

Full Council

28 April 2016

Public Question No. 7A

Brian Slater of Rochester asked the Leader of the Council, Councillor Jarrett, the following question:

Please tell me how much is the total cost per annum of publishing and distributing the in-house magazine "Medway Matters".

Written response from Councillor Jarrett:

Medway Matters costs 0.15 pence a copy which is exceptional value for money when you consider the breadth of information included and the number of residents it reaches.

We deliver Medway Matters to over 118,000 homes as it's important we tell our residents about the services on offer to them as well as promoting our fantastic events, our leisure opportunities and everything else that makes Medway a great place to live.

One of our recent independent resident telephone surveys told us that 85% of residents want to receive information on council services from Medway Matters.

At just 0.15p a copy, the cost per annum is £71,488 (after we deduct the income Medway Matters brings into the council from advertisers), making the publication a respected and cost effective information resource for residents.