

BARNSELY METROPOLITAN BOROUGH COUNCIL

DEARNE AREA COUNCIL 13th May 2019

Report of the Dearne Area Council Manager

1. Purpose of Report

- 1.1 To provide Members with an update on the work that has taken place with regards the community magazine.

2. Recommendations

- 2.1 That Members note the results from the survey and costing options with regards the development and delivery of the community magazine.
- 2.2 That members commission one edition of the community magazine in 2019/20

3. Background and information

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 we're produced by a company called Community Information Services. The last issue was produced by Barnsley Card.

The magazines are designed 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 current 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

At the last Area Council on the 25th of March, 2019 members discussed the options available with regards future publications. Members expressed that they were keen to retain the magazine but to find an alternative distributor and printer. It was also noted that we had not asked residents their views.

4. Survey results

A smart survey of 5 short questions was developed and sent out through Facebook and the neighbourhood network. The questions ranged from, if they had received a copy of the magazine to what they found most useful and what they would improve.

There were 41 responses to the survey with 20 of them stating they had not received the last addition. Of the 21 that received the last edition, 19 stated that they had actually read it. Those that did not read it did not leave feedback as to why.

16 people filled out the next section with regards what they found most useful about the publication. The respondents found local news, information about groups, services and activities in the area the most useful part.

14 people filled out the next section which was with regards improvements that could be made in future editions. Some of the respondents stated they would not make any improvements they found it colourful and informative. 2 people stated that they did not receive the last copy. Others stated they would like more information about the services on offer in the library, less adverts, changes to services and more information on the location of particular events and groups.

5. Costings for the community magazine.

The previous editions of the magazine have come with a cost that was only based on the distribution. The other costs were met by developer including adverts and charging services to appear in the magazine. The Area Council have already allocated £3,040.76 for the production of two editions during 2019/20.

After receiving 3 quotes to undertake the work the Area Manager sourced a printing service that could print 11,000 copies of an A4 12 page magazine in full colour at a cost of £1542.00. The other 2 quotes were significantly higher.

A distributor was also sourced at a cost of £638 to deliver to all households in the Dearne. If at the time of delivery there were distributing other publications in the area the cost would reduce to £495. Taking the full costs into consideration it would cost the Dearne Area Council a total of £2,180. Because the amount of 2 publications would exceed what was originally allocated only one publication would be developed during 2019/20. If approved, the Area Team will collate all of the articles in order to send onto the printing service.

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