West Horsley Parish Council

Appendix 8: Welcome Pack Briefing Note

The drafting of the Welcome to West Horsley brochures is progressing well and in anticipation of the first of many new families moving to their new West Horsley homes the Communications Task Group is now asking for an interim budget of £300, sufficient to pay for up to 300 copies. [An additional £200 has already been earmarked for the Welcome Pack in the 2022/23 budget, giving a total of £500 for this initiative.]

Sample cover design

- The welcome pack will be a 16-page, full colour, A5 brochure.
- Print cost per brochure approx. £1.
- The Communications Task Group would like to use local printer NJM (Guildford) Ltd.

NJM has a good reputation and the Council has used them before. They are reliable, price competitive and are happy to accommodate small runs and fast turn arounds of the brochure without charging a premium. This will enable us to print as we go and avoid waste (e.g. should the pack need to be updated).

The Communications Task Group would also like to offer local estate agents the opportunity to add their advert to the back cover and to then print copies to give to their clients. This would enable mass distribution without the Parish Council having to fun excessive print costs.

The new Welcome to West Horsley brochure will also be made available via the WHPC website.

Recommendation:

- To approve an initial budget of £300 for printing costs.

Comms Task Group
February 2022