

WEST SWINDON PARISH COUNCIL**Parish Newsletter & Communications Report****1. Current Communications**

- 1.1 For the last two years, 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 plus VAT per issue and is distributed to 25,000 households including distribution outside of West Swindon.
- 1.2 Previous committee discussions indicated potential interest in a single piece of communication being circulated.

2. Detail**2.1 Printing:**

The Parish Council could design and print its own leaflet to give to a distributor. Voluntary assistance has been offered to help with the design work. Examples of printing and distribution costs are as follows:

Printing:

10,000 A4 double sided flyers would cost in the region of £350.00 (Vistaprint)

10,000 A5 double sided flyers would cost in the region of £280.00

10,000 A4 double sided flyers would cost in the region of £317.00 (Soloprint)

10,000 A5 double sided flyers would cost in the region of £182.00

2.2 Distribution:

There are around 11,500 properties in West Swindon. The Parish Council could target some areas over others depending on the type of communication to be circulated or leaflet drop the whole parish.

Single leaflet delivery:

SA Flyers non local distributor would charge an estimated £650.00 per 10,000 however it is non local so dates for availability may not be flexible.

Joint distribution:

- the Link Magazine would charge £690.00 + VAT per 10,000 leaflets delivered to SN5 postcodes

- SA Flyers non local distributor would charge an estimated £550.00

2.3 Printing and distribution (Swindon UK Leaflet Co)

£650 + vat - this includes – A4 folded to A5, design, print and Royal Mail distribution to all West Swindon

3. Recommendations:

- 3.1 Councillors note the information in the report and consider whether to progress with additional newsletter pages in the Link Magazine for the future or whether to use alternative approaches as illustrated above.

Paula Harrison

Parish Manager

