

St Paul Malmesbury Without Parish Council

Report #01.2

Introduction of a Council Email Newsletter

1. Purpose of the report

1. To invite Council to consider the introduction of a regular parish-wide newsletter to be circulated by email to those residents who have indicated a wish to receive them.

2. Background

- 2.1 The ability to communicate speedily and effectively with residents in the parish is an aspect of the Council's communication options that is currently missing. Presently the Council communicates information to residents via its website and strategically located notice boards, however there is the potential to reach far more of the parish's residents in a timelier manner using email.
- 2.2 Contents of the newsletters could include information about projects the Parish Council is considering and would wish to seek wider input, particularly controversial planning matters, urgent works to public utilities, road closures and items of a topical nature.
- 2.3 Hand delivering newsletters is a time-consuming exercise that has logistical and cost implications.

3. Setting up the Process

- 3.1 It is suggested that the newsletters are produced and distributed by the Clerk, with input on content from councillors.
- 3.2 Initially the first newsletter would need to be hand-delivered, by councillors to all residents in the parish with a clear invitation how to subscribe to the newsletter scheme.
- 3.3 The newsletter would ask residents to provide their name(s) address and email address to the Clerk. Accepted GDPR regulations would apply to this information with the Clerk holding all subscriber's details in a secure location. Newsletters would be emailed, by the Clerk, as 'blind copies', in order to ensure email confidentiality; they would also be placed on the website and notice boards.

4. Options

- 4.1 To dismiss the suggestion of establishing a newsletter
- 4.2 To consider other methods of improving communication with residents
- 4.3 To support the proposal with possible amendments

5. Financial Implications

- 5.1 The cost of printing the initial newsletter would be in the order of £120 which could be taken from the Council's General Reserve. The ongoing costs to the Council would be negligible.

5. Recommendation

5.1 The Council is recommended to support Option 4.3

Cllr David Briggs
On behalf of the Project WP
16.01.2023