

## Appendix I

	Medium	Estimated Income p.a.	Current Income	Source of Estimate	Notes	Key Risks
1	The Web (intranet and internet)	60-100k	Nil	LoGo_Net, who currently manage web site advertising for Staffordshire County Council	<ul style="list-style-type: none"> <li>One off set up costs of £3550</li> <li>30% charge of annual revenue</li> <li>Company manages relationships with advertisers</li> </ul>	Reputational – concerns over whether public bodies should be seeking commercial advertising
2	The Wiltshire Council Magazine and 'Wired'	25-50k	Nil	LGA survey 2009 on magazine advertising revenue	Preference anticipated to be managing this in-house. Various pricing models exist	Concerns over taking advertising from local newspapers. LGA research indicates that this does not happen.
3	Large format advertising (Leisure centres, Libraries, Highways etc)	Up to 30k	Nil	Dependant upon available sites	Planning considerations may apply	
4	Roundabout sponsorship/advertising	40-70k	tbc	Based on 3k per site (Southampton City Council) WC have 76 roundabouts	<ul style="list-style-type: none"> <li>Internal or external management options</li> <li>Option to connect income to maintenance costs of site</li> </ul>	<ul style="list-style-type: none"> <li>Some concerns over risk of creating a distraction to drivers</li> <li>Enhanced expectations from sponsors on landscaping of site</li> </ul>
5	Plasma screens (Hubs)	6-10k	Nil	Web based research	<ul style="list-style-type: none"> <li>Screens due to be installed in each hub</li> <li>Need to identify suitable balance between advertisements and council information</li> </ul>	
6	Plasma screens (Leisure centres)	6-10k	tbc	As above	Leisure centres currently have screens in place	
7	Sponsorship arrangements with large contractors eg, Steria, Ringway, DC Leisure, Bus companies etc	0-30k	Nil		Sponsorship agreements with existing contractors must not be perceived to conflict with fair and transparent procurement processes.	
	TOTAL	137-300k				