

**To receive an update on the town leaflet and maps for information boards and consider any actions and expenditure**

**Report to:** Town Team

**Date of Report:** 7.1.26

**Officer Writing the Report:** Office Manager / Assistant to the Town Clerk

**Purpose of the report:** To note the progress made to date by the working group.

**Officer's Recommendations**

To note.

**Report Summary**

A third draft of the leaflet has been received from the designer over the festive period. Please see Appendix A.

The working group are due to meet as soon as possible to review and provide feedback.

The Office Manager has provided some slight tweaks on the attached Appendix A that include the following:

- The market location needs to be moved to next to the WC.
- Could we have a larger flag on Trematon Castle?
- On the Fore Street to Coombe Woods Circular Walk, the train logo needs repositioning to match the location shown on the larger map, as does Mary Newman's.
- There is a slight typo in the Town Centre box 12 - 'Fore Street is home' and the word services needs an 's', which appears to have been removed.

The Administration Department is currently reviewing the content for the Town Visitor Guide so that the working group can confirm and progress this now that the leaflet and map are close to being printed and published.

The Town Council website will be reviewed by the Administration Department once the leaflet and associated icons have been finalised, approved, and received from the designer.

Once the icons are received, it is the intention of the working group to revisit the smaller information boards that previously displayed the heritage trail.

The designer has confirmed that two rounds of changes have been completed, with the third round charged at £70. This is in line with the original quote received that further amendments will be charged at £55 per hour.

Updated cost information has been received from both the printers and distributors. Cost confirmation for the map posters is still pending.

Distribution will extend from Looe through Liskeard, Launceston, Tavistock, Princetown and Plymouth, continuing onward to Ivybridge. The guides will be available in a wide range of locations, including self-catering holiday accommodation, holiday parks, tourist attractions, caravan and motorhome sites, campsites, supermarkets, pubs, tourist information centres, and various other venues.

## Budget Overview

| Item Description          | Quantity | Unit Price | Total Cost       |
|---------------------------|----------|------------|------------------|
| Leaflet Design            | 1        | £480.00    | £480.00          |
| Illustrative Car Park Map | 1        | £1,475.00  | £1,475.00        |
| Additional Icons          | 2        | £25.00     | £50.00           |
| Editorial Costs           | 1        | £175.00    | £175.00          |
| Changes at £55 p.h.       | 1        | £70.00     | £70.00           |
| Town Visitor Guide        | 1        | £400.00    | £400.00          |
| Map boards                | 6        | £35.00     | £210.00          |
| Printing                  | 30,000   | £0.07      | £2,174.00        |
| Distribution              | 30,000   | £0.03      | £900.00          |
| <b>Total</b>              |          |            | <b>£5,934.00</b> |

## Budgets

**Budget Codes:** 5590 S106 Waitrose Publicity Funds - Expenditure

**Budget Availability:** £5,958.00

**Committed Spend:** £1,310.00

**Please note:** At this stage, the committed spend does not include costs for the map boards, printing, or distribution, as we are still awaiting confirmation that the leaflet design is ready for publication. Based on the proposed expenditure for the quoted items, the remaining budget would be £1,364.00

## Signature of Officer:

Office Manager / Assistant to the Town Clerk