**Information for Unitary Councillors**

Sheet Number:

2022-27/50

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| **From:** | **Chris Palmer, Interim Head of Comms** |

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| **Relevant ELT Director and sign-off date:** | **Mickey Green, 28 April 2023** |

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| **Date:** | **28 April 2023** |

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| **To:** | **All Unitary Councillors**  |

**Council news by email**

Over the next few weeks public-facing newsletters that have previously been produced by the District or County Councils will move over to a new system called GovDelivery. This system may be familiar to many of you as was previously used by Somerset West and Taunton Council and is also used by many other local authorities, including Devon and Dorset councils. It makes it very straightforward for residents to subscribe to updates and has proven very successful in growing circulation lists and improving direct communication with residents.

The first newsletters for Climate Change and Economic Development will be issued shortly along with general news and Waste Service updates.

Three of the five former authorities had established newsletters covering the work the councils and their communities are doing to address the climate emergency. The new monthly newsletter has been developed by the teams responsible for those newsletters - and others involved in climate work in Somerset Council. The first edition is due to be sent out today Friday (28 April). It will be called SEEN (Somerset Ecological & Environmental Newsletter) and aims to highlight and celebrate the work of communities and the councils as we work towards a climate resilient Somerset, while inspiring and providing information and guidance that will help residents take action themselves.

The monthly waste newsletter, called SORTED currently has a 13.5k readership. Articles will be shared between SEEN and SORTED where relevant, though SORTED will retain much content specific to it well-established recycling and waste audience.

Our approach to newsletters will evolve and develop over the coming months as we aim to improve our content, bring other newsletters into this system and grow our audience. The new system supports our capacity, along with increasing use of social media, to communicate directly with residents.

Please do sign up and share the subscriber links with your contacts. You can find the link via our website home page or at [this link](https://public.govdelivery.com/accounts/UKSC/subscriber/new).

We would also value your feedback. If you have any questions or comments please email peter.elliott@somerset.gov.uk.

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