

Meeting	Full Council
Date	13 th December 2022
Report Title	Magazine Spring 2023 Issue
Agenda Reference	16
Author	Cllr Sarah McDermott

Recommendations:

1. (Option 1 – preferred option) To recommend that the Spring Issue of the magazine be reduced in size to 48-pages and is published in the timeline (1) indicated below.
2. (Option 2) – To recommend that the Spring Issue of the magazine stay at 64-pages and is published in the timeline (1) indicated below.
3. (Option 3) – To recommend that the Spring issue of the magazine remains at 64-pages, but is delayed by two months, for delivery in May, timeline (2) indicated below,
4. (Option 4) - To recommend that the Spring issue of the magazine remains at 64-pages, but is delayed by two months, for delivery in May, timeline (3) indicated below.
5. If either Option 3 & Option 4 are chosen, identify a Councillor to take on the role of editor, as Cllr McDermott doesn't have the availability to commit to these timelines, or provide support.

Reasons for recommendation.

1. (Option 1 – preferred option), the advantages of this option, is the magazine is published in the timescales residents and advertisers expect. This is particularly relevant to advertisers who maybe promoting date specific events. There is a monetary saving in reducing the number of pages and there is no requirement to find additional content. Disadvantage, the budget/precept will not be published in the magazine until the summer issue of the Magazine in July 2023. The budget can be promoted via Facebook and website
2. (Option 2), the advantages of this option, is the magazine is published in the timescales residents and advertisers expect. This is particularly relevant to advertisers who maybe promoting date specific events. The disadvantages as that additional content needs to be sourced and the budget/precept will not be published in the magazine until the summer issue of the Magazine in July 2023. The budget can be promoted via Facebook and website. If this option is chosen, help is needed to source suitable articles. These articles cannot promote individual Councillors or groupings of Councillors.
3. (Option 3), the advantage of this option is that the budget is in a timelier manner, rather than waiting for the summer issue. Disadvantages is not the timeline expected by residents and advertisers, the delay means the production activities will run into the production of the summer issue.
4. (Option 4), the advantage of this option is that the budget is in a timelier manner, rather than waiting for the summer issue. Disadvantages is not the timeline expected by residents and advertisers, the delay means the production activities will run into the production of the summer issue.

It should be noted that the decision about the number of pages in options 1 and 2 can be delayed, it is the timescale, that is the important point, as designers, printers and delivery need to be booked.



Timeline (1) for options 1 & 2.

- The deadline for confirming advertising is Wednesday 11th January 2023 – artwork is not needed until Wednesday 25th January 2023.
- The deadline for articles about the Parish Council is Wednesday 18th January 2023.
- The Deadline for external contributions is Wednesday 25th January 2023.
- Final proof, Friday 17th February 2023 – to be confirmed.
- Print version ready Wednesday 22nd February 2023 – to be confirmed.
- Print version transferred to printer Thursday 23rd February 2023 – to be confirmed.
- Printing starts Friday 24th February 2023 – to be confirmed.
- Delivery to delivery agent Friday 3rd March 2023 – to be confirmed.
- Delivery begins Friday 10th March 2023 – to be confirmed.

Note: - Steps have already been taken to book these dates.

Timeline (2) for option 3.

- The deadline for confirming advertising is Wednesday 11th January 2023 – artwork is not needed until Wednesday 25th January 2023.
- The deadline for articles about the Parish Council is Wednesday 18th January 2023.
- The Deadline for external contributions is Wednesday 25th January 2023.
- Proof, Friday 17th February 2023 – to be confirmed.
- PAUSE
- Budget and Precept by agreed Friday 31st March 2023
- Budget article (350 words), two-page centre spread budget table and single page graphic i.e. centre four pages completed by 5th April
- Print version ready Wednesday 12th April – to be confirmed.
- Print version transferred to printer Thursday 13th April 2023 – to be confirmed.
- Printing starts Friday 14th April 2023 – to be confirmed.
- Delivery to delivery agent Friday 21st April 2023 – to be confirmed.
- Delivery begins Friday 28th April 2023 – to be confirmed.

Timeline (3) for option 4.

- The deadline for confirming advertising is Wednesday 15th March 2023 – artwork is not needed until Wednesday 29th March 2023.
- The deadline for articles about the Parish Council is Wednesday 22nd March 2023.
- The Deadline for external contributions is Wednesday 29th March 2023.
- Budget 31st March 2023
- Final proof, Friday 14th April 2023 – to be confirmed.
- Print version ready Wednesday 19th April 2023 – to be confirmed.
- Print version transferred to printer Thursday 20th April 2023 – to be confirmed.
- Printing starts Friday 21st April 2023 – to be confirmed.
- Delivery to delivery agent Friday 28th April 2023 – to be confirmed.
- Delivery begins Friday 5th May 2023 – to be confirmed.
- NOTE the deadline for the Summer issue is the end of May