer (s) _____ Unit (s) _____

APPROVED :

Leader : Portfolio Holder :

Copy to: Chair & Vice Chairman of relevant Scrutiny Panel