

Mr T Flaig

Sent via email

Corporate Finance
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Ask for: Lynda McMullan
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Date: 18 September 2009

Dear Mr Flaig,

I write following your request for some further information about the £1 million publicity saving identified by Kent County Council in the 2009/10 budget.

Below is the table which I previously provided by email (6th August 2009), giving a breakdown of the £1m publicity savings by Cabinet Portfolio:

Portfolio	Saving £'000
Operations, Resources & Skills (CFE)	66
Children, Families & Educational Achievement (CFE)	104
Kent Adult Social Services	100
Environment, Highways & Waste	280
Communities	155
Finance	10
Corporate Support	285
Total	1,000

Some more specific detail around how these savings are being delivered is provided below:

- The combined saving of £170k for the Children, Families & Education (CFE) Directorate is being delivered by reducing the amount of printed literature across the Directorate.
- Similarly, the £100k saving for Kent Adult Social Services is being delivered by a general reduction in spending on printing of literature and leaflets across the Directorate.

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- The Environment, Highways and Waste Portfolio target is being achieved by a £160k saving from reducing publicity on 'Clean Kent' and 'Waste Behaviours', and a further £80k saving through reducing publication of Highways Statutory Notices. The remaining £40k is being achieved through a general reduction in other printed communications across the Portfolio.
- In the Communities Portfolio, a budgeted reduction in the amount of printed literature across the directorate has been allocated, specifically: £23k in Adult Education; £23k in Libraries and Archives; £22k in Sport and Leisure; and £22k in Youth Services. These major savings will contribute to a total saving in this Portfolio of £155k.
- Further significant reductions have been made within the Corporate Support Portfolio by reducing the Around Kent magazine from a quarterly publication to a bi-annual release, saving £150k. The remaining £135k in the Corporate Support Portfolio, as well as the £10k saving in the Finance Portfolio will be achieved through a general reduction in printed literature and leaflets.

A significant amount of savings outlined above have been identified as 'a reduction in printed literature/communications/leaflets'. This reduction in printed literature has been replaced with enhanced online access to communications and services, through formats such as Kent TV – thus enabling the significant savings to be realised.

Yours sincerely



Lynda McMullan
Director of Finance