

ITEM NO: 9 Initial Report on Preparation of Parish Council Newsletter**1. Summary:**

- i) The new editorial team of Councillors, Jackie Rhodes and John Goodwin, have now produced two newsletters. The June 2021 four-page newsletter appears to have been well received and the July 2021 newsletter, following a similar format, is awaiting distribution at the time this report was prepared.
- ii) It is proposed to continue for at least the remainder of 2021 with the same format:
 - A two-page black & white edition for publishing in Stanley's Own which reports almost exclusively on the Council's previous meeting and
 - A four-page full colour edition that includes the two pages printed in Stanley's Own with a further two pages under the heading "Your Parish Matters".
- iii) It is also suggested that four-page "special" editions are considered for publication and distribution through our continually widening distribution network within the Parish and also as a colour supplement with the centre of Stanley's Own.
- iv) An outline working programme is also presented for information.

2. Background:

- i) Up until the meeting held on 25th July 2017 Council meetings were held on the third Tuesday of each month.
- ii) Minute 500 for the Council meeting held on 25th April 2017 records the following for agenda item 12: To Agree Proposed Parish Council Meeting Dates for 2017:

Cllr Herra put forward a proposal to move the Parish Council Meeting to the second Tuesday in the month. As outlined in a proposal document circulated to all Cllrs prior to the meeting, Cllr Herra explained the principal reason was to allow for the articles prepared for the Stanley's Own Magazine and newsletters to be circulated to and agreed by all Council Members prior to publication, the current publication deadlines being too tight to the meeting to allow this. The District Cllrs, having already agreed to the move in principle, it was agreed that the County Cllr (post election) and the Parish Hall secretary be consulted re feasibility by the Clerk and Chair respectively. Action Parish Clerk / Chairman

RESOLVED: Proposed Cllr Herra; seconded Cllr Coombs; Vote unanimous in favour of: Subject to agreement of consultees; that Parish Council meet on the second Tuesday of the month with effect from the August meeting.
- iii) At the 2017 Annual Meeting of the Council held on 23rd May 2017, the meeting dates were set under agenda item 19 as the second Tuesday in the month from September 2017.

3. Proposed Outline Programme:

This programme is based around the fixed date of the meeting being the second Tuesday of each month. Although there is no meeting in August the same overall programme is to be followed.

FIRST WEEK OF MONTH: WEEK BEFORE COUNCIL MEETING

TUESDAY – COUNCIL PAPERS ISSUED (Earliest 1st – latest 7th)

FRIDAY - Editors prepare draft schedule of potential articles for:

Two page “Council” newsletter – report being considered at meeting

Two page “Our Parish Matters”- clerk & councillor reports etc

(Note: If there are Bank holidays the Council papers will be issued earlier and therefore this programme will not be affected)

SECOND WEEK OF MONTH: WEEK OF COUNCIL MEETING

TUESDAY – COUNCIL MEETING (Earliest 8th – latest 14th)

THURSDAY or FRIDAY - Editors meet to confirm content of newsletter

Contributing articles available for inclusion

OVER WEEKEND – Draft layout produced

THIRD WEEK OF MONTH: WEEK FOLLOWING COUNCIL MEETING

TUESDAY – DRAFT NEWSLETTER AVAILABLE (Earliest 15th – latest 21st)

WEDNESDAY – Issued to councillors & clerk for comment

THURSDAY and FRIDAY – Comments assessed & amendments made

FRIDAY – Final layout produced

Two page newsletter issued to Stanley’s Own (Black & White)

FOURTH WEEK OF MONTH: SECOND WEEK FOLLOWING COUNCIL MEETING

MONDAY - Four page issued to TLC for printing and adding to website (Full colour)

TUESDAY – (Earliest 22nd – latest 28th)

BY FRIDAY- PRINTED COPIES RECEIVED

PUBLISHING, POSTING & DELIVERY DATES:

DAY BEFORE THE LAST WORKING DAY OF MONTH

Earliest date newsletter published on website

Earliest date newsletter posted on Facebook etc

Printed copies start to be delivered to outlets

4. Ongoing Proposals for Newsletter:

- i) A continuation of the current new “model” of the two-page black & white in Stanley’s Own magazine with a four-page coloured copy for publishing on our website and general distribution for each and every month of the year.
- ii) The September edition would be a “hybrid” edition as this would be following a month with no Council meeting. The editors are confident that they can use the two pages to maximum effect by concentrating this edition, in consultation with the Chairman, on a couple of the Council’s key proposals.
- iii) An occasional “special” four-page (one sheet of A3 folded to A4) edition to cover such things as: reporting the annual meeting of the parish.
- iv) The Clerk is still following up if such an edition could be added to Stanley’s Own magazine as a coloured centre insert. This would be in addition to the regular two-page Council report newsletter feature. If this proposal were feasible and acceptable it is felt that the number of copies to be printed would have to increase from 200 to 600 copies.

5. Cost Implications:

- i) The current “normal” cost for printing 200 A4 coloured copies, together with a two-page entry in Stanley’s Own, (£33.60 + £14.67) is £48.27 per month, some £579.24 per year.
- ii) The new proposal cost for printing 200 A3 folded coloured copies together with a two-page entry in Stanley’s Own (£45.20 + £14.67) is £59.87 per month, some £718.44 per year.
- iii) On a simple year on year basis this represents an increase of £139.20 per year.
- iv) At the time this report was prepared the feasibility and costing associated with the possibility of having a centre page insert in Stanley’s Own were not available and therefore this information will be presented to Council at a later date.
- v) It is known however that an increase of the print run of full colour copies on A3 folded to A4 from the current 200 copies (£45.20) to 600 copies (£84.00) reduces the unit cost significantly from 23p per copy to 14p per copy.

6. Recommendations:

It is recommended that the Parish Council resolves to:

- 1) Accept the increased cost associated with the proposals presented for the ongoing production of the four-page newsletter over the remainder of this financial year, until April 2022, by allocating £100 of the “Contingency” in the 2021/22 Council budget to “Newsletters”.
- 2) Consider the issues associated with the four-page “special” publications above when more information is available.
- 3) Reconsider this matter further at a later Council meeting when the relevant information is available.

Clrs. Jackie Rhodes and John Goodwin