

Request for information – “Step Up Shropshire” Leaflet/Letter (RFI: 1060)

- 1) How much did the “Step Up Shropshire” Leaflet/Letter cost to produce and deliver to all residents in Shropshire?**

The Council sent the letter nearly 135,000 homes in the Shropshire Council area. This cost the equivalent of 41.5p per household for postage and printing. For context 2nd class postage is 65p. Funding for this came from additional resources the Council has received from Government to support its response to the COVID-19 pandemic. The total cost for printing and postage was £55,800

- 2) What was the justification for printing the letter in full colour, as opposed to black and white?**

Printing methods have advanced greatly in recent years reducing the cost differential between full colour and mono printing, while colour print is shown to engage the reader more, which is an important consideration when communicating a message like this.

- 3) Why wasn't this leaflet appropriately signed off as the relevant department for this information?**

This letter went through the appropriate approvals and sign off process.

- 4) What was the justification for including a photo of the Leader of the Council on this letter, when it seems unprecedented?**

This was a message from the Leader of the Council highlighting important council services at the start of the 3rd national lockdown. As the Leader is ultimately responsible for, and accountable to, the public, it is appropriate that his picture was included. This has been done by other council leaders during the pandemic.

- 5) When was the decision made to send this letter out?**

The Council had planned to send a letter prior to Christmas, but this was held back until the new year. The content and timescales for sending out this letter were then revised on 5 January, following the announcement of the 3rd national lockdown on 4 January.