

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

- 1.1 After reviewing of a range of options, the Parish Council decided to try a new approach for the quarterly newsletter. It opted to use Swindon Leaflet Distribution to design, print and distribute via Royal Mail at a cost of £650 + VAT.
- 1.2 The leaflet was finalised in early July but did not get distributed as promised in July. Final distribution came at the end of September.
- 1.3 The Parish Council anticipated the leaflet distribution would cover all of the West Swindon boundary. Clarification has confirmed that the Royal Mail distribution for West Swindon covered Hook, Lydiard Millicent and SN5 5 postcodes including Ramleaze, Middleleaze, Peatmoor, Grange Park and parts of Shaw and Freshbrook. Eastleaze, Westlea, Toothill and part of Freshbrook were not included.
- 1.4 The Parish Council could redistribute the Summer newsletter to those areas that did not receive one and/or given the delay with this circulation already, could replan and format a Winter publication.

**2. Winter Newsletter**

- 2.1 Given the long delays in distribution, for the next newsletter, the Committee could try another approach. The previously considered options were as follows:
  - Parish Council printed flyer – in the region of £320.00 for 10,000 double sided copies with a distributor
  - or leaflet with the Link Magazine - 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 £650.00 per 10,000 however it is non local so dates for availability may not be flexible.
  - or back to a one off article in the Link magazine cost in the region of £800 plus VAT per issue and is distributed to 25,000 households including distribution outside of West Swindon

**3. Financial Implications**

- 3.1 During the last year, the Parish Council has been looking at ways to think creatively about reducing the costs for the newsletter. The pandemic has reduced the opportunities to use public meeting places such as the library, surgeries, schools etc as points of distribution. Many Parish Council's keep communications online only.

**3. Recommendations:**

- 3.1 Councillors note the information in the report and consider the best approach for the next public communication
- 3.2 Once the format is determined, that this Committee consider content of the next newsletter.

Paula Harrison

Parish Manager

