Cyngor Tref Trallwng Welshpool Town Council

Welshpool Town Council, The Vicarage Gardens, Welshpool, Powys, SY21 7DD
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1. Purpose

1. To consider the reintroduction of a printed Council newsletter and the associated costs for production and distribution to residential properties in Welshpool.

2. Background

1. Welshpool Town Council previously produced and distributed a printed newsletter on a quarterly basis. This was considered an effective way of engaging residents and keeping them informed of Council services, activities, events, and consultations.
2. This method of communication has since ceased, but recent discussions and feedback suggest a desire to revive the quarterly newsletter to complement the Council's digital communication channels and ensure inclusive access to information—particularly for residents who may not engage with the Council's website or social media.

3. Quotes

1. Three suppliers have been approached for quotations for 3,000 copies of an A5, 8-page, full colour, gloss, stapled newsletter. The quotes are as follows:
    1. WPG - £459.00
    2. Welshpool Sign & Print - £462.20
    3. HelloPrint - £279.98

4. Distribution

1. There are two options for delivery:
    1. Councillor Distribution: Councillors and/or volunteers deliver newsletters to their local ward areas. This option would be at no cost to the Council but is dependent on councillor availability and willingness.
    2. Royal Mail Distribution: A quote of £200 has been obtained to deliver to all residential properties within the SY21 7 postcode area. This includes approximately 2,900 properties, covering the three wards of Welshpool.

5. Resource & Legal Implications

1. Should the Council wish to proceed with a quarterly newsletter the annual costs would be around £2,000 per annum if Royal Mail were used to distribute.
2. Costs may be reduced through in-house distribution by councillors or by selecting a different printer if quality is not significantly impacted.
3. There is no budget in the current financial year to fund the project and a virement would need to be used to transfer funds from General Reserve or Special Projects (210/4330) which has £10,000 budgeted.

6. Decision

1. To decide a way forward.