



## Tadcaster & Rural Community Interest Company

### TADCASTER CEF – FUTURE COMMUNICATIONS: OPTIONS PAPER

#### Introduction

Production of Tadcaster Today currently costs a total of £8,280 per annum, split between the Town Council (£3,519) and the CEF (£4,761). Costs relate to:

- a) Design (Cookie Graphic Design)
- b) Editing, commissioning, project management (Tadcaster & Rural CIC)
- c) Production (Wolds Print)
- d) Distribution (Trust Distribution)

A small amount of income is derived from advertising – this year £300.

The publication is distributed quarterly to 5500 households across the CEF area with a further 100 distributed to outlets in town, including the Town Council offices.

To date, 18 issues have been produced since June 2014.

In early 2018, the CEF partnership board committed to one further year of funding.

#### Options

As we have approached the conclusion of this final year of funding, the CIC has considered a range of outline options for the future of “Tadcaster Today”. These are summarised as follows:

- a) Continuation of the magazine in its current format, with any advertising revenues off-setting the CEF contribution – on current projections this could mean reducing the CEF contribution by £1000 pa.
- b) As per a) BUT increase cope and coverage by incorporating Tadcaster News Facebook facility. This would require purchase of the rights to Tadcaster News but would dramatically increase the reach of both Tadcaster Today and [www.visit-tadcaster.co.uk](http://www.visit-tadcaster.co.uk) (as well as other websites such as the Town Council and TEMPT).
- c) Continuation of the magazine but only distributing hard copy in Tadcaster with villages able to access PDF online. This would halve production and distribution costs.
- d) Halting Tadcaster Today entirely, with the Tadcaster Town Council newsletter continuing for the town only, potentially carrying CEF features on occasion, with the Partnership Board commissioning occasional leaflets and other adverts for its services.

The Partnership Board is asked to consider if it would like options a) – c), or any other options/variants) worked up in more detail for consideration at the next Board meeting on 28/1/19.