

TEWKESBURY BOROUGH COUNCIL

Report to:	Overview and Scrutiny
Date of Meeting:	11 February 2020
Subject:	Tewkesbury Borough News Review
Report of:	Corporate Services Manager
Corporate Lead:	Chief Executive
Lead Member:	Leader of the Council
Number of Appendices:	One

Executive Summary:

Tewkesbury Borough News is our primary proactive hard-copy communication, which is delivered to all households in the borough.

Following a review carried out by an Overview and Scrutiny Working Group, in October 2017, the Executive Committee agreed a number of recommendations for Tewkesbury Borough News, including for it to be published twice a year in a magazine format – a move from three times a year in newspaper format.

This report reviews the implementation of all of the Working Group's recommendations and recommends that no further reports are brought to Committee on the basis that all recommendations have been completed.

Recommendation:

To CONSIDER the progress made against the recommendations arising from the Tewkesbury Borough News Review and to AGREE that no further reports be brought to Committee on the basis that all recommendations have now been implemented.

Reasons for Recommendation:

To give assurance that the recommendations made by the Working Group have been implemented.

Resource Implications:

None associated with this report

Legal Implications:

None associated with this report

Risk Management Implications:

To ensure we have a cost effective way of communicating with our residents.

Performance Management Follow-up:

Overview and Scrutiny Committee has received an annual update on the implementation of the recommendations following the Working Group's review.

Environmental Implications:

None associated with this report.

1.0 INTRODUCTION/BACKGROUND

- 1.1** Tewkesbury Borough News is the Council's main proactive communications method, which reaches all households in the borough.
- 1.2** Following a Member workshop held at the end of 2016 to gain feedback on corporate communications, it was agreed that an Overview and Scrutiny Working Group be set up to review Tewkesbury Borough News.
- 1.3** The Overview and Scrutiny Review Working Group carried out its review over three sessions, as described in the final report attached at Appendix 1.
- 1.4** The Executive Committee endorsed the findings of the review and agreed the Working Group's final recommendations, as outlined in Paragraph 2.1.
- 1.5** Following a 12-month trial with Wychavon District Council designing and printing the magazine, we carried out a formal tendering process. Artwork Creative, which has experience of working with us on the newspaper version of Tewkesbury Borough News, won the bid and was awarded the contract at the beginning of 2019.

2.0 IMPLEMENTATION OF RECOMMENDATIONS

2.1 The final recommendations from the Working Group are below, with a ✓ for actions which have been completed and a 😊 for those which are set to be implemented soon. There are no actions which require a ☹ (where the action has been successful in parts but requires work) or ☹ (where the action has been unsuccessful):

1. To move from three to two editions per year to be published in March and late October ✓
2. To move to a magazine publication. ✓
3. That local-authority Designer 1 be recommended as the preferred designer. ✓
4. That the new designer to be appointed on a 12 month trial basis following which the contract would be put out to tender. ✓
5. To engage with parish councils who do not currently submit news articles. ✓
6. To work to maximise advertising income. ✓
7. To introduce a one-flick PDF online. 😊

While there is a PDF version of Tewkesbury Borough News on our website, we will be looking to introduce a 'one-flick version' as part of our website review over the coming months.

8. To ensure the magazine is placed in a prominent place on our website. ✓
9. That the Citizen's Panel be asked for its views on the publication following circulation of the first edition. ✓
10. That a report be taken to the Overview and Scrutiny Committee to review the implementation of the recommendations and how the arrangements had worked over the 12 month period. ✓

3.0 DELIVERY OF TEWKESBURY BOROUGH NEWS

3.1 During the last update to the Overview and Scrutiny Committee, a discussion took place around the delivery of Tewkesbury Borough News with a number of Members raising concerns that they had not received a magazine version of Tewkesbury Borough News.

3.2 The Communications Team subsequently met with the distribution company to discuss the issues and, as a result, they have reassessed our contract, ensuring that delivery coverage is as effective as possible. It is important to note that, due to way Royal Mail works, it is impossible for us to be 100 per cent accurate with delivery. The only way to ensure complete coverage would be to arrange addressed delivery which would be extremely costly.

3.3 It is hoped that the delivery issue has been improved but the Communications Officer will be in touch with all Members ahead of the next issue to ask they keep an eye out for the delivery of the magazine and to reports any incidents of non-delivery.

4.0 OTHER OPTIONS CONSIDERED

4.1 None.

5.0 CONSULTATION

5.1 A consultation was carried out with the Citizens' Panel after the first edition of the magazine format.

Operational managers were consulted in terms of the impact of the new magazine format.

6.0 RELEVANT COUNCIL POLICIES/STRATEGIES

6.1 Communications Strategy

7.0 RELEVANT GOVERNMENT POLICIES

7.1 None.

8.0 RESOURCE IMPLICATIONS (Human/Property)

8.1 None

9.0 SUSTAINABILITY IMPLICATIONS (Social/Community Safety/Cultural/ Economic/ Environment)

9.1 None

10.0 IMPACT UPON (Value For Money/Equalities/E-Government/Human Rights/Health And Safety)

10.1 None

11.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS

11.1 None.

Background Papers: None

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Appendices: Appendix 1 – Report of the Overview and Scrutiny Tewkesbury Borough News Working Group.