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MEETING:	Penistone Area Council
DATE:	Thursday, 14 February 2019
TIME:	10.00 am
VENUE:	Council Chamber, Penistone Town Hall

SUPPLEMENTARY AGENDA

6 Update on Priorities, Procurement and Finance (Pac.14.02.2019/6) (*Pages 3 - 6*)

To: Chair and Members of Penistone Area Council:-

Councillors Barnard (Chair), David Griffin, Hand-Davis, Kitching, Millner and Wilson

Area Council Support Officers:

David Shepherd, Penistone Area Council Senior Management Link Officer

Elaine Equeall, Penistone Area Council Manager

Kate Faulkes, Head of Service, Stronger Communities

Peter Mirfin, Council Governance Officer

Please contact Peter Mirfin on or email governance@barnsley.gov.uk

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BARNSELEY METROPOLITAN BOROUGH COUNCIL

Report of Penistone Area Council Manager

Paper to support discussion of future Options for a Penistone Community Magazine

Background

In April 2015, Area Councils' committed to produce a twice-yearly community magazine for five out of six area councils, the first issue to be produced in the first week of December 2015.

Up until the last issue, the magazines were produced by a company called Community Information Services. The last issue was produced by Barnsley Card.

The magazines are design and printed free of charge, with the cost of delivery and staff time covered by each individual area. This arrangement works by the company selling advertising space in each of the magazines.

The last magazine specification:

- Size of publication: A4, 24 pages
- Front cover - different for each Area Council.
- 12 pages editorial - set aside for Area Councils. Different content for each area council.
- 12 pages reserved for advertising sold by production company

The community magazines have been seen as a useful communication tool particularly for those who don't access social media or electronic communications. The aim of the magazines is twofold. Firstly, to highlight what the Area Councils and Ward Alliances are achieving in each area and the difference the work is making as well as acknowledging and celebrating those who contribute. Secondly, the community magazines aim to be a 'call to action' for new volunteers and community activists, reaching a wider and more diverse audience.

Challenges

There have been a number of challenges:

- The amount of resource that it has taken to produce the magazines isn't sustainable in the current formats. This last round of magazines has taken a lot of staff time (Communication team support and Area Teams) in producing the content but in particular in the numerous rounds of revisions
- The interest through YORtender has been very limited with only one provider submitting a proposal through the last round of commissioning. A zero value contract relying on advertising income has limited the interest from the market
- Advertising hasn't always been in keeping with the nature and feel of the magazine and has sometimes been at odds with the messages trying to be delivered
- In order to keep the printing and design free of charge the number of pages for advertising and pages for Area Council content has been equally split with 12 pages each
- The number of providers able to produce magazines at zero cost and reliant on advertising are limited in the market place
- The timescales and lead in time required to pull content together and then receive the end product does often mean content is limited and out of date quickly as dates for events and particularly timings are not always known that far ahead of time.
- Various methods have been tried to seek feedback on the magazines and evaluate the impact and reach. It is still unclear how effective magazines are at reaching a wider audience and readership

PAC members were consulted at the Area Council meeting on December 6th 2019 for their views on the Penistone Area Matters publication and this was fed back to the commissioning team. As a result of this and feedback from the other Area Councils the contract with Barnsley Card has now been terminated as it did not fully meet all the requirements.

Options for discussion on alternatives to produce a printed magazine.

	Option	Comment	Potential cost
1.	Existing commissioning model zero value using advertising space.	Not many companies provide this service. Barnsley Card were the only company that tendered for the last contract	Deliver costs (based on last year) £3873 per edition £7746 for 2 editions late spring /early winter
2.	Utilise space in existing publications such as Penistone Living (produced by The Chronicle)	Bi-monthly publication, no delivery costs as left in key locations in the community . Any information included would need to meet the council's brand guidelines and the communication team could support with this.	1 full page - £240 2 full pages - £228 each 4 full pages - £216 each 6 full pages - £192 each Example: could have 2 editions 14 th June/ 6 th December with 4 pages in each for total £1728
3.	Design and print our own information	produce an A4, 4 page newsletter. This method would not include advertising and has the flexibility to make it local to Ward areas if necessary	There would be a cost for design, print and distribution. communications team to create a template for each area to fill with content – there would be a cost for initial design and then just print and distribution for each publication. Costs not yet known but delivery charge for every household would be as option one

Elaine Equeall
Penistone Area Council Manager

Penistone Area Council

14th February 2019

