

## West Suffolk Council Magazine

Information supplies by the West Suffolk Communications Team

The Thriving West Suffolk magazine is a pilot West Suffolk Council is trialling as a way of directly communicating with residents to keep them informed and give them more information than they can get from a short social media post or that may even be lost in the noise or scrolled by.

The council recognises how vital the local press is and should be supported but is also aware that not everyone reads local newspapers or paid for online media. Equally not all residents across West Suffolk use social media or follow the council's social media channels. As such the council has piloted the Thriving West Suffolk Magazine which was posted through the letter-box of households in the district at the end of December/ beginning of January.

The council has a legal duty to keep people informed and has strengthened under its strategic policies the way that it engages. It is also part of the recommendations from the Local Government Association Corporate Peer Review Challenge which praised this new approach to engagement.

This is especially true as a way to explain the council's priorities, highlight help available and the services the authority delivers.



The magazine approach is similar to how other councils across Suffolk communicate and complements a range of communication methods the council uses. For those who prefer to receive their information by email a new service is being offered for people to sign up for free to get updates about what the Council is doing.

Thriving West Suffolk - Magazine and Updates Sign Up Form - West Suffolk Councils Electronic Forms

No decision as yet has been made about future issues – if there are, we are only allowed by Government to publish quarterly so as not to directly compete with traditional media.

The aim is to ensure that people aren't missing out on useful information about council work and services. This includes our work in helping communities and the health and wellbeing of residents. It includes our work to supporting skills development and jobs growth. It's making residents aware of how we can support them in their own home alongside the importance of delivering new homes to meet local needs and reduce homelessness. And its making residents aware of the work we are carrying out to help the environment including helping residents prepare for Better Recycling which is coming this summer.

The council is keen to hear whether people liked the magazine and found it useful or if there are other areas of the council's work that they want to hear about in any potential future editions. The council would also like to include residents' or organisations' own stories and photos of being community minded or using council services, such as doing a communal litter pick, or using leisure facilities, for example. People can send them to [communications@westsuffolk.gov.uk](mailto:communications@westsuffolk.gov.uk) marked Thriving West Suffolk.

### District Councillor Comment

Please let me know your views on this Magazine.

- ◆ Have you read it? Was it informative? Anything missing? Future copies?