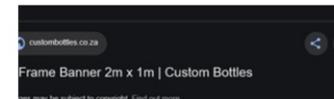


Communications and branding

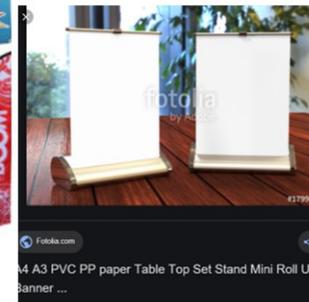
Purpose of Report: seeks to make recommendations for the use of the £1837.50 community magazine underspend. To present a number of options to better promote and communicate the work of the South Area Council and commissioned services.

Improving communications - ideas for discussion

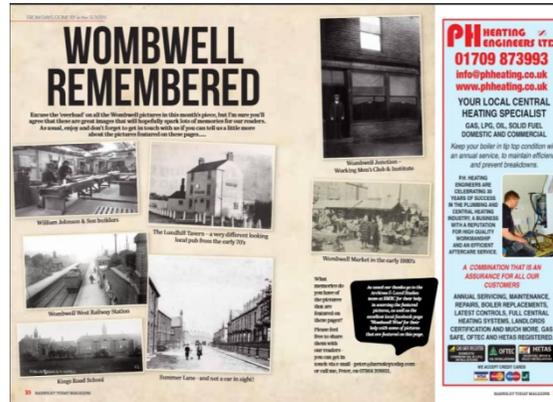
1) Promotional displays and banners Purchasing a range of display boards and banners. These could be used at roadshows, events and / or moved around key locations and used when providers are running sessions. **Area Council wide? per commissioned service? Roadshow type content? Costs up to £50 per banner. A3 - £25**



and out with your high quality print displays



2) Include information in existing publications. Barnsley Today is the only magazine that covers the whole area. Communication team are currently looking into working arrangements for their team. Costs estimated at **£300 per page**, glossy magazine, no deliver charges, monthly magazine.



3) A5 leaflet Work with communication team to create a template for each area or South wide to fill with content once initial set up and design is in place – cost for initial design and then print and distribution for each publication. **Design costs 4 page A5 booklet - £60 - £80. 500 printed £82, 1000 printed £127.**

4) Social Media boosts Boosting social media post is a tool to increase the amount of people that see a post. The concept behind boosting is that you pay to have your post show up as sponsored content on non-follower' timelines to gain a wider profile. **£20 per boost.**



5) Developing video content for Area Council commissioned services Video content could be produced by a provider and be funded from the £1837.50. **Based on costs for a Town Spirit 90 second video for half day filming, 3 interviews, 2 locations, licensed music, cost £1095.**

6) Produce 'How to acknowledge your funding/ support' guidance Guidance for commissioned services, projects and partners on when to use logos and how, wording etc. **No costs**

7) Dedicated communication support Options and viability would need to be considered and discussed with appropriate services but could include buying time from the communications team or outside provider, graduate trainee, commissioning discrete pieces of work.

Recommendations

That Members consider the options for spend and make recommendations based on the options provided.