



Tadcaster & Rural

Community Interest Company

29 May 2019

TADCASTER TODAY / TADCASTER NEWS 2019/20: PROPOSAL TO TADCASTER TOWN COUNCIL & TADCASTER AND VILLAGES CEF

Tadcaster Today has now been running successfully since the first edition in June 2014. Since then, 18 editions have been produced. The cost to the CEF/TTC has remained fairly static over the 4 years the magazine has been operational.

Tadcaster Town Council have approved their contribution based on costs detailed here.

FACTS:

- Distributed free to 5500 households across the CEF area, including 3184 in Tadcaster town.
- 4 editions per annum
- Featured on 3 websites for PDF download.
- Offers free advertorials to new businesses/ventures
- No paid advertisements except in special circumstances
- Provides 3 monthly forward calendar of events
- Provides key contacts for councillors and 3rd/public sector organisations
- CEF news
- Village news
- Charities news
- Town Council news
- Town centre/commercial news

DESIGN

The proposal is for a new design to make TT distinctive in the marketplace, moving away from the A5 style to a tabloid. Design of the magazine will be undertaken in-house.

PRODUCTION

Outsourced to a specialist print on paper company.

DISTRIBUTION

Royal Mail, ensuring 100% coverage for all postcodes specified.

COST

Divided equally between the 2 partners.

ITEM	CONTRACTOR 2018	COST 2018		CONTRACTOR 2019	COST 2019	
		CEF	TTC		CEF	TTC
Design	Cookie Graphic	920	680	T&R CIC	400	400
Production	Justprint	1909	1411	Print on Paper	1622	1622
Distribution	Trust	1012	748	Royal Mail	1000	1000
Project management	T&R CIC	920	680	T&R CIC	400	400
Sub totals		4761	3519		3422	3422
Grand totals		£8280			£6844	

2019/20 PROJECT PLAN

1. Project team – joint CEF/TTC, supported by DG - will meet quarterly in advance of editions to plan content.
2. Content will be more 'forward looking'
3. Editions will be planned to be delivered in advance of and in good time for major events and CEF quarterly forums, wherever possible.
4. Continue to have a positive outlook
5. Produced in distinctive style of Tabloid newspaper.
6. Editions – June, September, November, March

David Gluck

29/5/19