

**To receive a report on the Town Council Precept leaflet for the year 2023/24
and consider any actions and associated expenditure**

Information:

In previous years the Town Council have opted to send a printed version of the precept leaflet to all postcodes within the PL12 4,5,6 and 9 catchment area to ensure residents are kept informed of the Town Council precept.

For the year 2021/22 the following was resolved:

Postcodes	Total Targeted Addresses	Amount Printed
PL12 4, 5, 6 and 9	10,459	10,500
Total Cost for Distribution: £788.25 +vat <i>This cost includes distribution, 0.3% JIC Levy and palette collection.</i>		

Artwork	Amount printed and folded
Completed internally	10,500
Total Cost for printing: £795.00 (vat exempt)	

Please note: Excess quantities are distributed to Town Council properties such as the Library and Guildhall.

Total Cost for the year 2021-22 Printing and Distribution: £1,583.25

For the year 2022/23:

Specification – A3 trifold to A6, full colour, double sided printed on FSC 130gsm paper.

Printing Companies	Cost		
	1,000	7,500	10,500
A	£415	£725	£875
B vat exempt	£313	£812	£957
C	£325	£1128	£1415

Distribution Companies	Postcodes	Total Targeted Addresses	Amount proposed to be Printed	Cost Approx.
A	PL12 4, 5, 6 and 9 and all businesses	10,459	10,500	£1,230.30 +vat
B	Approx 7000 residential houses and 300 businesses	7,400	7,500	£1,215.00 +vat
C	Unable to quote as services do not run in the area requested	N/A	N/A	N/A

Due to increased costs for paper resources, posting and the environmental impact of printing and distribution, consideration should be given to altering the approach taken.

Further options for Members consideration are detailed below:

Option 1 - Four Page Pull Out:

A local Newspaper has offered a discounted rate for a four-page pullout to be inserted into the middle of the paper, inclusive of an advert on the front page to inform readers, to be distributed on 6th March 2023.

The content would be totally independent of the paper and to be supplied by the Town Council in PDF format ready for printing. [Please click here to view a draft design.](#)

Company D	Saltash & surrounding areas. Delivered direct to homes/businesses via letterboxes. Remaining copies to Forder, Antony Passage, Carkeel, Landrake, Hatt, Industrial areas & more.	8500	8500	£2,000 (no vat)
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Option 2 - Targeted Advertising or Digital Version with Minimum Printing:

Consideration may wish to be given to offering a digital version of the Precept Leaflet with targeted advertising to ensure as many households as possible are reached.

Clear advertisements on the Town Council website, social media channels and within all Town Council buildings, notice boards and press releases, such as previously provided for the Annual Town Council Report in April / May 2022, with printed copies of the leaflet being available directly from the Town Council at the Guildhall and Library and personally distributed by Councillors at events such as Meet Your Councillors.

Additionally, a social media advert could be used to target all those within a set boundary should Members approve.

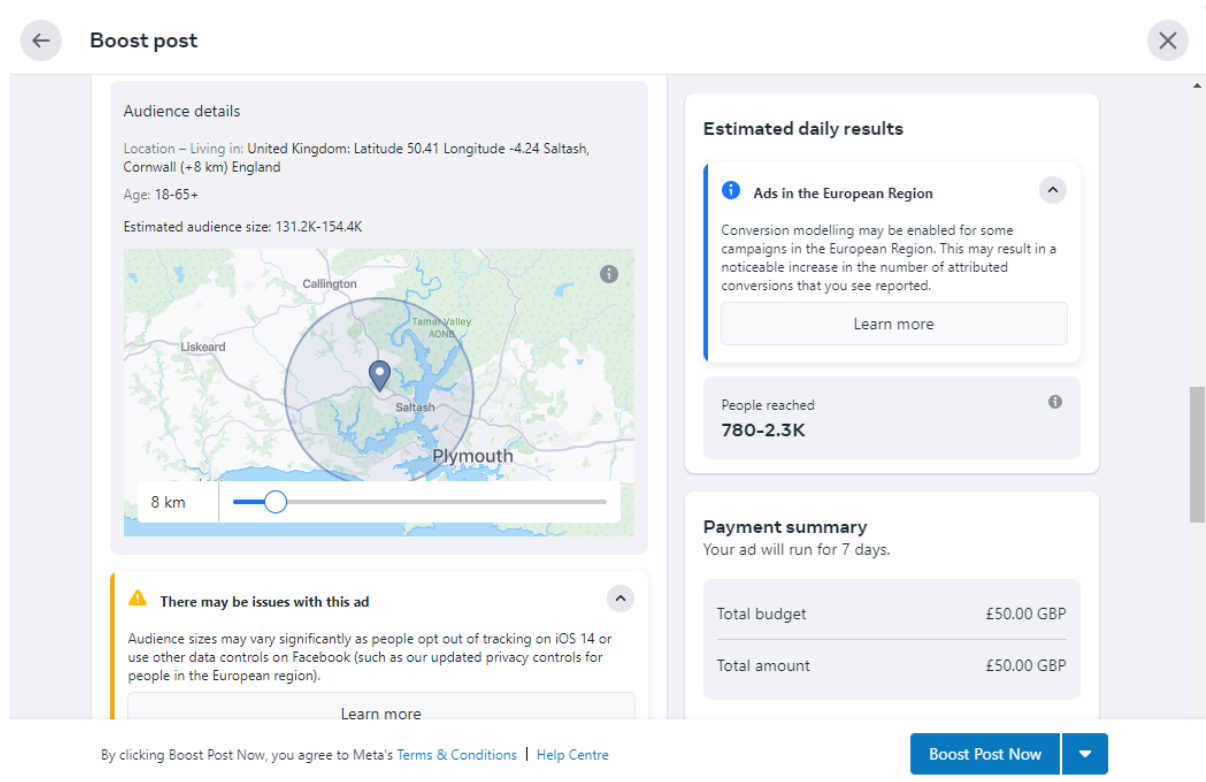
The local newspaper has been approached for quotes for a half-page and full-page advert for Members consideration. [Click here to view the draft advertisement full-page poster.](#)

Breakdown of costs relating to option 2:

Full Page Advertisement in local Newspaper £500.00 (no vat)
Social Media Geo Targeted Advertising £50.00

Please note: A £50 budget to boost a single post could potentially reach 812-2.3k social media users within an 8km radius. Anyone within the set radius would receive a targeted advertisement with statistics available for later analysis.

Example of Boost Post:



Further savings can be made in relation to printing cost. See below for the comparison of professional printing costs compared to in-house.

Option A (professional):

Printing cost for 100 leaflets with supplier £130.00
Printing cost for 200 leaflets with supplier £151.00
Printing cost for 300 leaflets with supplier £170.00

Inclusive of:

Colours: 4 colour process both sides.

Origination: Supply High Resolution Sherpa proof. On approval print digitally.

Material: ECO GLOSS (FSC4) 130GSM FSC MIX BP.

Finishing: Folded, trimmed to finished size and packed suitably.

Option B (in-house):

Printing costs for 100 leaflets printed in house £88.98
This is inclusive of 2 hours of staff time to format, print and trifold. The cost per A3 double sided colour page print is 4.4p and due to paper costs fluctuating daily an average cost was sought at a cost of 2.4p per page for the cheapest quality paper.

Total cost of Option 2 and 2A: £680.00
Based on 100 leaflets printed.

Total costs of Option 2 and 2B: £638.98
Based on 100 leaflets and estimated staffing allocation.

If the Town Council wished to pursue more digital means of distribution, it could provide a cost saving of over £1,000 alone, as well as reducing the environmental impact.

This would reinforce previous pledges made by the Town Council to continue their commitment to reducing the environmental impact of council services and increasing efficiencies where and when possible.

[Please click here to view the proposed DRAFT precept leaflet in the A3 trifold format.](#)

Proposal:

To approve Option 2 and 2A:

- Approve the design and content (e.g. text and photos) of both the Advertising Poster and Precept Leaflet;
- Appoint Company D for a full-page advert at a cost of £500.00;
- Undertake a social media geo targeted campaign at a cost of £50.00;
- Appoint printing Company B to provide 100 printed and trifold leaflets at a cost of £130.00.

Total cost: £680.00

Budget Code: 6301 Stationary / Postage / Printing

Budget Availability: £4,312.00

End of Report

Administration Officer