

## **Communications and Engagement Committee – Tuesday 13 October 2020**

### **4. Printed Communications with the Community**

a) To consider whether another printed communication is needed before the end of the year (including a proposal to contribute £1,000 to an issue of Lyskerrys community magazine)

Background – The last issue of Lyskerrys magazine was produced in March 2020, to which the town Council contributed its usual £1,000.

During the pandemic, the Town Council produced two leaflets delivered to all households providing information on help and support available to assist with difficulties caused by the Coronavirus pandemic and the subsequent reopening of the town centre. The costs were £1,145 (4 page) and £1,463 (8 page). Delivery charges were £1,000 of this, which was higher than usual due to the delivery condition restrictions imposed by the pandemic and volunteers not available to undertake any deliveries. (Usual delivery costs are approx. 10p per item with approx. half of the 5,200 copies delivered completed by volunteers (including the Scouts and cadets to who we give a £50 donation) and half by paid delivery, totalling approx. £400.) These were also heavily demanding on officer time.

In previous year's communication in November has focused on forthcoming festive events. LAMB have now advised they should be able to produce edition for this and their proposal is attached.

b) To consider how we communicate with the community in the future

Background - Since the launch of the Lyskerrys magazine by LAMB in Spring 2018 the Town Council has contributed £1,000 per edition with all its content included within the community publication. While the Town Council has coordinated the delivery on behalf of LAMB, only a small amount of officer time has been required to supply content, and we have not been involved in the design and edit. Previous publications can all be viewed on the Your Liskeard website at <https://www.yourliskeard.co.uk/lyskerrys-magazine/>

Prior to this the Town Council produced its own regular Town Crier publication which had evolved in format over time. (At least one publication with budgetary information was a regulatory requirement before the wider use of websites.) This was much more demanding on officer time, requiring the gathering of content, work with the designer and editing – usually 37 hours work. More of the deliveries were carried out by Councillors. March 2017 (4,500 copies - 8 pages) and November 2017 (5,000 copies - 8 pages) issues were approximately £900 each. *The final November 2017 issue is attached for information.*

Costings for the Covid related leaflet are given above. The most recent is available on the website at <https://www.liskeard.gov.uk/services-info/coronavirus/>

Printed communication delivered door to door has always been important to communicate with hard to reach people who may not use technology/be socially isolated/on low incomes etc, however they are a small group within the community.

To enable drafting a budget for 2021/22 it will be necessary to agree how communication will be delivered for the year.