

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 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
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
Total			£4,459.00

Budgets

Budget Codes: 5590 S106 Waitrose Publicity Funds - Expenditure

Budget Availability: £5,958.00

Signature of Officer:

Office Manager / Assistant to the Town Clerk