



Question:

I'm just writing to say how disappointed I am at the use of generative AI in your recent newsletter (Spring/Summer 2026). It is well known that generative AI has a huge environmental impact on the planet, something that I think should be a priority for everyone.

There are so many ways you can "generate" your artwork for "free". Holding competitions and using the best entry or Canva/Getty images are all fantastic free resources that don't ruin the planet and show that the parish council cares about human connection.

Your Ackworth Gala flyer features a man (on the left hand side) with three legs because of this lazy shortcut you've taken.

I would love to see some human made images in the next newsletter.

Answer:

We do use a mixture of resources to create our posters, newsletters, and centre artwork. This year we have used AI software to create some of our posters, however the newsletter was created by a staff member using Canva (with some posters inserted for visual recognition of the event). More recently we have run art classes with a paid artist in place to create lino and mosaic unique pieces for our centres.

Whilst we do appreciate your feedback, our organisation is funded using public money and therefore it isn't always possible to pay artists or staff overtime to create posters. We are a small team, and I can assure you that shortcuts are not in place out of laziness and are balanced in terms of use vs environmental impact.

It is clear however, that we do need to take a more vigilant review of the end poster product. I think AI on this occasion has taken the circus theme a little too literally with the 3-legged person.

If you know of any local artists willing to create work for the Parish Council for free or have any ideas on art events, please let us know and we will discuss further with Council.