



PRESS RELEASE

Date: 25 January 2010

NEWBURY TOWN COUNCIL – WORKING FOR NEWBURY VIDEO

In conjunction with local company MWS Media, Newbury Town Council has created a [short video](#) highlighting what the Town Council does for Newbury.

The video, presented by the Leader of the Council, Cllr Ifor Sheldon, was shot in late summer 2009 and is now ready for launch.

The video covers most of the services that the Town Council provides, relating to parks, open spaces, children's playgrounds, the market, cemeteries and allotments, while also emphasising the proud history, vibrancy and civic tradition of the town.

The video is available on the Town Council web site and will be used by the Town Council at relevant conferences and meetings, as a way of introducing Newbury Town Council. The expectation is that it will be refreshed every 2 years.

Cllr Ifor Sheldon said "It is important that we use a variety of ways to get the message out about what Newbury Town Council does. The idea of a video was discussed as part of budget setting for 2009/2010, at a very small cost. It's great that the money has been effectively spent".

Bertie Stephens of MWS Media said "We have created a variety of these sorts of videos in both the public and private sectors. Video will be the most important marketing tool for organisations in 2010 onwards and it's fantastic the council have caught on so soon".

END

Cllr Ifor Sheldon – Leader of the Council (ifor.sheldon2005@ntlworld.com 01635 827415)

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Web link for the video page: www.newbury.gov.uk/News/Newburyvideo2010.htm