

**Previous recommendation to Cabinet**

*Move to maximising communication through existing and more cost effective channels*

**Consultation responses from Members of the Public**

- Cease vision as there are already community magazines.
- Do not want glossy magazines that no one reads and need to maximise communication through more cost effective channels

**Consultation responses from Working Groups, Unions etc**

- As far as ceasing to print Vision Magazine goes, Councillors will be aware of the digital backwater that North West Leicestershire is. Many elderly residents depend on printed magazines to find out what is going on and Vision has been a valuable source of information for vulnerable people e.g. publicising changes to Housing Benefits and Council Tax, housing issues for those in privately rented accommodation or homeowners and publicising events. It is valued by a section of the community not served by modern media. No doubt this will be picked up by the EIA.

**Consultation responses from the Executive Consultation Meeting**

- None on this issue

**Consultation responses from the Coalville Special Expenses Working Party**

- None on this issue

**Consultation responses from the Policy Development Group**

- None on this issue

**Officer Comments**

- The suggestion of using community magazines to promote Council information is really welcome and we will take this idea forward.
- Advised that we are proposing to stop publishing the Vision magazine

**Recommendation**

The recommendation remains to cease Vision magazine. The Council will move to maximising communication through existing and more cost effective channels and in early 2014 we will develop a new communications strategy. This will set out how we will use all channels available to us to reach the widest possible audience.