

Review of Tewkesbury Borough News – Terms of Reference

Introduction

An Overview and Scrutiny Working Group comprising five Members plus the Lead Member for Customer Focus will be asked to work with officers to review Tewkesbury Borough News, the Council's newspaper delivered to all households three times a year.

Purpose of the review

The Working Group will be asked to consider whether Tewkesbury Borough News is providing the Council with value for money and remains an effective way to engage with our residents.

As part of the review, the Working Group will be asked to investigate three options:

1. To retain Tewkesbury Borough News in its current format and circulation.
2. To retain Tewkesbury Borough News but consider alternative format and/or circulation e.g. digital options/issue twice-yearly/reduced circulation.
3. To stop producing Tewkesbury Borough News.

For each option, the Working Group will need to consider:

- the purpose of the newspaper;
- current costs of design, print and postage;
- examples of other Council magazines/newspapers; and
- cost and effectiveness of alternative communication options

Who could we consult?

- Citizens' Panel
- Councillors
- Officers who regularly use the paper to promote their news
- Head of Finance and Asset Management

How long will it take?

Over three meetings, the aim is to start review in May 2017 and complete it by June 2017.

Outcomes

There will be one of two outcomes:

1. To continue producing Tewkesbury Borough News either as it is now or in a different format.
2. To stop producing Tewkesbury Borough News and use alternative value for money communications methods.