

**WEST SWINDON PARISH COUNCIL****Parish Newsletter Report****1. Background**

- 1.1 For 2018-19, West Swindon Parish Council booked four pages in the Link magazine in order to run a single page editorial four times a year. This is a total cost of £773.00 plus VAT and is distributed to 25,000 households.
- 1.2 The four editions comprised pages that introduced the Parish Council, promoted work relating to litter and the environment, work on planting and refurbishment of play areas and the next precept.

**2. Costs for 2019 - 20**

- 2.1 The Link Magazine is offering to keep the price for four pages across the next 12 months the same as the previous year. This is an annual cost of £3092.00
- 2.2 In 2018/19 the single page articles were issued in the Link Magazines at quarterly intervals. If the same pattern is followed for next year, this would be May 19, August 19, December 19, and March 2020.
- 2.3 The Parish office does receive communications from residents in response to the Link Magazine articles and of volunteers have volunteered in response to the articles.
- 2.4 Other options that could be considered instead of or alongside the Link Magazine are
  - Promotion of stories through social media
  - Printing an annual parish council newsletter
  - Reducing the frequency or length of page booked in the Link Magazine
  - Stopping use of the Link Magazine

**3. Recommendations:**

- 3.1 Councillors note the information in the report and consider whether to progress with the Link Magazine news page.
- 3.2 If 3.1 is agreed, Councillors confirm the timings for future articles.

**Paula Harrison**  
**Parish Manager**