

## **STRONGER COMMUNITIES COMMITTEE**

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**Date:** Monday 20 January 2020  
**Title:** Communications Update  
**Contact Officer:** Communications & Events Officer – Polly Inness

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### **BACKGROUND**

The purpose of this is to update Councillors about communication matters.

#### **NEWSLETTER SWITCH TO PAPERLESS**

The price for Mailchimp and Campaign Manager is around the same price at £9 a month to mail out to 2500 subscribers, which is more than we have. Over a year, if issuing monthly that's £108 which is less than the cost of 100 printed copies. We previously ordered 250 paper copies per quarter which are distributed to the halls, the Town Centre shop and offered to councillors and we are always left with copies. It is also published electronically online.

This quarter we only purchased 150 copies at £185.00 zero VAT which would pay for a whole year. Obviously, we cannot reach everyone electronically, but it is easy to print individual copies on request.

#### **SPRING NEWSLETTER**

Our spring newsletter advertises the Annual Town Meeting, contains information about Witney Town Council's precept charge and a breakdown of how that is spent. This information was previously issued by WODC along with the Council Tax bills. We have also more recently issued our annual satisfaction survey in the same issue with a Freepost return option. This has been printed and distributed by a local company and is delivered to every household in the OX28 postcode area. Councillors are asked to consider if they wish to repeat this again this year and if they do, consider if there is a special focus required. We have previously focused on Street furniture, Christmas Lights, Communication, The Corn Exchange, The Lake and Country Park and Sporting facilities. It is worth bearing in mind that the One Witney Survey has also been issued recently.

#### ONE WITNEY SURVEY

There have been around 140 responses to the survey so far. It will close at the end of January. Responses will be circulated to councillors after the closing date.

#### **ENVIRONMENTAL IMPACT**

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions they make with regard to its facilities and services it operates.

#### **RISK**

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

#### **FINANCIAL IMPLICATIONS**

Described here or as stated in the report above.

#### **RECOMMENDATIONS**

Members are invited to note the report and consider the following:

- Consider switching to a paperless newsletter;
- Decide whether the spring newsletter is to be issued and distributed by Push Start Marketing as before;
- Do the councillors want to issue the Annual Satisfaction Survey with a particular focus?