

Meeting	Community Development Committee
Date	6 th September 2022
Report Title	Magazine Format Request
Agenda Reference	15
Author	Cllr Sarah McDermott

Recommendations:

1. To keep the current format of the magazine for the Borough Councillor Ward Reports of two pages; one page for each Ward; two pages in all; equating to 1/3 page per Ward Councillor
Or
2. To change the format to three pages allocated to the Ward Councillors Reports, 2/3-page for Priory Vale, 2/3-page for Haydon Wick and 2/3-page Haydon Wick & Priory Vale.

Reasons for Recommendation.

A verbal request has been received from SBC Ward Councillor Rob Heath, to alter the current format of the Ward Councillors' Reports in the magazine.

Currently, a page is allocated to each Borough Ward, which equates to 1/3 page per Councillor.

Cllr Heath has requested that his report be combined with Cllr Matt Lodge's. This would result in 2/3-page taken up by Cllrs Renard and Jackson (Haydon Wick), 2/3-page taken up by Cllrs Manro and Morris (Priory Vale), and then 2/3-page taken up by Cllrs Heath and Lodge (Haydon Wick and Priory Vale).

It should be noted that this is technically possible, and if it is this Council's wish to do this it can be done.

There are, however, several practical considerations. The magazine is laid out in a page, half page or quarter page allocation. With this request a 1/3-page filler must be found for three pages.

There is also the element of which page appears first in the magazine, currently the two Ward Councillor Report pages face each other, if there are three pages, one is inevitably first, would being seen first be advantageous?

Would it be confusing for the residents to have a page for Priory Vale Ward, another for Haydon Wick Ward plus a third page with a mix of Haydon Wick and Priory Vale Wards?