

Community Survey and Promotion

This paper considers the options for a community survey and initial promotion of the Town Council – contacts, councillors, asset-base, management of expectations etc.

General: Waveney Advertiser and Lowestoft Journal

The Journal as a paid-for publication has a self-selecting audience with 11,000 copies per week with an estimated 2.5 to 3 readers per copy and, hence, a readership of 25 to 30,000.

The Advertiser is free and is delivered to over 40,000 households but not where this is not commercially viable e.g. main urban areas and villages. It covers areas outside of scope for Lowestoft e.g. Beccles. It has an estimated 1.5 readers per copy.

For a significant job of work, they need 3 to 4 week lead in and it is essential to book in a wrap around slot and be sure that Council procedures can fit into that timescale.

4 page wrap around on the Waveney Advertiser would be £2995.

LTC would need to be aware that this is not always available as others might have booked the wrap around for a particular edition. They can also do something within the Journal as part of the package. Effectively a wrap around is like a very big leaflet and has impact.

They can do the artwork without extra charge but it is important to note that they must have their header on page 1 because effectively this is the front page of the newspaper.

Alternative = a stand alone tabloid size supplement on the Waveney Advertiser would be £3800.

It would have upgraded newspaper print, stapled, and up to 12 pages (54g paper). This would go out within but separate the Advertiser as an insert. There would be 40,000 copies and we would get 3000 additional copies for distribution as we saw fit.

An example: this option was used for WDC's first draft of the local plan.

Questions

Whatever is used, they suggest simplicity in questions and not too much in the way of follow-ons e.g. you said you did not like x, please tell us why...

Not longer than 10-15 mins to complete and user-friendly and intuitive.

They suggest a digital campaign to complement the hard copy material

This we had already intended through Survey Monkey. They would have a designed section on the Journal site – with a 'Have your say' click through to the LTC site. We would manage the online survey and analyse data etc of course. They would have a downloadable copy of the supplement on their site and suggest that hard copy and online returns (with the latter being strongly encouraged) remain important options.

Council tax leaflet

Parish and town councils tend to complain that when the council tax bill goes out to households, it is accompanied by comprehensive information about public service provider services but little, if anything, about parish and town council services. The cost of providing information to go out with the council tax bill is as follows:

This would go out to all households just in Lowestoft. A4 double sided. Based on last year's leader statement (see appendix 1), the cost is approximately £35.00 per 1,000 to produce. This cost is for full colour. Black and white can be done but this would make a very marginal difference in cost and WDC suggest members would prefer colour (the bills will be printed in colour). We need to allow for a 5% additional print to cover for wastage/production spoils etc. Additional postage would be approximately 1p per letter.

Expected cost based on production cost of Leaders statement for 2017-18 year:
Lowestoft Town Council inserts 24,000 + 5% = 25,200 printed in colour = £882.00 + VAT
Additional postage - £240.00
Total : £1,122

As last year, production can go ahead with a final proof in PDF format. Final proofs are required by **January 31st 2018**. Phil Harris has offered formatting and design support.

Bugle permanent advertising space per year would be £1953

Alice Taylor sourced this information. It is more aimed at getting a permanent space on the Bugle to advertise local events and charities and LTC projects, rather than as a one-off for a survey per se.

Cost- £2,100/year - 7% = £1,953. Location - inside front or back (to be chosen by the LTC). Alice provided the following commentary:

Why would we do this?- To promote the LTC as a community champion. To have a dedicated place to advertise our consultations (neighbourhood consultation, surveys, Town Hall consultations, Triangle), to promote worthy events in Lowestoft (carnival, festivals, events), to promote local clubs and charities and civic events. I suggested that we divide the page into a template of four different rotating ads. As you can see from the email below, the Bugle will work with artwork we or the charity/event sends in or create it themselves to our specifications. They will also include a space inside for editorial/commentary to promote Lowestoft. The Bugle survives on ads and is free, so that we would be able to say we are promoting a local business and that our citizens would have free access to this information.

Way forward

Decisions, in principle, needed about the way forward with this financially and the Community Survey Group need to start drafting questions and liaising with the relevant officer at WDC.

Timing is an issue. Do we want to do this in advance of having a 'permanent' office?

Shona Bendix

Suffolk Coastal District Council

Council Tax Information 2017/18

Message from Cllr Ray Herring, Leader of Suffolk Coastal District Council



Suffolk Coastal and Waveney District Councils recently agreed to merge to create a new 'super district' to deliver services to communities across east Suffolk. Both councils are recognised for our innovative partnership working, which has allowed us to drastically reduce our staffing numbers and make joint saving of over £16 million since 2010, while safeguarding frontline services.

But we need to build on this success and focus on how we will successfully deliver our ambitious Business Plan, while supporting the local economy.

We are driving forward on all fronts. As well as the proposed merger with Waveney, Suffolk Coastal has also recently moved to new, more economical offices in Melton.

There are financial challenges ahead, but east Suffolk has a very strong economy. We are confident we can deliver quality services, while continuing to make efficiency savings and investing in the future.

I remain very positive about the future and believe this council has a key role to play in fostering a strong economy by helping businesses develop, driving the provision of more housing, particularly extra affordable homes, and creating new jobs in the district.

We also need to invest in our facilities, such as redeveloping the leisure centres across the district, as well as continuing to deliver our Enabling Communities agenda, which provides essential grants and support to help make our communities stronger and more able to do things for themselves.

Key to our ability to achieve this is the fact Suffolk Coastal is adopting a more commercial approach to delivering services, in order to protect our local council tax payers.

Suffolk Coastal District Council has an annual budget of about £12 million. About £7 million of this comes from Council Tax. Although we collect the Council Tax (on behalf of Suffolk Coastal), the County Council, Police and Town/Parish Councils), only about 10p from each pound of the council tax you pay goes towards providing our district council services.

We are also facing a steep reduction in central Government grants.

Rather than make cuts to services, Suffolk Coastal is committed to reducing its dependence on central Government grants by becoming more financially self-sufficient, through reduced spending and becoming more business-like in order to generate the income we need to make up this shortfall.



“this council has a key role to play in fostering a strong economy”

Find out more at: www.eastsuffolk.gov.uk/council-tax

Message from Cllr Colin Noble, Leader of Suffolk County Council



Over the last year we have continued our transition into a much leaner organisation, having now saved more than £200m since 2010. We have done this whilst continuing to prioritise the needs of our most vulnerable residents and ensuring everyone has access to the services they rely on.

I understand the pressures household budgets are under so I am committed to freezing the county council's element of council tax bills for the seventh year running. It's possible to do this because of the sound financial management we have in place.

We will continue to face financial challenges in the years ahead and with that comes difficult decisions; not ones we want to take, but have to take.

For the coming year, we have committed a sensible proportion of reserves to mitigate reduced government funding and meet the increased demand for services, but this cannot be a long-term solution.

The Government has told councils that they can raise additional funds through the national adult social care precept and we have taken the decision to do that. This will raise £8.5m of extra funding in 2017/18 and



will help us meet the financial challenges currently facing the care sector.

It's important to realise however, that even with the precept, our funding will be less than in previous years due to reduced government grants.

Despite all that has been thrown at us, there is much to be proud of; our children's services have been rated as 'Good' by Ofsted, which is a fantastic result, 89 per cent (January 2017) of schools in the county are rated 'Good' or 'Outstanding' by Ofsted

and we continue to improve at a faster rate than across the rest of the country. We know that isn't 'job done' and we continue to work hard to make sure all children and young people can achieve their full potential.

We have also secured £150m of Government funding to deliver the much needed Upper Orwell Crossings in Ipswich and Lake Lothing Third Crossing in Lowestoft, and invested an additional £10m in maintaining the county's road network.

It's important to me to hear first-hand the issues affecting residents, so throughout the year I have visited towns across Suffolk, to listen to the things that affect you. As part of many interesting discussions residents have told me that they think our delivery of vital public services is good. I want to ensure that we continue to deliver these.

Thank you to everyone I have spoken with – I have found your feedback to be invaluable.

I look forward to being out and about again in the year ahead to make sure decisions that are taken are informed by the residents of this great county.

Find out more at: www.suffolk.gov.uk/counciltax

Message from Tim Passmore, Police and Crime Commissioner for Suffolk



A major part of my role as Suffolk's Police and Crime Commissioner is to distribute the policing grants from government and set the policing part of your council tax. This means I am responsible for setting the budget, which includes how much you will be asked to pay through your council tax for policing our county.

Suffolk Constabulary does a great job; it's a low-cost force and offers good value for money. As with all public services, savings need to be made but I want to reassure you that Suffolk Constabulary will always respond to you in an emergency and your safer neighbourhood teams will continue to serve you locally supported by the neighbourhood response teams and enhanced investigation teams.

In view of the enormous increase in demand that the Constabulary is facing, I have decided to increase the policing part of the precept by 1.972%. Raising the precept will add around £830K to our budget in the next financial year to help deliver the priorities within my new Police and Crime Plan which was published last month; you can read more on my website: www.suffolk-pcc.gov.uk/about-us/police-and-crime-plan-2017-21.

By increasing the precept the average payment will increase from £173.43 to £176.85 per year in 2017/18, an average increase of a penny a day (based on Band D property).

As your PCC, my job is to ensure the policing needs of your community is met as effectively as possible, bringing communities closer to the police and building confidence in our Constabulary. My job is to listen and respond to the needs of the people of Suffolk, bringing more of a public voice to policing.

If you have an issue that you would like to raise, please contact me via the website, www.suffolk-pcc.gov.uk, e-mail spcc@suffolk.pnn.police.uk or write to me at the Office of the PCC, Suffolk Police Headquarters, Martlesham Heath IPS 3QS. @timpcc

Find out more at: www.suffolk-pcc.gov.uk