

**To receive a report on the Town Council Precept leaflet for the year 2024/25
and consider any actions and associated expenditure**

Information:

In previous years the Town Council 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.

Neighbouring Town and Parish Councils were approached to advise how they distribute their precept information to residents.

Callington:

Do not create or distribute any publication specifically for precept information purposes.

Liskeard:

Have not printed and distributed precept information since 2016 due to increased postal and printing costs.

Torpoint:

Share information on their website and social media channels. Produce a quarterly newsletter with precept information contained within.

It is a legal requirement for Town and Parish Councils to upload their precept statement to Cornwall Council's website:

<https://www.cornwall.gov.uk/council-tax/your-council-tax-bill/council-tax-2023/parish-councils-with-a-precept-over-140-000-in-2023/>

For the year 2023/24 the Town Council spent £1,810.08+vat for printing and distribution.

The Town Council trialed the first successful Facebook advertising campaign for the 2023/24 precept. 11,953 user feeds received the impression resulting in 213 users clicking through to the Saltash Town Council website to view the digital precept leaflet.

[Click here to view last year's full Facebook Precept Evaluation Report.](#)

Printing and Distribution:

In past years, three quotes have been sought for both distribution and printing prior to appointment to ensure value for money. Royal Mail have consistently been chosen by the Town Council for delivery due to offering the most competitive distribution pricing.

Therefore, printing companies who offer a print and delivery service direct to Royal Mail's Swindon office have been approached, with only one Saltash based company offering the service required.

Costs for printing and distribution to every residential and business address in the PL12 postcode for the year 2024/2025 are as follows:

Precept 2024/2025 Printing and Distribution via Royal Mail			
Quantity	Click here to view DRAFT A3 design	Click here to view DRAFT A5 design	Delivery Cost
10,603 (leaving 21 leaflets available for display at the Guildhall and Library)	£1,065.00	£548.00	£698.17 <i>(+0.3% JIC Levy – Advertising levy brought in by the Government in March 2021 at 0.3% of total cost of Campaign)</i>
Total Costs A3 to A6: £1,765.27 A5 Double Sided: £1,248.27			

If Royal Mail are appointed to distribute to all PL12 postcodes, the following timeline must be adhered. This ensures booking requirements and distribution coincides with Cornwall Council's provisional 11th March 2024 Council Tax circulation date:

Approximate Timescales for Distribution with Royal Mail	
Book Delivery Campaign	If approved, as soon as possible
Get design to printers	5 th February 2024
Finalise design with printers	12 th February 2024
Campaign Start Date	11 th March 2024
Campaign End Date	22 nd March 2024

Members may wish to consider alternative printing and advertising options as costs differentiate considerably:

<u>Precept 2024/2025 Printing</u>		
Quantity	Click here to view DRAFT A3 design	Click here to view DRAFT A5 design
300	£152.00	£81.00
500	£188.00	£90.00
1000	£281.00	£112.00

Advertising:

The impact and engagement of mail distribution for a full information leaflet to all business and residents in Saltash proves difficult to analyse. Therefore, alternative advertising streams have been provided for Members consideration.

1. Facebook:

Advertising has proved to reach various audiences through its targeted approach. It is a vital tool that could be used in various ways to reach multiple audiences if used appropriately. [Click here to view examples of Facebook adverts.](#)

This can then be advertised with a short description to encourage viewers to find out more.

Example text: *The Town Council are committed to ensuring healthcare is delivered locally for the residents of the town.*



2. Bus shelters:

Offer advertising space in Saltash for a poster at one bus stop for a two-week period. Following a recent survey on Town Council bus shelters managed and maintained by Fernbank Advertising, costs were sought with discounts given to the Town Council as per below. [Click here to view an example of a draft design.](#)

3. The Guildhall

Display printed versions of the Town Council precept leaflet in the reception area.

4. The Library

Display printed versions of the Town Council precept leaflet with a digital version available on the TV to catch visitors' attention.

5. Town Council Noticeboards

Display A4 or A5 design advertising the various outlets you can collect or digitally view a leaflet.

6. The Observer

Continues to be a great avenue to advertise the precept leaflet is available for collection at the Guildhall and Library and to view online via the Town Council website. This can be captured in the monthly Town Messenger with a small QR code to direct readers to the Town Council website.

7. The Town Council Website

Will have a digital version of the precept information A3 leaflet available for viewing via the finance web page.

8. Meet Your Councillors

Provides an opportunity to hand leaflets out to residents and to talk about the precept.

Associated advertising costs:

Item	Cost	Proposal	Start Dates
Facebook Advertising	£60	Individual design for each Town Council strategic priority two Facebook adverts per week over a three-week period	Monday 11 th March 2024 – Friday 5 th April 2024.
Bus Shelters	£243 per poster, per bus stop, per two-week period	Trial one poster in Fore Street	Monday 11 th March 2024 – Friday 5 th April 2024.
The Library	N/A	N/A	Monday 11 th March 2024 – Friday 5 th April 2024 on TV. Leaflets on display until following March 2025.
The Guildhall	N/A	N/A	Monday 11 th March 2024 Leaflets on display until following March 2025.
Noticeboards	N/A	N/A	Monday 11 th March 2024 – Friday 5 th April 2024.
The Observer	N/A	N/A	March 2024 edition of Town Messenger
Website	N/A	N/A	Monday 11 th March 2024 until March 2025
Meet Your Councillors	Additional Leaflets may wish to be printed	N/A	Saturday 9 th March 2024 OR Saturday 13 th April 2024

Budget Code: 6301 Stationery / Postage / Printing

Budget Availability: £4,303.00

Members are requested to consider all associated costs, printing options and methods of distributing precept information, confirming how they would like to proceed with for the year 2024/25.

End of Report
Administration Officer