



## Visit Tadcaster publication proposal

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### 1. The context

Access Selby has been commissioned to create a production framework for a new 'Visit Tadcaster' publication. The aims of the publication are to:

- support local businesses by showcasing Tadcaster and its 'offer', focusing primarily on local services and business, but also events and supporting a visitor economy;
- create pride in the local area amongst residents and the business community to encourage investment and development; and,
- work towards becoming self-sustaining through advertising revenue, although on the understanding that this will depend on a link with the development of the Visit Tadcaster website.

### 2. The commission

You asked *Access Selby* to deliver the following outcomes.

- Consider and advise how this fits within a wider range of communication actions designed to support the core outcomes
- Deliver a proposal for production setting out costs and income
- Create a twelve-month editorial plan
- Oversee the production of the initial publication, supporting the independent editorial group

Work against for first three outcomes is summarised within appendices A to C (below). The fourth will follow, should the Board decide to go ahead with the publication.

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## Appendix A

### Outcome 1

**Consider and advise how this fits within a wider range of communication actions designed to support the core outcomes.**

This publication should fit within a much wider range of communications and local engagement covering both traditional media and social media platforms to maximise its value and ability to meet the core outcomes.

#### *1. Alignment with the Visit Tadcaster website*

As a separate piece of work a 'Visit Tadcaster' website is being developed, which will give a useful platform for promoting the area and its offer to visitors. Consideration should be given in the long-term as to how this publication and the website can support each other, both in terms of a consistent message and in terms of maximising advertising revenue (the sales offer will be much greater if there are print and online options available to potential advertisers).

#### *2. Supported by Tadcaster wi-fi project*

The area's MP is leading on work to develop free wi-fi for Tadcaster town centre which will open up new opportunities to support businesses. Again, this should be seen as part of a package of support to raise awareness of the local offer. This can be achieved in three ways:

- link from the wi-fi 'touch-down' page to the Visit Tadcaster website and publication;
- link from this page to suggested social media presence (see below); and
- the potential of linking advertising space on the touch-down page with that available through the Visit Tadcaster website and publication: thus further increasing the offer to local advertisers.

#### *3. The development of a social media presence*

Consideration should be given as to how to raise local engagement through social media. The Forum already has its own Twitter feed and may wish to look at to how to increase the visibility of this. This can be achieved through targeted 'following' of key individuals, companies or organisations who have links into the community.

In working towards the aims of building a visitor economy and supporting firms, the Forum may wish to encourage companies to sign-up to existing national Twitter feeds that support 'local' businesses, such as

- @liveshoplocal – this links to a web resource whereby businesses can register their details for free, although there is a charge for social media promotion using this feed;
- @shoplocally – links can be made by encouraging them to cover Tadcaster events, business news, etc; and
- @shoplocal – as above.

### **Recommendations:**

- a) The Forum joins-up the advertising opportunities made available through the publication, website and wi-fi touch-down page to maximise the offer to potential advertisers, thus making it easier to sell the space available.
- b) The Forum invests resource (people, not financial) into developing Twitter links using the existing Forum Twitter feed and by encouraging businesses to make use of other existing social media support networks.

## Appendix B

### **Outcome 2**

#### ***Deliver a proposal for production setting out costs and income***

Sales, design, print and distribution of the publication are all aspects that will need to be outsourced, as these cannot be delivered from existing skills or resources within the Forum group.

##### *1. Principles*

In seeking support for the production of the new publication we have worked to a number of key principles, as follows.

- The publication should be a 'glossy' on good quality paper, to support its long-term value
- We would seek to off-set the production costs through advertising revenue, but with an understanding that this is unlikely to cover the full production costs
- The distribution area would be the area covered by the Forum, rather than extending to areas such as Boston Spa, Wetherby and south-western fringes of York.
- Distribution should be to every home, rather than a publication to be picked up from community locations.
- Any arrangements for outsourcing should be easy for the Forum to manage.

##### *2. Methodology*

For **design and print** we have sought a range of quotes from trusted suppliers to ensure value for money.

For **distribution** we have sought the services of a distribution intermediary (third parties can secure a more favourable price compared to going to Royal Mail direct, because they buy deliveries in bulk) and consider a mix of Royal Mail and TEAM distribution.

For the **sales** element we have made a number of different approaches:

- we have contacted independent sales agents, able to offer outsourced sales support;
- we have spoken with a nearby local newspaper (not a publication that currently covers the area, so as to avoid any potential conflict of interest) to discuss the possibility of brokering a sales link-up; and
- we have contacted an organisation that offers sales training should you wish to bring the sales element 'in-house'.

##### *3. Outcomes*

###### Design and print

This can be procured as a single package. Having reviewed a number of quotes from quality providers, Access Selby has been able to negotiate the following package.

Paper size: A5\*

Paper quality: 170gsm gloss finish

Quantity: 5,000 print run

Pagination: 24 pages\*\*

**Best price for the design and print package: £1,265.00 per edition**

*\*An A5 publication will give it more weight compared to the initially envisaged A4 size: it would, therefore, have the feel of something more substantial.*

*\*\*We tested against this size as an example: final pagination will depend on advertising sales and content.*

NB – Final production costs will depend on final pagination.

### Distribution

We can deliver to homes across the Forum area using Royal Mail Walksort: this is the most reliable form of mass distribution, compared to TEAM distribution. By using the services of an intermediary Access Selby has been able to broker a lower cost compared to a direct arrangement with Royal Mail: this is because intermediaries buy Walksort distribution in bulk.

Distribution area: 5,000 homes covering Tadcaster and all main villages within the Forum area

**Best price for the distribution package: £500.00 per edition.**

### Sales

I have sought to create a sales package whereby we offer an agent or company the space within the magazine for free; they sell this space and then return a percentage of the profit back to the Forum to off-set production costs. Under this arrangement there would be no upfront cost to the Forum.

Responses have been muted, with a general consensus that the distribution area is not sufficient enough to make the arrangement workable for private companies. As such, no sales provider has been able to confirm a proposal to take forward this arrangement.

This is not to say that advertising revenue could not be achieved through in-house delivery, and I recommend that the Forum does so. With this in mind, I have negotiated a rate with the chosen designer for advert design costs, being £10 per advertisement.

### Production costs

#### **Total publication costs per edition**

|  |   |
|--|---|
| Design and print (expenditure)*                        | <b>£1,265.00</b>  |
| Distribution (expenditure)                             | <b>£500</b>   |
| Procurement of puzzles (see appendix C)                | <b>£49</b>  |
| Sales (income)   | <b>TBC – this depends on in-house sales</b>               |
| Sales design costs                                     | <i>(Would be covered by the cost of buying the space)</i> |
| <b>TOTAL COST PER EDITION excluding sales revenue*</b> | <b>£1,814.00 EXCLUDING VAT</b>                            |

*\*Subject to final pagination*

If we work to the principle of an edition every two months, the annual cost with no sales revenue achieved would be **£10,884.00**. Importantly, however, this is subject to final pagination, as this determines design, print and distribution costs.

### Potential sales revenue delivered in-house.

The Forum must decide on the principle of whether to charge market rate for advertising space, or seek to merely cover basic costs. Additional revenue from charging market rate could be used to support other activities of the Forum, but this must be a decision for the group.

It will be helpful to standardise the size of advertising opportunities across the publication.

#### *Market rate*

A local newspaper (tabloid-size) with distribution of c.6,000 copies charges approximately £1,000 for a full-page advertisement. On the basis of a smaller size, but with similar distribution coverage and with the advantage of being delivered directly into people's homes, I suggest the market rate for this publication would be as follows.

- Full page: £500.00
- Half page: £250.00
- Quarter page: £125.00

#### *Covering basic costs*

This is difficult to quantify, but on the basis of twelve pages of a 24-page publication being given to advertisements, and this publication's cost being £1,814.00 (e.g. there are many variables in this – the following should be considered as a guide price only), this brings down the costs to the follow level.

- Full page: £151.16
- Half page: £75.58
- Quarter page: £37.79

*There is a risk of challenge or reputation risk with a publicly-funded organisation under-cutting private sector advertising opportunities, and I suggest legal advice is sought to clarify the position on this issue.*

#### Potential sponsorship

Corporate sponsorship may be a more simple way to gain revenue from the publication, as this would involve fewer transactions. A sponsor could be offered a certain amount of space within the publication alongside branding throughout. Individual approaches should be made to the largest businesses in the area. A single sponsorship deal may be enough to cover the full production costs. This should be investigated as part of the sales work to be delivered by the group.

## Appendix C

### Outcome 3

#### *Create a twelve-month editorial plan*

In developing a twelve-month editorial plan we have worked to the following principles.

- The publication should be produced every two months to ensure some level of continuity to support both the consumption of the information and the advertising opportunities.
- The publication should be 'people' and 'lifestyle' focused to maximise value to the local community, to appeal to a wide range of consumers.
- Editorial themes must support the core objectives of the publication (set out on page 1).
- Editorial should support the sale of 'advertorial' space.

The following table gives an outline of potential editorial content, but on the understanding that the Forum's own editorial group will enhance this and deliver the copywriting required. We have indicated where the editorial could support income generation through sponsorship or as an 'advertorial' (e.g. editorial which is paid-for).

Under each theme I have indicated potential opportunities for local content, alongside any opportunities to sell the theme as a sponsorship or advertorial feature. This list can be used as a 'shopping list' of editorial content to cover the initial twelve-months of publication. Working in this way also builds in enough flexibility to react to opportunities as they arise during the first year, as well as being able to react to customer feedback both from residents and from businesses potentially advertising.

As set out earlier in this report, the core publication objectives are to:

- support local businesses by showcasing Tadcaster and its 'offer', focusing primarily on local services and business, but also events and supporting a visitor economy (listed as 'Tadcaster offer');
- create pride in the local area amongst residents and the business community to encourage investment and development (listed as 'building pride'); and,
- work towards becoming self-sustaining through advertising revenue, although on the understanding that this will depend on a link with the development of the Visit Tadcaster website (listed as 'self-sustaining').

In addition we also need to give the publication lasting value to the consumer (listed as 'consumer value').

| <b>Theme</b>      | <b>Story idea</b>  | <b>Potential income/expenditure</b> | <b>Link to objective</b>          |
|-------------------|--|-------------------------------------|-----------------------------------|
| Homes and gardens | Property for sale  | Sell pages to local estate agent    | Self-sustaining<br>Consumer value |
| Local history     | Then and Now photos – potential for inclusion in every edition if we can identify a source |                                     | Building pride                    |
| Local history     | History of the twinning arrangement with St Chely d'Apcher – who                           |                                     | Building pride                    |

|  |  |  |   |
|--|--|--|---|
|  | was involved, why, when, benefits  |  |   |
| Local history                                      | Column from the Tadcaster Historical Society, showcasing their latest work   | May require a contribution to the society, although this would boost membership and interest in their work | Building pride<br>Consumer value                    |
| Business feature: retail/service sector            | Each month showcase an independent business – make it people focused as well as product focused.   | Advertorial as part of sales package   | Tadcaster offer<br>Self-sustaining                  |
| Business feature: non retail                       | There may be fewer opportunities for this, so we should aim for a feature every 3 <sup>rd</sup> edition  | Advertorial as part of sales package   | Tadcaster offer<br>Self-sustaining                  |
| Business feature: food and drink                   | Either as a review of local cafes, pubs, and restaurants or as advertorial features each month from local providers  | Advertorial as part of sales package   | Tadcaster offer<br>Self-sustaining                  |
| Celebrating Tadcaster and Villages – photo feature | Each edition invite people to submit images from the local area. Selby District Council has existing links with Selby camera club, who may be able to ‘kick start’ the interest in the feature |  | Building pride<br>Tadcaster offer<br>Consumer value |
| Local area information                             | Suggested content:<br>-late night pharmacy<br>-transport info<br>-local authority opening times, etc   |  | Consumer value                                      |
| Local health                                       | Link with Vale of York CCG for key health messages: can link with their Twitter feed campaigns   |  | Consumer value                                      |
| Police and community safety                        | Potential of regular column from PSCOs, also linked to wider Police community safety messages  |  | Consumer value                                      |
| Fire service                                       | Fire safety – as per wider safety campaign   |  | Consumer value                                      |

|                                 |  |  |                |
|---------------------------------|--|--|----------------|
|                                 | timetable  |  |                |
| Selby District Council          | Key service information or blog from local area community officers   |  | Consumer value |
| North Yorkshire County Council  | Key service information  | NYCC currently buy space in local newspaper following the demise of the NY Times residents' newspaper – there may be opportunity to seek some funding from them to include this update | Consumer value |
| WLCT (District council leisure) | Classes, events at Tadcaster leisure centre; leisure outreach services   | Potential of advertising revenue from them for this  | Consumer value |
| Family issues                   | -Childcare providers<br><br>-Consider family life blog – but would need an angle (a father's perspective?)<br><br>-School news – information from local area schools about achievements and events | Potential advertorial or direct sales opportunity  | Consumer value |
| Local events                    | Listings – but need to be clear about source of information for this   | Potential sponsorship for individual events?   | Consumer value |
| Puzzles                         |  | Provider of a package of puzzles has been identified: c. £50 per edition for three puzzles – Sudoku, crossword and children's puzzle   | Consumer value |
| Blogs                           | Consider value of starting small number of blogs to personalise content (would benefit from an angle on each)<br><br>Possible angles to appeal to a wide audience                                  |  |                |

|  |   |  |  |
|--|---|--|--|
|  | <ul style="list-style-type: none"><li>-Family – a father's view</li><li>-Young person – possible link with Tadcaster Grammar</li><li>-Older person – 'a sense of perspective'</li></ul> |  |  |
|--|---|--|--|

*Ends*