

## **WEST SWINDON PARISH COUNCIL**

### **Leisure & Amenities Committee**

## **Newsletter Update**

### **1. Update:**

- 1.1 Following deliberation and resident feedback, this Committee determined a change to the quarterly newsletter page in the Link Magazine. It opted to trial a double sided A4 leaflet to be printed and distributed through Swindon Leaflet Delivery UK. The scheme is at a lower cost than the Link magazine however distribution is part of a 'bundle' of other items scheduled for delivery by Royal Mail in that area.
- 1.2 The Parish Council approved final copy for the Summer Newsletter at the beginning of July – copy of Newsletter attached as Appendix A.
- 1.3 The Parish Council was advised that delivery would take place at the end of July. The delivery date was then revised to mid August and now currently is advised to be during the first week of September.

### **2. Considerations**

- 2.1 The current operator requires a number of leaflets to be packaged together in order to make it cost effective/profitable. It would appear that this can greatly affect the timing of delivery although the impact of Covid-19 in this round may be factor.
- 2.2 If the Parish Council is creating general, non time specific information, this is probably a reasonable route for wider communication.

### **3. Recommendations**

- 3.1 That the Committee notes this report and considers next steps for Parish-wide communications.

Paula Harrison  
Parish Manager