



Committee: Finance Committee
Date: 21 January 2020
Title of Report: Wightlink TV Coverage
Report from: Administration Officer

BACKGROUND INFORMATION

The Town Council currently run an Onboard TV campaign on all of the Wightlink ferry routes and terminals to promote the Town and its businesses. The current campaign is due to expire on 31 March 2020.

Quotes have now been received for the next financial year. However there has not yet been an opportunity for the Marketing Working Party to meet to consider these quotes and to discuss whether this offers the best value for money in line with the current marketing campaign and strategy.

Once the Marketing Working Party has met and considered the above it will report back to this Committee with its recommendations.

