

Briefing Note – Tadcaster Today Magazine, January 2019

1. Introduction and Previous Discussions

1.1 Following submission of a funding application for £4,761 for Tadcaster Today magazine in November 2017, the Tadcaster and Villages CEF considered a report at its meeting in January 2018 which asked the Board to consider:

- **What they wanted from Tadcaster Today;**
- **The Board's appetite to continue to produce communications;**
- **How these communications were produced; and**
- **The acceptable level of impact on their budget to do so.**

1.2 The matter had been brought to the attention of the Board by the Head of Community, Partnerships and Customers because there was a need for clarity about how the budget of the CEF continued to be spent, particularly on projects which were meant to be self-sufficient, as well as how the Board wanted to move forward with communications and marketing for the CEF.

1.3 The Board noted that the original plan for Tadcaster Today magazine was for it to become self-funding through advertising. Since its inception in 2014, the CEF had continued to fund the publication on an annual basis. The Board noted that the relationship between the CEF and the CIC when the magazine was started was markedly different to the current arrangements, due to there being a new model of governance, administered by Selby District Council. It was explained that the current funding framework for grants and projects stated that if an organisation had been granted funding, they could not apply again for the same application or project for another two years.

1.4 Board Members acknowledged that communications and marketing for the CEF, the management and safeguarding of the budget and the guidance in the funding framework meant that the funding of Tadcaster Today should be examined. The Board were supportive of the magazine and discussed options for ensuring it could continue in circulation. The Board also noted that the magazine had not evolved as far as they would have wanted.

1.5 Following detailed discussions by the Board Members, it was proposed that the magazine continue to be funded by the CEF for another four issues (i.e. up to the end of December 2018), with the caveat that work be undertaken with Selby District Council Communications Team in order to move towards making the magazine self-sustainable and self-funding through advertising. It was also agreed that discussions would also be had with Tadcaster Town Council about the publication, who had agreed to fund the magazine for another four issues (up to December 2018).

1.6 The Board Members also requested that an impact and update report be submitted for consideration by the Board in June 2018 (by the second issue) in order to monitor the progress of the CIC's work with Selby District Council towards the publication's sustainability.

1.7 With regards to publicity for the CEF, it was also noted that the production and distribution of flyers for upcoming Forum meetings had proved to be successful and should continue.

2. Current Position

2.1 At its meeting in November 2018, the Board considered a draft options paper from the CIC about the future of Tadcaster Today magazine, and alternative models for how it could be produced. This is attached to this report at **Appendix A**. Production of Tadcaster Today currently costs a total of £8,280 per year, split between the Town Council (£3,519) and the CEF (£4,761).

2.2 The Board discussed the options put forward in the draft options report and expressed varying opinions about how and if the magazine should be funded and produced in the future. Some Board Members felt that the publication was a useful way to communicate with local residents in Tadcaster and the surrounding villages; other Board Members were of the opinion that the magazine was not as effective as it should be.

2.3 The Board felt that the matter required further consideration at the next meeting in January 2019, and asked that more information and further costings be put forward.

Current Marketing and Publicity Activity and Associated Cost

2.4 The CEF's budget each year is £20,000. Other marketing and communications work (and the associated costs) also being undertaken for the CEF are as follows:

- Flyer design, production and distribution ahead of forum meetings in 2018-19: **£1,290**
- Commitment of funds in 2018-19 for CEF videos (one overarching video about all CEFs, two specific ones about Tadcaster and Villages): **£595**

Total cost in 2018-19: **£1,885**

2.5 There will also be the production of plaques to consider once the Board has identified which projects it wishes to award plaques to. Each plaque will cost approximately £21, although there may be a discount for buying in bulk as the other four CEFs have also agreed to produce plaques. This cost has not been factored into the figure (£1,885) above, as none have been ordered yet.

2.6 There are additional resources that are put into marketing for the CEF. Rather than quantify the financial input at this point, there are a number of 'in-kind' activities from the Council's Communications Team and Democratic Services which will continue to be supported, which feed into other Tadcaster publications and social media platforms used by residents. Selby District AVS, as a contracted community support worker with Selby District Council, works with the Council's Communications Team to support the work of the CEF through articles on social media, local media releases and websites. The Council's Communications Team arrange for photos to be taken for press releases, provide social media updates about funding decisions following Board meetings and create Facebook event pages for forum meetings.

2.7 Democratic Services compile and maintain a distribution list of emails from people who have signed up for updates about the Tadcaster CEF at forum meetings; the people on this distribution list are all emailed ahead of meetings to encourage attendance.

2.8 Had it been agreed and the full cost of funding (£4,761) for Tadcaster Today for another year (2018-19) also been included in the above figures, the CEFs total spend on communications and marketing in 2018-19 would have been **£6,646**.

3. Future Considerations

3.1 The Board are asked to consider the options report at Appendix A, and the following points:

- Does the Board wish for Tadcaster Today to continue as part of the CEF's overarching marketing and publicity, or are the other avenues (the flyers, work with the Council's Communications Team, press releases, social media etc.) enough?
- How much of the yearly budget does the Board expect/wish to spend on marketing and publicity, and how much on grant/funding applications?
- Does the Board wish to continue funding Tadcaster Today and view it as a continuously funded project for the CEF? If so, a value for money exercise should be completed. The CEF could request other quotes to ensure best value, as with the films and leaflet production.
- Any other approaches Board Members wish to suggest.

The Board are asked to note that no formal agreement on spend for the next financial year 2019-20 can be made until the Council has approved its budget in February.

Democratic Services
Selby District Council
January 2019