



## Parish Magazine Update

### Request for November 2024 Agenda

- To receive report
- To determine the following items
  - Timing of the next two editions for this budget year
  - Timing of editions for the financial year 2025/26
  - Proposed pages/content to support budget
  - Proposed advert charges for 2025/26 (effective 1<sup>st</sup> April 2025)

### Timing of remaining 2024/25 editions

Due to the delay in the autumn 2024 magazine and delivery being early November, there is unlikely to be sufficient time to produce and deliver another magazine before Christmas this year. There also isn't any council content which is required to go out before Christmas. Therefore, the following timing is proposed for the remaining magazines budgeted in 24/25.

- **Winter 24/25** – January 2025
- **Spring 25** – April 2025

#### *Budget implications*

- Our Spring 2024 magazine was delayed until May to include the CPRE event. The cost for this was budgeted and paid for within the 23/24 financial year. Therefore, the Autumn 2024 magazine is the first for the current financial year.
- The printing budget for 24/25 is £2,591. The cost for the autumn edition is £785 (32 pages) and it likely to be similar for the next magazine. This would leave an underspend of approximately £1,021. After discussion with the clerk, it is proposed that this is reported as an underspend. At year end any underspends, from all budget headings will automatically drop into general reserves (less any overspends in any other budget areas) This could then be used to support an explained overspend in 25/26. Council also have earmarked reserves for emergency allocations.
- Advertisers have been invoiced in October 2024 for three magazines. That income can, therefore, still be accounted for in the 24/25 financial year.

### Timing of magazines in the 2025/26 financial year

While the timing of the magazine has always been flexible and can be adjusted to suit particular activities or events that require promotion, the following timings are proposed going forward to ensure that invoicing can be done within the relevant financial year. The earlier timing will also give flexibility for delivery (including extra time if required for weather issues or other unforeseen circumstances).

- **Summer 2025** – July
- **Winter 2025** – November
- **Spring 2026** - March

## Budget for 2025/26

To ensure that the cost of our existing printer is still competitive, we have requested quotes from other local printers. These are all in a similar ballpark (or higher) than we currently pay. It is therefore proposed that we remain with our existing printer who is both local and reliable.

## Proposed items for inclusion

Below is a reminder of the type of content that is generally included in the magazine (to support the budget for 32 pages in 2025/26). **Note:** *This is an indication only – the number of pages per item, order of pages, and exact content will vary from one edition to another.*

1. Front cover
2. Councillor details
3. Contents page
4. Letter from the chair (Lisa)
5. Clerk's corner - new page(s) (Nikki)
6. Clerk's corner - new page(s) (Nikki)
7. Council updates (general / WGs / key issues) (All / WG leads)
8. Council updates (general / WGs / key issues) (All / WG leads)
9. Planning / public consultation information (Alan / Nicola)
10. Dates for your diary (council events) (Nicola)
11. Report of recent events (NMPC - TBC)
12. Report of recent events (NMPC - TBC)
13. Sustainability (Nicola / Nikki)
14. Borough / county councillor update (Jan)
15. Other useful information from DBC / HCC (NMPC - TBC)
16. Other useful information from DBC / HCC (NMPC - TBC)
17. Staying safe (Herts Connected, safety tips, cybersecurity, etc.) (NMPC - TBC)
18. Staying safe (Herts Connected, safety tips, cybersecurity, etc.) (NMPC - TBC)
19. Update from St Mary's Church (Peter Bladon)
20. Updates from others in Nash Mills (varies, e.g. FOBP, school/PTA, RAs, NMVH)
21. Updates from others in Nash Mills (varies, e.g. FOBP, school/PTA, RAs, NMVH)
22. Updates from others in Nash Mills (varies, e.g. FOBP, school/PTA, RAs, NMVH)
23. Space for competition / other article (NMPC - TBC)
24. Space for competition / other article (NMPC - TBC)
25. Adverts – half pages (Village Hall / Bethel Reformed Baptist Church)
26. Advert – full page (Soba Fitness)
27. Advert – full page (Leewood Recycling)
28. Advert – full page (Nash Mills Heating)
29. Adverts – half pages (Denes Launderette / Ken Hodson)
30. Adverts – quarter page (Locksmith) plus space fillers
31. Report it online / Useful contacts
32. Back page

## Proposed advertising charges

Our advertising charges were last updated in 2020. As the budget for the upcoming financial year has been prepared, it is proposed to leave charges as they are for 2025/26 but a review be undertaken ready for budget setting 2026/27.

## Upcoming magazines (information only)

Magazine team will:

- Work on a schedule with clear deadlines to ensure on-time delivery of magazine.
- Send proposed content list in advance to all councillors and request content suggestions.
- Request volunteers to create content for NMPC content above.
- Clerk is working on updating editions on website to SharePoint.