

## **Appendix August 2020 Events, Marketing and Communications Sub-Committee**

### **2021/14 Newsletters**

#### **b) To consider the distribution of an Annual Report**

Distribution of newsletters was previously agreed for the same period 2020 and 2021 – subject to satisfactory and timely delivery of the first newsletter. The distribution for the previous newsletter was disrupted by the Covid-19 pandemic.

Yorkshire Flyers do not have availability to cover the whole parish in September. The F&GP committee will make a decision about which company to use for distribution of the Annual Report but the EMAC sub-committee may wish to make a recommendation.

#### **Yorkshire Flyers**

Distribution of newsletters was previously agreed for the period 2020 -2021 – subject to satisfactory and timely delivery of the first newsletter by Yorkshire Flyers. Yorkshire Flyers had quoted £700 per delivery of 11,200 A4, 8 page newsletters (with 2 other flyers). The distribution for the previous newsletter was disrupted by the Covid-19 pandemic.

Yorkshire Flyers have been asked about their availability to deliver the newsletter in September 2020 and have given the following information... 'I have checked my schedule for September and with some clients already booked in for Guiseley and Ilkley areas, I am unable to fit the whole round in. I can however fit half the round in (5500) and would map out the areas that I could cover for you? Please let me know if this would be of interest to you and I will let you know the revised pricing'. Prior to this email Yorkshire Flyers advised they felt they had under-priced the job and would need to provide a revised quote.

They have since suggested the following '5,000 flyers @ £85 per 1,000 ( =£425)

I would cover all of Eldwick, Gilstead, Lady Lane. This might be more than 5,000. We would need to check the occupancy in that area.

I would have covered the rest however due to an influx in bookings in other areas I am unable to commit.'

#### **Royal Mail**

Royal Mail offer a door to door distribution service. A quote was obtained for the EMAC sub-committee. A number of factors can affect the final price to pay, such as the weight of the items and whether they need folding. Royal Mail cannot deliver to only addresses within the Bingley Town Council boundary but could deliver to all BD16 addresses, this would include addresses in Harden.

The newsletters would need to be delivered to a mail distribution centre in Warrington. This would incur additional costs. There are also strict instructions for how the newsletters would need to be 'bundled', which could be a time-consuming job.

For illustrative purposes, distribution of newsletters which weigh less than 20g to 12,076 households would cost approximately £845.20 (+VAT) but further costs could be expected, but not calculated until more information is available/ an order is placed.

### **Leaflet Distribution Bradford**

Leaflet Distribution have been used by Bingley Town Council in the past. They have advised that business is a little slow so currently can only quote for a solo delivery. 'Should things pick up by September and we are able to offer a shared distribution we'll be able to do that at £90 per thousand. Solo Delivery is £115 per thousand.'

Solus delivery at £115 per thousand would amount to £1,288

If shared distribution is available this would come to £1,008

### **2021/15 Communications**

- a) To receive an email from a resident with suggestions about council communications

The following email was sent from a local resident with suggestions for council communications.

Hi,

Thank you for letting me join the session today. As requested by Laura, here are some observations.

General user experience observation

I had to search out the agenda items, it's nice to see them on the web and available but that, as a member of the community, wasn't something that was obvious. Listing the documents in the chat might help.

You shared directly the zoom code after my request, but it was actually in the agenda, I didn't know, more people may join if they are aware of this.

I actually didn't know I could stay for the full meeting. It was fun until the subject of live streaming was discussed 😞

Suggestions going forward

I think you are in the best position ever to engage with the public and open up the process. If you had had live streaming or recorded content (either audio only or with visual) then some of the issues and bad press circulated by councillors about painting furniture could have been avoided. I was quite disappointed how the matter of live streaming was discussed.

I'd say the cheapest and easiest approach you could take is to record the audio from the session and share it as a podcast. Your marketing committee should have the skill to do that, you have grants for £500, perhaps it could be a project as part of a wider podcast channel for the town? Youth radio etc.

My other suggestion with the audio file generated is that if you have the audio from the session, it can be auto transcribed to a good degree of accuracy and that transcription could be shared as a record for the session.

I understand the councillors view about letting people into their homes, that's why you can use the background option in zoom to mask your home environment. I suggest that all officials use the same town council background along with my suggestion of listing the roles in the zoom names.

If you use the webinar option in zoom, you can have a controlled number of panellists, and I believe you can invite viewers to the stage to speak (as you did in the public section). This would prevent the zoombombing chances mentioned by John.

With the webinar option, you can push straight out to facebook, it is straightforward and without cost other than an additional charge on your zoom account.

Happy to speak to any member of the team about the technical options for this.

Thanks,