

Report to Community Engagement and Town Promotion Committee 14th November 2024

Inclusion in Malmesbury Connections

1. Purpose of the Report

To inform members of suggestion from Scott Media.

2. Background

- 2.1 This had been raised at CE&TP previously, Scott Media (appointed public relations and communications company) reiterated the necessity to make residents that do not use the internet aware of the events and projects organised by the Town Council.
- 2.2 The suggestion is to take a page or half a page in each edition of Malmesbury Connections to showcase events and/or projects that the Council is holding for the forthcoming period of time - or to talk about outcomes.
- 2.3 The purpose is to reach those in the community who get the magazine (distribution over 11,000) - several people have made it clear to Scott Media at various times that they didn't know things were happening - this would enable reach those hard-to-reach people. Not everyone is online.
- 2.4 Costs for advertorial for half page per edition are £89 per edition or £1,068. Or a full page £171 per edition or £2,052 for a year (this is 12 consecutive months so a year can start at any time).
- 2.5 No design fee will be charged as the space will be populated with news and events coming up - not a generic display ad. Scott Media proposes this would take no more than two hours a month as often it will relate to stories already being written, relevant pictures will also be held by Scott Media. There will be a charge of £75 plus VAT per edition.
- 2.6 The proposal is to buy space to guarantee inclusion and have control over the content.

3. Financial Implications & Risks

- 3.1 Noted above.

4. Decision Required

Members determine whether or not use Malmesbury Connections for media coverage.

Claire Mann
Town Clerk
November 2024