BRIEFING NOTE

The Assistant Clerk was asked to investigate reducing costs for distribution including a possible partnership with Hurst Life.

The current distribution costs are £483 +VAT per newsletter with Hove Leaflet Distribution.

The Assistant Clerk received several quotes with Direct Letterbox Marketing being the cheapest at £295 + VAT, however the cheapest quotes were all from nationwide companies who requested payment upfront. These companies had not been recommended and due to the nature of delivering the leaflets the Clerk was cautious to pay for this service upfront.

Hove Leaflet Distribution is a trusted company who we have used for over a year. The Assistant Clerk contacted them and explained we needed to reduce our costs. Hove Leaflet Distribution offered the Parish Council their best price of: £395 (emailed received 4th May 2020).

The budget for 2020/2021 newsletters is £2,600 which breaks down to £650 per newsletter

	Company	**Costs**
Printing Costs	Lemonade Print	£210 + VAT
Delivery Costs	Hove Leaflet Distribution	£395 + VAT
Total cost per newsletter		£605 + VAT

Other cost comparison that were investigated:

The Assistant Clerk was also asked to contact My Complete Print in Hurstpierpoint. The quote received was for £227 + VAT but for 150gsm silk paper rather than 170gsm paper supplied by Lemonade Print group.

Contact was made with the editor of the Hurst life and he explained that they work with other Parish Councils and include their newsletters on a quarterly basis in both Cuckfield and Lindfield Life but INSIDE the magazine, rather than a separate handout. The way this works: The council office email over the contents and images and Hurst Life design the pages to a pre designed and PC branded format. Within 3 days of copy date a proof of the newsletter pages are sent to the PC office for them to be check. The newsletter pages appear two weeks later in the magazine and would be delivered to all houses within the Parish. Hurst life has also suggested that they would include a mention of the fact there is a newsletter inside the magazine, on the front cover of that month's magazine – to additionally highlight it.

The cost is £100 +VAT per page. We currently design a A4 double sided newsletter which would cost £400 + VAT in Hurst Life.

RECOMMENDATION: The committee AGREE to publish four newsletters in 2020/21 and use Hove Leaflet Distribution to deliver.

Lorna Cooksey
Assistant Clerk
4th May 2020