

**BRIDGNORTH TOWN COUNCIL
TOWN COUNCIL MEETING
TUESDAY 20TH FEBRUARY 2018**

Agenda Item: 18**Town Council Newsletter**Background

Historically, the Town Council has advertised in a local publication such as What's What Magazine with quarterly double page newsletters and annual report, together with a bi-monthly section in the "Town Notes" alongside other local Councils. The magazine is delivered to approx. 16,000 homes in the local area. The Town Clerk would put together both entries.

Information

During budget discussions and in the absence of the Town Clerk, the cost and time implications of submitting two entries into the same publication every quarter was highlighted. In her short time at the Town Council, the Locum Town Clerk identified the need to develop the existing Communications Strategy to include clarity on where the role of publicity and marketing fits within the current organisation structure.

Following discussions with What's What Magazine, staff were advised that Bridgnorth Town Council is the only local council who take out a quarterly double page newsletter, with other Councils opting for local Church magazines or producing their own publication for distribution via Royal Mail or using their distribution service.

What's What Magazine were asked to quote for the existing double page newsletter and Annual Report (there is no cost to the Town Notes, but this section is ceasing to exist after April 2018); a single page entry; and their delivery service. Members are asked to consider the quotes as follows:

- Double Page Newsletter:
 - A double page newsletter in 4 editions – these have historically run May/Jun 18, Jul/Aug 18, Jan/Feb 19 and Mar/Apr 19. There was one year where we ran in Nov/Dec instead of Jan/Feb – this may be more appropriate to promote pre-Christmas events, light switch on etc. We have had a rate increase since last year but we will hold your existing rate of £865 per edition for the next booking.
 - Annual Report – we usually run this in the May/Jun edition as a double and as a goodwill gesture we only charge you for one page.
 - Total cost = £3985 + VAT (last year was £3900 + VAT)
- Single Page Newsletter
 - £525 + VAT per edition
- Delivery service:
 - The Bridgnorth area (Bridgnorth, Eardington, Worfield, Hilton, Claverley & Ackleton) is £460 + VAT (not including design and print)

Way Forward

Members are asked to consider the options above and agree a way forward.