

LGF (S20) 34
Bil Cyllid Llywodraeth Leol (Cymru)
Local Government Finance (Wales) Bill
Ymateb gan: Craig Colville
Response from: Craig Colville

Pnawn da,

I am writing to you in regards specifically to the section of the bill where the current requirement to publish information in newspapers is discussed.

Time has passed and the world of news and media has evolved-so where only a few years ago having the requirement to put these notices in print was a sensible approach - there are definitely now many more options available to better promote public notices.

Removing/amending the bill to where more options are available to promote it will be of benefit to everyone...many areas and regions are now served by non print media who non the less serve their community equally as well as and in many cases better than their in print counterparts that are increasingly having a preference for online anyway.

Having the opportunity to advertise with non print media will benefit the community by being visible and not hidden at the back of the ad section. With the possibility of advertising with these local (non print) media then that would also be of benefit to news across Wales as the revenues are more likely to stay within the area where they are invested as opposed to most 'local' print media now being owned as a collection of assets many times removed from the communities they are 'serving.'

I personally have worked on both print media and local non print media - and while there are benefits to both co-existing, removing the requirement for notices to be included in print media will give a more level playing field and allow local news organisations serving our communities to grow and flourish.

I personally have seen how much a small investment in these smaller news organisations sees a massive re-circulation of that funding within the local economy that is represented-as well as increasing their abilities to further their news offering.

Further details

Name: Craig Colville