

## Oliver's Battery News Report end 2023

This report makes recommendations and asks them to be accepted by the Parish Council. By way of background, the newsletter is first and foremost a voice for the Parish Council and its various sub-groups. It is a key source of dates for future meetings and activities in OB. However, it also solicits contributions from a wider field of organisations (school, church, clubs) also involving reports of activities. One job of editing is to expand the scope and content. In an ideal world advertising would pay all the costs. There are many other free publications which come to our doors, all in colour, all with advertising. Advertising needs to be handled separately from editing.

The current newsletter is relatively formal but factual and concentrates towards an older age group. It needs to better reflect all our community, age groups and interests, if it is to expand.

It would be helpful to have explicit agreement for the following:

1. 6 copies a year. Publication dates of February, April, June, August, October, December.
2. Copy should be in colour. Estimated annual cost £3000 for 16 pages
3. It can be expanded from the current 16 pages when and only when advertising covers the cost.
4. Currently printing is done by Copyman which works for me in editing and for those responsible for distribution. There is no requirement to change this. So this should be agreed for 2024. However, the PC may ask for alternative quotes (and this will also involve the distribution team who arrange collection from the printers).
5. To support and grow our publication, and eventually to reduce our costs, advertising is needed. At this time, a page in black & white is costed at £40 or £10 for ¼ page per edition. As we have yet to produce in colour, this cost is proposed to stay but increase to £60 and £15 respectively when in colour. Those wishing to commit to a whole year (6 editions) would be charged 5/6 paid in full at the start. We should encourage advertisers to become annual subscribers. So, one page in colour for 6 editions will be charged at £300. The PC would therefore need to guarantee publication or agree to a refund should this not happen.

A note about advertising. I have asked those who have advertised to pay but I have no idea if that has been done. There needs to be a simple system in place to monitor this if it is to grow. From my previous activity in this area, advertising covered almost the entire cost of the magazine.

### Recommendations

- 6 Newsletters a year of 16 pages (subject to advertising see below).
- Commencing in April 2024, publication in colour, budget cost £3,000.
- Consider obtaining competitive quotes for printing in 2024/25, perhaps for all anticipated PC printing needs for a year.

- Identify a volunteer to be responsible for advertising in the Newsletter (which will help fund the Newsletter and potentially increase the number of pages).
- Charge £40 or £10 for ¼ page per edition advertising in black and white and £60 and £15 respectively when in colour.
- Charge those wishing to commit to a whole year (6 editions) 5/6 of the total, paid in full at the start (a full page in colour for 6 editions will be £300).
- Ensure there is a system in place to monitor payments from advertisers.

Cllr Gaster

08 Jan 2024