

## **WEST SWINDON PARISH COUNCIL**

### **Parish Newsletter Report**

#### **1. Background**

- 1.1 West Swindon Parish Council has 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 Parishes across Swindon take an individual approach to the production of a newsletter. Some parishes such as Wroughton have moved towards e-bulletins or community noticeboards on their website and others have a single printed communication to residents. Sources such as the Link Magazine, Parish (church) Newsletter, and the Handymag also often feature Parish Council updates.

#### **2. Detail**

- 2.1 Councillors have expressed interest in a newsletter with more editorial than that achieved in the current Link Magazine arrangement. Costs will depend on the number of pages and the scale/type of distribution.

For example,

A four page full colour newsletter arranged by the Link magazine would be priced at £89.00 + VAT per 1,000 leaflets/flyers delivered. So if you wanted 10,000 newsletters distributing to 10,000 homes, it would be £890.00 + VAT.

Central Swindon North Parish Council produced a 18 page newsletter. Costs were £1500.00 for printing 15,000 copies, £135 for the artwork and design and £430 for the delivery. Total cost in the region of £2065.

Haydon Wick Parish Council produce their own magazine. The cost of a 64 page A5 magazine is £2623.00 for 10,000 with precision colour printing. The distribution is usually £180.00 and they charge for advertising.

#### **3. Recommendations:**

- 3.1 Councillors note the information in the report and consider whether to progress with additional newsletter/s.
- 3.2 Councillors give feedback on style, content and length of a proposed newsletter to enable costs to be secured.

Paula Harrison Parish Manager