

Meeting	Community Development Committee
Date	7 th July 2026
Report Title	Living magazine & Communication Working Party Update
Agenda Reference	12
Author	Liz Matthews – Marketing & Events Co Ordinator

Recommendations

1. To note the report.
2. To produce a quick guide to social media and communications

Background

Following recent local elections, it was identified that there is a need to provide a clear overview of the Haydon Wick Living Magazine, including its purpose, production process, distribution arrangements, and communications associated policies.

The Working Party has been reconvened to:

- Introduce new members to the end-to-end magazine process, from content creation through to print and delivery
- Review current practices, challenges, and lessons learned, particularly in relation to distribution and cost management
- Ensure understanding of the communications policy, including media use and event photography protocols
- Enable informed discussion around future improvements, sustainability, and governance

This report forms part of that introduction and supports the Working Party in establishing a shared understanding before progressing to future decision-making.

1. Overview of Recent Delivery Issues and Lessons Learned

Dor2Dor had historically provided a consistent delivery service, which was sold to another service provider. However, during the Winter edition, several issues were identified:

- Some delivery areas were missed.
- Additional unintended areas were included.
- These discrepancies were reported and addressed through a review of the mapping.



Spring Edition Issues

- A total of 270 magazines were incorrectly delivered to Redhouse.
- Discussions took place regarding:
 - Costs of replacement copies
 - Corrective distribution measures
- Multiple follow-ups were required, with costs disputed.
- Ultimately, the working relationship was terminated.

Summer Edition – New Distributor

A new distributor has been appointed:

- Lilac Feathers – Leaflet Distribution

Key features of service:

- GPS-tracked distribution
- Guaranteed delivery
- Established since 2004
- Strong local knowledge and existing leaflet rounds (e.g., cleaning services)

Cost:

- £127.50 per 1,000
- Total quantity: 9,500

2. Alternative Delivery Pricing Reviewed

The following alternative providers were explored:

- Quote 2: £250 per 1,000
- Quote 3: Post Office Delivery Service
 - Uses a postcode-based delivery system
 - Limitation: Misalignment with parish boundaries, creating logistical challenges

3. Magazine Printing – Cost Comparisons

A price review of printing suppliers was conducted:

- Alternative 1: £3,836.00
- Alternative 2: Quote requested, no response received
- Existing Supplier:
 - Cost: £2,450.00
 - Increase: £51 (due to paper cost rises)



- Based on October 3 edition pricing

4. Purpose of the Working Party

The Working Party agreed the need to define its purpose around the following key considerations:

- Cost vs income
- Long-term sustainability
- Accessibility of the publication

Outcome:

- Develop and present alternative options by the next Working Party meeting (end of August/September)

5. Draft Summer Living Magazine

- A draft version of the Summer Living Magazine was reviewed.
- Feedback and revisions to be incorporated as part of ongoing editorial planning.

6. Editorial and Content Guidelines

Discussion focused on refining content structure and decision-making processes:

Content Allocation

- Ward Councillors:
 - Allocation: 1/3 A5 page
 - Approx. 150 words
- Community Groups:
 - Proposal to reduce allocation to half a page
 - Priority to be given to HWPC (parish council) articles
- Advertising:
 - Review of pricing structure
 - Exploration of new revenue opportunities

Agreed Decisions

- Parish Council charity advertisement to be placed on the Inside Front Cover (IFC) for the term

7. Communications Policy

Event Identification

- A designated 'Event Photographer' will:
 - Wear purple high-visibility clothing



- Be clearly identifiable at all events

Photography Guidelines

Closed Events

(Definition: Events requiring booking or registration with media consent)

- Media consent held by the corporate body (HWPC), not individuals
- Photography must:
 - Use only HWPC-approved cameras/devices
 - Be stored securely on HWPC systems

Open Events

(Definition: Public, non-ticketed events)

- Event Photographer will:
 - Capture images for HWPC corporate use
 - Ensure consistent image management and usage standards

Agreed Decisions

To add to all event reports who the designated Press Officer/Photographer/Spokesperson is.

8. Summary

Key actions and outcomes:

- Transition to a new, more accountable distributor with GPS tracking
- Ongoing evaluation of cost efficiencies in both delivery and print
- Refinement of editorial structure and revenue opportunities
- Clearer governance through updated communications and photography policies
- Commitment to developing sustainable publication options for future editions

9. Working on:

- A potential quick guide of the social media and communications especially the do's and don'ts to support consistency for all Councillor and Officers.
- Organise the next working Party for Late August early September.