

To Wickham Market Parish Council

Report on creating a regular newsletter for the Parish Council for delivery to every address in the village

1. Background

1.1. There is currently no form of communication from the Parish Council that reaches all Wickham Market residents. Current options available to the Parish Council include:

- **Church Newsletter:** This is a subscription newsletter which is only delivered to those who pay for it and therefore is not delivered to all residents
- **Round Robin:** This is an email service run by Wickham Market Partnership with circulation to those that request it
- **Social Media:** Facebook and Next Door only reach those who choose and are able to follow social media
- **Website:** The Parish Council has a website but it is not well used and any news would only be found by those who choose to look for it
- **Notice Board:** This is of limited value as space is limited and often used for statutory notices.

2. Printing

- 2.1. An A5 format is suggested as it is easy to read and is in line with many newsletters
- 2.2. Cost estimates have been drawn from <https://www.printed.com> which is used by the charities the Clerk produces for, having already checked value for money. However, two other quotes will also be requested before council funds are committed

3. Size

- 3.1. The number of pages will be determined by content available and can be increased in increments of four pages. However, the distribution area in item 5 may also have a bearing on size.

4. Frequency

4.1. Options include:

- **Half Yearly:** This may be good for a round up of achievements but does not really help with providing current news
- **Quarterly:** Can be made more current but does not really synchronise with the Parish Council meeting schedule
- **Bimonthly:** Immediately after the bimonthly full Parish Council meetings. This has the advantage of being able to communicate current decisions and plans

5. Distribution

5.1. A number of distribution options have been considered and each have benefits and drawbacks. These include:

- **Volunteer delivery:** While there are some volunteers that can deliver leaflets and flyers on an ad hoc basis, it may be difficult to rely on everyone on a regular basis, particularly if the Council chooses a bimonthly approach. Volunteers will need to be managed in accordance with the council's Working with Volunteers Policy
- **Paid Delivery team:** Has the advantage of a little more certainty however, there will still need to be a level of organisation which may be a challenge:
 - Some individuals may not be available at the appropriate time
 - There are employment issues to consider
 - If young people are engaged, there will need to be a safeguarding review
- **Royal Mail 2nd class post:** This is a time consuming and expensive process as labels will need to be created and kept updated for every address in the parish (currently 1,039), envelopes need to be labelled and filled. Delivery cost alone is currently 68p x 1,039 = £707

- **Royal Mail Post Code delivery:** The IP13 0xx area covers the whole of Wickham Market plus surrounding villages of Pettistree, Easton, Hacheston, Campsea Ashe, Marlesford and Little Glemham. Cost is £200 per issue for an unaddressed leaflet to be delivered to every property in the postcode area.
<https://www.royalmail.com/business/marketing/mail/door-to-door> 0345 266 0858

6. Production

- 6.1. More pages mean more production time. The Clerk can manage production with Desk Top Publishing software already licensed. However, he is fully engaged at the moment.
- 6.2. Articles would need to be written by councillors or others together with pictures to be edited into the newsletter

7. Cost offset through advertising or cost share with other parishes

- 7.1. Advertising. The obvious benefit is that it will create a revenue stream which can be used to offset costs. However, there are some downsides to this:
 - Advertisers will need managing
 - There will need to be an assured delivery or circulation
 - A service level agreement may be needed
 - Advertising could turn the newsletter into an advertising directory rather than a local information newsletter
- 7.2. Cost share with local parishes. Out of courtesy, local parishes have been made aware that if a Wickham Market newsletter is created, it may also be delivered to their residents. Some have expressed an interest in having a page or two dedicated to their own parishes, which may help offset costs

8. Options

- 8.1. Given this information, there are four main options:
 - Produce a small newsletter for Wickham Market residents only with an estimated cost for 8 pages of £326 production and rely on either volunteer or paid delivery which will require a level of management beyond the Clerk's current capacity.
 - Produce a small newsletter for Wickham Market residents only with an estimated cost for 8 pages of £326 production plus postage £686 = £1,012 per issue. This will incur additional administration for labels and enveloping.
 - Produce a medium newsletter for the postcode area of IP13 0xx with an estimated cost for 12 pages of £365 plus delivery £200 = £565 per issue. Some of this cost could be shared should other parishes choose to join us
 - Produce a larger newsletter for the postcode area of IP13 0xx containing some advertising (suggest a maximum of two defined pages). The estimated cost for 16 pages of £494 plus delivery £200 = £694 per issue. Some of this cost could be offset by advertising and shared should other parishes choose to join us.

9. Recommendation

- 9.1. The least management intensive and least risk option is the third one: Produce a medium newsletter for the postcode area of IP13 0xx with an estimated cost for 12 pages of £365 plus delivery £200 = £565 per issue. Some of this cost could be shared should other parishes choose to join us
- 9.2. Size can be flexed to content and delivery is simple and assured
- 9.3. Frequency is recommended to be bimonthly to coincide with full Parish Council meetings