



Brixham Town Council

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Town Clerk: Mrs Tracy Hallett

Report Number	50-2021	Date	26.07.21
Report Type	Public	Meeting	Community & Environment Committee
Contact Officer	Simon Hiatt	Job Title	Administrative Assistance
Report Title	Brixham Signal		

Summary

On the 15th February 2021 at the Community Services Committee meeting Councillors were asked to review and agree the 2021/22 charging structure and format of the Brixham Signal newsletter.

The Brixham Signal was first produced in July 2008 as an eight page black and white newsletter. It has developed over the years and is now a 24 page newsletter with the front and back pages (inside and out) as colour. At the time, the Town Council wanted to apply for Quality Council status and to achieve this, the Town Council introduced the newsletter as a form of communication to residents. In 2008, the Council did not have any social media presence or a website of its own.

The Signal is currently issued quarterly in the months of January, April, July and October with just over 10,000 copies being printed and delivered by Royal Mail to all TQ5 residential properties.

Cost to the Council;

The 2021/22 draft budget allows for a budget of £11,840 for the Brixham Signal. This is made up as follows:

- Printing £7,820
- Royal Mail delivery £4,020

At the committee meeting it was resolved that Brixham Town Council carry out consultations in the April and the July editions asking the readers their thoughts and views of the current format of the Signal taking into consideration the cost in producing and delivering it.

Recommendations

It is recommended that Brixham Town Council:

- Produces the Signal digitally from April 2022.
- Prints 300 copies per issue, to be available from the Town Hall, Library and various local businesses. **Printing cost £239.00**

Digital Newsletters

The Town Council now has a large social media presence on Facebook, Twitter and Instagram and its own website with a page dedicated to the past and present newsletters. These methods are used to engage with the community and publicise the Council's activities. The benefits of digital newsletters are:

- * Reduced timeframes resulting in more up to date information in the newsletter.
- * Reduced costs.
- * Improving the Council's carbon footprint and therefore helping the environment.
- * The newsletter will reach the residents who want to read it.
- * Every page can be full colour.
- * Email contacts, websites etc can be presented as clickable links, making it easier to access internet content and service providers.
- * By moving to a digital version, the Council could consider issuing additional newsletters throughout the year. This can either be done on an adhoc basis known as "special issues" or increase from quarterly to bi-monthly with fewer pages but more up to date information

Further Research

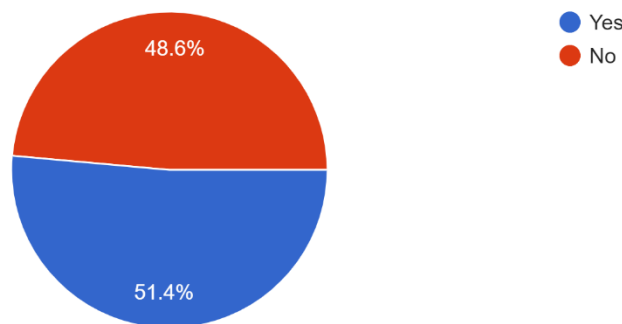
In a bid to reduce costs various alternative printers and leaflet dropping companies were approached. The quotes received were either relative or higher than we are currently paying with delivery times being between 4-6 weeks rather than the 2 weeks we experience with Royal Mail.

Consultation Results

The questionnaire has been available online since the 1st April 2021 and was printed in the April and July editions of the Signal (20,000+ copies). We received 145 responses:

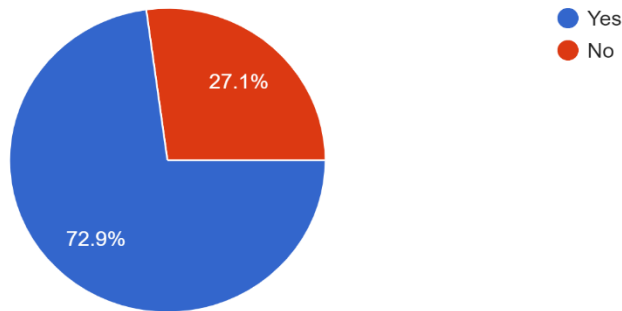
Would you say the Signal offers value for money when taking into consideration the production costs £11,840 per annum?

140 responses



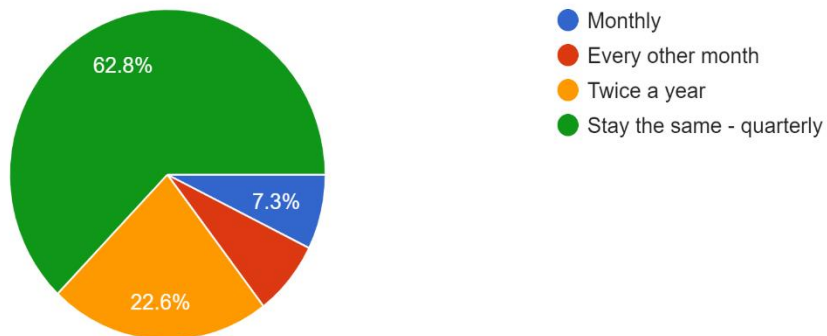
Do you look forward to reading the newsletter

140 responses



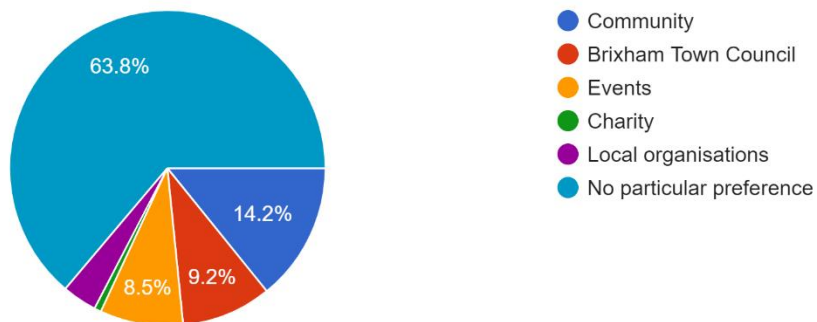
The newsletter is currently sent out quarterly. Would you prefer to receive it?

137 responses



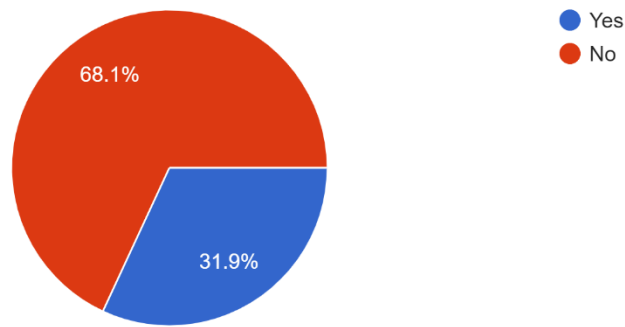
What kind of items do you like reading?

141 responses



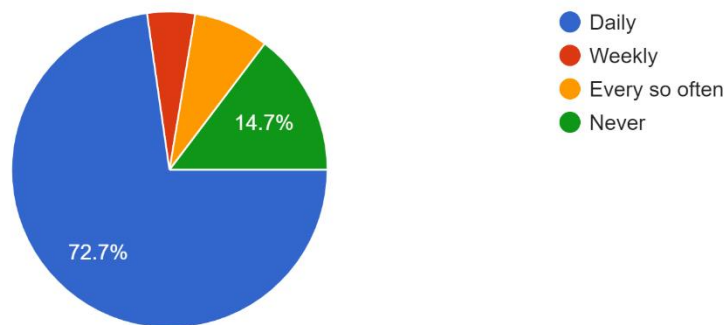
Did you know there was an online version of the Signal available on the Brixham Town Council Website?

141 responses



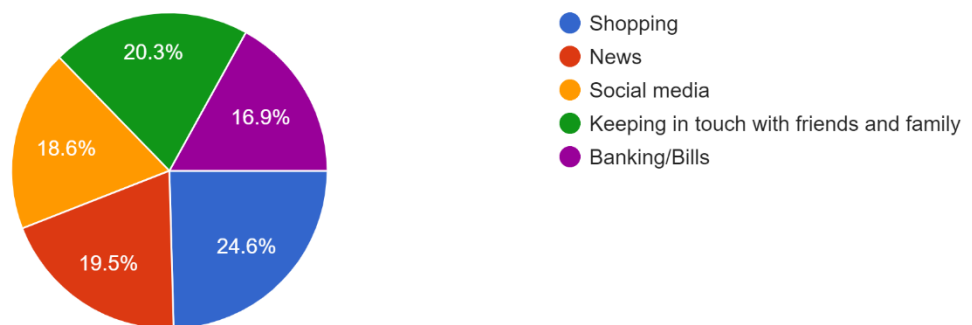
How often do you use the internet?

143 responses



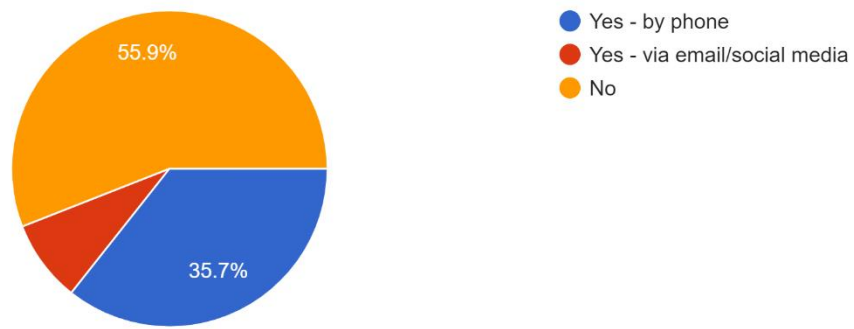
If you use the internet, what do you use it for?

118 responses



Have you contacted a business advertised in the Signal?

143 responses



If the Signal was only available online would you still read it?

145 responses

