Cyngor Tref Trallwng Welshpool Town Council

Welshpool Town Council, The Vicarage Gardens, Welshpool, Powys, SY21 7DD
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Title	Newsletter Update - Sept 26
Date	1st September 2026

OFFICERS RECOMMENDATION

1. **To approve the printing and Royal Mail Door to Door distribution to SY21 7, SY21 8 and SY21 9 of the Council newsletter at a cost not exeeding £1,400.**

1. Purpose

1. To update Members on the distribution and printing costs for the Council newsletter and to seek approval to proceed with printing and distribution.

2. Background

1. In July, Members considered three quotations and different distribution models, including direct mail and Royal Mail Door to Door. The possible involvement of voluntary groups, the Scouts and Councillors in local distribution was also discussed. The Town Clerk was asked to explore the options further and report back in September.
2. No further arrangements have been established for distribution by local or voluntary groups. In particular, contact details for the Scouts have not been provided. This option cannot therefore be relied upon within the timescale for the next newsletter.
3. The Council previously resolved on 24 September 2025 to use Royal Mail Door to Door for newsletter distribution, with the arrangement to be reviewed at six-monthly intervals.
4. Revised Royal Mail Door to Door prices have now been obtained. Distribution to postcode sector SY21 7 would cost £240.60 for less than 1000 copies. Distribution across postcode sectors SY21 7, SY21 8 and SY21 9 would cost £544.68 for 5,989 copies.
5. Printing costs from one supplier are £246.95 for 1,200 copies or £857.49 for 6,500 copies.

3. Advice

1. The smaller circulation is the lower-cost option but would be restricted to postcode sector SY21 7. It would not provide the broad household coverage envisaged by the Council's Interim Strategic Plan.

2. The wider circulation would provide coverage across the three identified postcode sectors. Printing 6,500 copies would meet the Royal Mail requirement of 6,300 copies and leave approximately 200 copies for Council premises, community facilities and other local distribution.

3. Distribution through voluntary groups or individual Councillors could support local involvement and may reduce costs. However, no confirmed delivery arrangements, contact details or capacity have been established. Such a model would also require coordination, allocation of delivery areas and assurance that all intended households had been reached.

4. Officers consider that Royal Mail Door to Door provides the most deliverable and consistent option for the next newsletter.

5. It is recommended that the Council proceed with 6,500 printed copies and Royal Mail Door to Door distribution of 6,300 copies across SY21 7, SY21 8 and SY21 9, at a current combined cost of £1,336.87. Opportunities for community involvement in future editions can continue to be explored as part of the next six-monthly review.

4. Links to Strategic Objectives and Interim Strategic Plan

1. The proposal directly supports the “Improving the Council” theme and action CO3, which provides for a printed newsletter to be delivered to every household every six months. It also contributes to the strategic aims of improving communication, transparency and accountability and strengthening engagement with the community.

5. Resource & Legal Implications

1. The 2026/27 budget provides £3,303 under the Newsletters expenditure heading. As at 25 August 2026, no actual or committed expenditure was recorded and £3,303 remained available. The proposed wider option would cost £1,336.87, leaving £1,966.13 against the budget heading.

2. Section 142 of the Local Government Act 1972 allows the Council to arrange for information to be published in their area.

6. Specific Implications

1. **Crime and Disorder** - There are no significant direct crime and disorder implications. The newsletter may provide an additional means of communicating relevant community safety information where appropriate.

2. **Biodiversity** - Printing and distributing 6,500 copies will use paper and create an environmental impact. This should be reduced by specifying responsibly sourced or recycled paper where practicable, avoiding unnecessary surplus copies and making the newsletter available digitally alongside the printed edition.

3. **Well-being** - A printed newsletter provides access to Council information for residents who do not use online services. Wider distribution may support inclusion, community participation and awareness of local services, events and decisions.

4. **Risk Management** - N/A

7. Recommendation

1. To approve the printing and Royal Mail Door to Door distribution to SY21 7, SY21 8 and SY21 9 of the Council newsletter at a cost not exeeding £1,400.

8. Decision

1. To resolve to approve the recommendations set out above.