



AGENDA REQUEST FORM
(FOR ITEMS OUTSIDE OF WORKING GROUP MATTERS)

PLEASE NOTE THAT AGENDA ITEMS MUST BE SUBMITTED IN ADVANCE OF THE MEETING IN LINE WITH THE TIMESCALES SCHEDULE THAT HAS BEEN CIRCULATED

Please note the clerk will endeavour to include your request, however the clerk will decide its suitability in line with statutory guidelines and other agenda items may take precedence.

NAME:	<u>Nicola Cobb</u>	DATE:	<u>30 June 2021</u>
--------------	---------------------------	--------------	----------------------------

AGENDA ITEMS - INSERT WORDING TO APPEAR ON THE AGENDA. REMEMBER TO MAKE IT CLEAR WHAT YOU ARE ASKING COUNCILLORS TO DECIDE. PLEASE ALSO NOTE IF YOU ARE LOOKING FOR A SPECIFIC RESOLUTION.

“To consider...” “To note...” “To review...” “To agree....”

- To note that there is likely to be an overspend in the magazine budget to allow for the agreed free advertising for Nash Mills businesses
- To consider re-starting a charge for adverts for those whose businesses are not in Nash Mills

BACKGROUND INFORMATION - INSERT AS MUCH INFORMATION AS POSSIBLE SO THAT COUNCILLORS HAVE THE DETAIL THAT THEY NEED IN ORDER TO MAKE AN INFORMED DECISION.

Magazine budget

Council agreed a budget of £650 x 3 for the magazines in 2021 (40 pages per magazine). We also agreed to continue free advertising for Nash Mills businesses throughout 2021 (with cost over and above the agreed £650 per magazine to come out of reserves if needed). The Nash Mills advertising pages take up approximately 8 pages in the middle of the magazine and the Spring 2021 magazine was 44 pages. The additional 4 pages is a cost of £64 if we account for each magazine separately. If we created 44 pages for the remaining two editions, the **total overspend would be £192**.

Note: Page numbers must be in blocks of 4 (i.e. 36, 40, 44, 48)

Magazine advertising

We currently have two paid adverts for this year. These were both new adverts (outside of Nash Mills) - one full page and one half page with **an income of £160 for the year**. In early 2020, council agreed that we would include all existing advertisers (including those outside Nash Mills) in the free advertising. However we did not agree to continue those outside Nash Mills into 2021. If we were to start charging those not in Nash Mills, the income could increase (up to an additional £320 for three editions, depending on preferred advert size).

Future advertising

There is probably a further discussion to hold later in the year about future advertising, including number per magazine, preferred sizes, advert positioning, charging, etc. and how we can eventually cover more of the magazine cost using advertising. However, for simplicity, I'd suggest we keep this as a separate topic when discussing the budget for next year.

BACKGROUND DOCUMENTS LIST NAMES OF ANY DOCUMENTS OR SUPPORTING INFORMATION TO BE ATTACHED. ALL DOCUMENTS MUST BE SUBMITTED WITH THE REQUEST.

None

COSTS - INSERT DETAIL OF COSTS ASSOCIATED WITH THE DECISION THAT YOU ARE ASKING THE COUNCIL TO MAKE (IF KNOWN).

Potential use of reserves to cover some of the free advertising pages – up to £192

Potential increase in advertising income – up to £320