

TITLE OF REPORT Citizen Newsletter	DATE 25 th October 2016
Council Meeting For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Leader and Champion
Outcome	Improve Communication with Citizens
Lead Officer	Director of Performance
Cost: (If applicable)	Est £20,000

1.0 Background

Corporate Policy and Resources Committee agreed to recommend that Council supports the Notice of Motion - *“Causeway Coast and Glens Borough Council covers a large geographic area with disparate communities at its heart. The Reform of Local Government has integrated the work of four Districts into one large organisation and as such it is important to ensure that our citizens are kept fully informed of Council business and events in the area. In order to ensure good communication with our electorate we propose that Council produce two news sheets annually to be distributed to each household in the Borough.*

We further propose that the news sheets are distributed in conjunction with bin collection similar to the methodology employed by the former Legacy Councils. This will ensure the news is delivered in an effective and cost efficient manner”.

1.1 Aims and Objectives of the Newsletter

The aims and objectives of the newsletter are as follows:-

- Communicate Council’s key messages
- Provide information and inform citizens about Council’s work
- Deliver regular updates on Council’s front-line services
- Consult and engage with citizens on current and new initiatives
- Encourage feedback from our citizens
- Promote Council’s services and events

1.2 Detail

Council may wish to consider the following suggestions and costings.

Name

Members are asked to consider a name for the newsletter.

The name of the former publications by the legacy Councils were as follows:-

Moyle – Moyle Matters

Limavady – Roe Valley Update

Ballymoney – Ballymoney Bulletin

In the interim it is suggested that for the first edition the title is

“Causeway Coast and Glens Borough Council - A Newsletter for Citizens”

This will allow the first edition to be produced and distributed before Christmas.

Frequency

Twice per annum - Issue 1 – end November 2016 and Issue 2 - May 2017

Costs per issue

£5,000 print, & £5,000 delivery (delivery to be provided by Royal Mail)

Suggested Content

At its meeting, the Corporate Policy and Resources committee put forward topics for inclusion in the first edition.

Message from Mayor

Borough Information - Councillors names and contact details, map of area
Refuse Collection, calendar blue/black bin, what goes into each, recycling information,

Christmas and New Year Bin Collections and arrangements

In addition the following topics are also put forward for Council’s consideration

Information on how to access timetable of Council Meetings, Agendas and Papers.

What Council does/What Council doesn’t do, provide details for Council and non-council contacts

Opening times and contact details for Council facilities including Amenity Sites, Leisure Centres, Registration Services.

“What’s on” section to cover events

Funding information and contact details

Update on Capital Projects – Diversity Park, EI Schemes, Dungiven and Ballymoney

Comments, Complaints, Compliments – How to make comment/complaint.

Prior to distribution of the first edition, a copy of the newsletter will be circulated to elected members.

For future editions, it is envisaged that a draft version of the newsletter is presented for committee's consideration and recommendation to council, in advance of distribution.

2.0 Recommendation

It is recommended that Council considers the above information and agrees the Name for the Newsletter, Frequency of distribution, Cost and delivery and Suggested content.