



WEST BERGHOLT PARISH COUNCIL

The Village Bulletin - Proposal for Changes

February 2024

Background

The Village Bulletin is printed on a quarterly basis and is currently distributed to 1,488 properties in the West Bergholt Parish. It generally consists of 20-24 pages in full colour.

In previous years the Village Bulletin has managed to cover the majority of costs by advertising, however over the past 18 months with the increasing impact of inflation, print prices have increased and costs regularly are no longer covered. This has resulted in increasingly higher subsidies from the Parish Council.

A survey was carried out in 2023 to gauge how important the Village Bulletin was to the community; overwhelmingly it was considered a key source of information about village life and a key communication tool.

Solutions

The Bulletin Board has reviewed options to reduce costs:

- 1) Reduce the size and type of font (minor) so that more text can be added on each page and improve the layout - *this has already been implemented.*
- 2) Reviewed other PC magazines looking at different formats including A5 and Colour v B&W.
- 3) Obtained 3 quotes for different formats (alongside the existing format)
 - a. Black and White
 - b. Colour Front/Inside Cover and main body Black and White
 - c. A5
- 4) Increase advertising costs by 2.5%:

Advertising costs (4 x quarterly Bulletins)	Villager	Non-Villager	Full Page
Current cost	£ 80	£ 110	£ 265
New 2.5% increase	£ 82	£ 113 (112.75)	£ 272 (271.63)

Costs

Preferred quote, SDS: 1500 copies x 24 pages

Colour Front/Inside Cover and Black & White	£3,064.00	
Colour Full	<i>£3,745.20</i>	
Black & White Full	<i>£2,576.00</i>	£ 3,064.00
Total Income from Advertising (<i>estimated on current advertisers</i>)		<u>£ 2,803.37</u>
Potential Deficit:		£260.63

Proposal

The Bulletin Board wishes to change supplier to SDS Group for 2024/25 who provided the most competitive quote for A4 Colour Front/Inside Cover and Black & White.

It requests agreement from the PC to budget for the worst-case shortfall of approx. £75 a quarter as part of its commitment to community engagement.