



## Email Communications

### 1. Background

Since taking over the editorship of *inSPIRE* magazine, I have been using Mailchimp as the platform for distributing digital copies of the magazine and related communications.

Mailchimp provides structured email list management, subscription control, and distribution tools that are significantly more robust than standard email systems.

Until recently, the required level of service has been available under a free plan. However, Mailchimp has amended its terms of service and pricing structure, and the features currently relied upon now require a paid subscription.

### 2. Benefits of the Platform

The continued use of Mailchimp provides several key benefits to the Parish Council:

#### a) Data Protection and GDPR Compliance

Mailchimp offers:

- Secure storage of subscriber data
- Automated unsubscribe and preference management
- Clear audit trails for consent
- Reduced risk of accidental data breaches (e.g., exposure of email addresses)

This supports the Council in meeting its obligations under UK GDPR and data protection legislation.

#### b) Effective List Management

- Centralised and organised subscriber database
- Easy addition and removal of contacts
- Prevention of duplication
- Reduced administrative time

#### c) Monitoring and Engagement

The platform provides reporting tools which allow us to:

- Monitor delivery rates

- Track open rates
- Understand engagement levels

This information helps assess the reach and effectiveness of parish communications.

### **3. Financial Implications**

The subscription cost is:

- **£9.69 per month (excluding VAT)**
- **£11.64 per month (including VAT)**

This equates to **£139.68 per annum including VAT**.

It is proposed that this cost be met from the existing **IT and email provision budget**, with no requirement for additional funding.

### **4. Recommendation**

It is recommended that Full Council:

**RESOLVE** to approve the purchase of a Mailchimp subscription at a cost of £11.64 per month (including VAT), to be funded from the IT budget, to support the distribution and management of *inSPIRE* magazine and associated parish communications.

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