

Blackwater Coastal Community Team

Newsletter

1 Newsletter production and costs

The suggestion is that the newsletter would be artworked and sent to an external printer for production. Estimated costs are as follows (noting that print costs change frequently)

A4	4 sides (1xA3 folded)	500 copies	approx £120
		1000 copies	approx £185
A4	8 sides (2 x A3 folded and collated)	500 copies	approx £185
		1000 copies	approx £305

2 Content

Decide on the message

The first things we need to do is decide what the message is and where the leaflet is going to go. What are we promoting? What sort of things to visitors actually want to do?

Lists of pubs and restaurants are useful. Boat trips on the Blackwater (including fishing trips). Outward facing events at sailing and other water sports clubs etc. The Bradwell (St Peter's) pilgrimage. Stow Maries and other museums need to feature.

Events

The MDC Tourist website has a large amount of information in a diary / calendar form. However most of it is not going to be of interest to visitors (e.g. ongoing art classes, yoga classes, etc.) as it is internal events for local residents. There is no point including such items in a leaflet designed to promote the area. While I appreciate that information on the website is dependent on the quality of data received there is remarkably little detail to help visitors. At most we will be able to extract dates for events.

Nature notes

There are a number of people locally who can provide articles about the local wildlife. The main issue is how detailed the information we publish is given the poor access to many sites. For example, encouraging visitors to walk along the sections of the sea wall adjacent to avocet nesting sites would probably not be a good idea. At best they will be dive-bombed and at worst they will disturb the birds to the extent that nests are abandoned!

MG

17/01/17