

## Communications Budget Ideas:

### Part 1 - Digital Solutions:

Budget to cover 'boosting' of Social Media posts.

This would be used when necessary to 'boost' various posts to increase engagement and reach. This would be used to promote events, campaigns and other important news items and announcements.

**Budget: £500**

### Part 2 – Local Circulation:

To pay for regular listings/articles in a local magazine that is distributed to all households in the area (NR32, NR33).

There is an offer for a double-page spread across six editions over the year. The spread could be changed each month to have a different focus (an article on a particular project, event or campaign) and updated event listings.

**Cost: £6000 for year** – including design.

### Part 3 – Event Promotion:

To support the promotion of events.

Some major events could be further supported with additional promotional material, including banners etc. Eco-friendly options for vinyl banners are possible but more expensive to produce. Any budget from this would also compliment the social media 'boosting' to further increase engagement and reach. This could work in tandem with part 5 (*see below*).

**Budget:** Max budget per event £500 - **£3000 total**

### Part 4 – Billboards

To promote large events on billboards in the Town.

More information on possible locations is needed, plus information on when these billboards become available to book (these are often booked 18months + in advance).

Estimated cost: **£8000 + VAT per year**, for one billboard (an additional £299 per design change)

*It is worth noting that the particular billboard that was costed is fully booked until the end of 2025/mid 2026.*

## **Part 5 – Further Research Needed**

I am in contact with the relevant authority to find out costs for licensing for roadside banners/posters, the specification these must meet, and the permissions needed.

### **Recommendation:**

I am not of the impression that the billboard is good value for money, considering the limitations on locations and design changes.

In total, I would recommend a maximum budget at £10,000 to cover:

- Digital Solutions
- Local Newsletter Circulation
- Additional Event Promotion
- Licensing/Permissions

With a delegation to Officers to ensure that there is no delay, especially for small, one-off purchases like boosting a social media post.