

# BARNSLEY METROPOLITAN BOROUGH COUNCIL

**South Area Council Meeting:**

**2<sup>nd</sup> September 2016**

**Report of South Area Council  
Manager.**

## **South Area Council Community Magazine - #LoveBarnsley**

### **1. Purpose of Report**

1.1 To seek approval for continued funding for the South Area Council Community Magazine for a further 12 months.

### **2. Recommendations**

**2.1 That members approve the distribution costs for two future editions of the South Area Council Community Magazine (#LoveBarnsley) as outlined in Section 4.2 of this report.**

**2.2 That members give authorisation to the Interim Executive Director Communities to procure an alternative delivery mechanism within the agreed budget as outlined in Section 4.6 of this report.**

### **3. Background & progress to date**

3.1 At its meeting on 24<sup>th</sup> April 2015, the South Area Council approved the use of budgets to fund two pilot issues of its new Community Magazine. This was subsequently named #LoveBarnsley at the meeting of the South Area Council on 4<sup>th</sup> September 2015 and a pilot format was agreed for development by the publisher, CIS.

3.2 The content for the first edition of #LoveBarnsley was written by members of the South Area Team and delivered to households across the South Area in December 2015, with the second edition having been delivered in early-mid July 2016.

3.3 The production costs for both editions were fully covered by a range of advertising within the magazine, with the Area Council paying only for delivery costs.

3.4 Both editions were largely delivered by Royal Mail along with those in the other four Areas taking part, but there were initial teething problems with certain areas receiving the correct magazine because of the way in which Royal Mail uses postcodes. These issues were partially resolved for the second edition, although this involved the use of a second smaller delivery agent for certain areas where the use of postcodes was problematic.

#### **4. Proposal for extension of the Community Magazine**

4.1 It is proposed that the South Area Council agrees to fund the distribution costs for two further editions of their Community Magazine (Xmas 2016 and Summer 2017), assuming that Area Council funding is re-allocated from 1<sup>st</sup> April 2017.

4.2 The cost for distribution of each edition to the 24,517 households across the South Area by Royal Mail is currently £3,089.15 (£6,178.30 for two editions).

4.3 Until now, it has not been possible to use a smaller delivery provider because those available locally have not been able to cope with the distribution of five magazines simultaneously. The production of five magazines at the same time has also put the provider CIS under pressure, and this has extended the deadlines they set for the Area Team to provide copy, making it very difficult for articles to be current.

4.4 However, it has now been agreed with the BMBC Communications Team that the production of the five magazines can now be slightly staggered, which now means that using a new distributor locally becomes possible. Based on previous use of local distributors by the Area Team, it is also highly likely that this will also be cheaper than Royal Mail, and will also avoid previous issues with the use of postcodes which caused problems with both recent editions.

4.5 This will also reduce the deadlines for copy by CIS (currently two months) which will enable the Area Team to work more actively with community groups to produce articles which are more topical and current.

4.6 It is therefore proposed that the South Area Council authorises the sourcing of a new local distributor, hopefully at a lower cost, but at a cost not exceeding that currently being paid to Royal Mail as outlined in Section 4.2.

**Officer Contact: Kate Faulkes  
South Area Council Manager**

**Tel: 01226 355866 / 07791 600836**

**Date: 12<sup>th</sup> August 2016**