

Meeting	Full Council
Date	25 th April 2023
Report Title	Paper Quality, Number of Pages & Editor Role
Agenda Reference	Agenda 13
Author	Cllr Sarah McDermott

Recommendations:

1. To note the use of 100gsm – “FSC Mixed Credit” paper for future issues of the magazine.
2. To discuss and determine number of pages for summer issue of the magazine; 64 pages or 48 pages.
3. To note that a replacement Editor needs to be identified following the 4th May 2023 parish elections.
4. To note the timeline for the summer magazine.
5. To consider a four in advance deal with a local school that wishes to advertise its future events but has a strict marketing budget.

Paper Quality

The paper quality was discussed at Community Development Committee 4th April 2023, after assessing the various options the decision was to use the 100gsm “FSC Mixed Credit”. This decision balances the cost of the paper against the quality, “FSC Mixed Credit” is a logo we will be able to use. (FSC - Forest Stewardship Council).

The cost of a 68-page publication is approx. £3,500.00 but the final price what would be dependant on quotes during the order stages. A reduced cost will be applied for a 48-page publication.

Summer Edition - Number of Pages

At the Community Development Meeting 4th April 2023, i.e., before the publication of the election candidate list, the suggestion was raised that as the Council could comprise of 18 new Councillors, the knowledge for the Committee reports would not be available and therefore we should consider reducing the magazine from 64-pages to 48-pages. The election candidate lists have now been published, so it is clear there will still be several experienced councillors available to write reports.

It should also be noted that the office is receiving requests for advertising space. There are several community activity reports with photographs plus the Councillor attendance table for 2022-23 to be included.

The Council is asked if it would like to reduce the size of the magazine to 48-pages rather than 64-page for the summer issue?

New Editor

Councillor S McDermott has offered to continue to edit the magazine until the end of July 2023; to facilitate a handover to a replacement. This offer was accepted by the Community Development Committee on 4th April 2023. Therefore, an item needs be added to an agenda to solicit volunteers and identify a replacement. Possible meetings Annual Parish Meeting (16th May 2023), Full Council (23rd April 2023) or the first meeting of the Community Development Committee (6th June 2023).



Councillor S McDermott continues to meet weekly (if required) with the Community Development Team to discuss matters arising from the production of the magazine and any new scenarios which crop up. Councillor S McDermott will continue to do this to the end of July and the new Editor would be welcome to attend these meetings for a smooth transitional handover.

Additional Information – Timeline for Summer Issue 2023:

- Thursday 4th May 2023 – Parish Council Elections
- Saturday 6th May 2023 – Coronation
- Monday 8th May 2023 – Coronation Bank Holiday
- Wednesday 17th May 2023 – Deadline for advertiser booking
- Wednesday 24th May 2023 – Deadline for internal articles
- Wednesday 31st May 2023 – Deadline for external suppliers and advertiser copy
- Friday 16th June 2023 – Final proof
- Wednesday 21st June 2023 – Print version and Web version
- Thursday 22nd June 2023 – Sent to printers
- Friday 30th June 2023 – Magazines Returned to delivery agent
- Monday 10th July 2023 – Magazine begin delivery (it should be noted the current delivery agent requires the magazines 7 days before the deliveries commence, so deliveries may begin before the 10th)
- Friday 21st July – Delivery complete

Local School Advertisement

The Youth & Community Co Ordinator was approached by a local school which would like to know if there is room for movement with the current rate of £278.00 for three entries or if a deal can be made for confirming a full-page advert for the next four issues of the Haydon Wick Living Magazine as the school have a limited budget for advertising and several upcoming events.

As this has the potential to set a precedent the Officers would like to defer the decision to Full Council.

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