

To NOTE, CONSIDER and APPROVE

- the budget for printing the draft Spring Newsletter
- the high-level content for the newsletter
- the purchase of either jotters or magnetic business cards

Background

The Council wants to raise its communication profile within the Parish. This has been partly achieved by producing a newsletter; the first was distributed in Autumn 2022 and the second is due to be distributed by early May. By doing this the Council is reaching out to all residents, as many do not subscribe to the Lydiards Magazine.

Although once read, it is usually recycled and forgotten. Other possible ways of raising the communication profile could be:

- a. A6 Jotters – with Council logo with website and contact details. Printed in 4 colours (1 side only). Materials: Printspeed Offset 100gsm, finished in pads of 50 and trimmed. 500 pads £268.00 - 1000 pads £422.00
- b. Magnetic Business Cards, 84 x 49mm – (special offer for new customers of 20% off applies with other discounts of 30%, possibility of free P & P on orders
 - template designs cost from 13p each for 200 cards = £26.00 or for 500 cards at 10p each = £50
 - The Council could design their own bespoke card, which would be: 200 x 14.5p each = £29.00 or 500 x .098 = £49.00

Website site:

<https://www.vistaprint.co.uk/marketingmaterials/magnets/magnetic-business-cards>

Either option could be distributed with the newsletter

Recommendations:

To CONSIDER and APPROVE

- a budget of £200 to print the Spring Newsletter
- the high-level content for the draft Spring Newsletter
- the purchase of A6 jotters or magnetic cards