

**Report to:**

**AUDIT COMMITTEE**

**Relevant Officers:**

Philip Welsh, Head of Tourism and Communications

**Date of Meeting**

24 September 2020

## **ADVERTISING AUDIT FOLLOW-UP**

### **1.0 Purpose of the report:**

1.1 To consider a progress report on the recommendations made in the internal audit report of Advertising issued on 30 September 2019.

### **2.0 Recommendation(s):**

2.1 To consider the actions being implemented to address the audit recommendations relating to Advertising.

### **3.0 Reasons for recommendation(s):**

3.1 To enable the Audit Committee to consider an update and progress report on the audit recommendations.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

N/A

### **4.0 Council Priority:**

4.1 The relevant Council priority is: Maximising growth and opportunity across Blackpool.

### **5.0 Background Information**

5.1 At its meeting in June 2019, the Audit Committee agreed to invite Heads of Service to the meeting to provide an update in relation to internal audit recommendation implementation.

The report being considered at this meeting relates to Advertising with the scope and assurance statement as follows:

#### **Scope**

The scope of the audit was to review:

- Advertising income generation;
- Organisational and operational efficiency;
- Financial Management; and
- Strategic Direction.

## **Overall Opinion and Assurance Statement**

We did not find any significant control issues, however we found considerable scope to improve operational efficiency and effectiveness. We do however consider the controls in place to be adequate, with some risks identified and assessed and several changes necessary.

Does the information submitted include any exempt information? No

### **List of Appendices:**

Appendix 3(a) - Internal Audit Recommendations and Agreed Actions.

#### **6.0 Legal considerations:**

6.1 Risks need to be effectively managed in order to comply with relevant legislation.

#### **7.0 Human Resources considerations:**

7.1 The controls being implemented will be undertaken by current employees.

#### **8.0 Equalities considerations:**

8.1 None

#### **9.0 Financial considerations:**

9.1 The controls being implemented will be done so within current budget constraints.

#### **10.0 Risk management considerations:**

10.1 To enable the Audit Committee to gain assurance that risks are being effectively managed.

#### **11.0 Internal/ External Consultation undertaken:**

11.1 The progress report has been prepared in conjunction with the relevant Heads of Service and Chief Officers.

#### **12.0 Background papers:**

12.1 None.