

**To receive a report on promotional materials for the business plan and  
consider any actions and associated expenditure**

**Report to:** Town Vision Sub-Committee

**Date of Report:** 09/03/2026

**Officer Writing the Report:** Development and Engagement Manager

**Purpose of the report:** To provide an update to members on the current status of the work-to-do 'delegate to the Development and Engagement Manager to obtain costings for transferable promotional material to support the Business Plan, with a report to be brought back to the next Town Vision meeting'.

**Officer's Recommendations**

Members are requested to note the update within this report.

**Report Summary**

Members previously agreed to delegate to the Development and Engagement Manager (DEM) the task of obtaining costings for transferable promotional materials to support the promotion of the Town Council's Business Plan, with a report to be brought back to a future Town Vision meeting.

It has been agreed with the Town Clerk, that this work has been temporarily placed on hold pending the appointment of the Communications and Engagement Officer (CEO). The reason for this is that the visual design, branding, and wider promotional approach developed by the CEO as part of the broader Business Plan promotion initiative will influence the type of materials required and the associated costings. Developing this work collaboratively will help ensure consistency in messaging and design.

Once the CEO is in post, the intention is that the DEM and CEO work together to develop appropriate promotional materials and a communications strategy for promoting the Business Plan moving forward. This approach will also ensure that the

materials considered are transferable, practical for long-term use, and represent the best possible value for money for the Council.

This is a significant project and will require joint working between the Development and Engagement Manager and the Communications and Engagement Officer. A further update will be provided to members once the Communications and Engagement Officer is in position and work on the project progresses.

**Signature of Officer:**

Development and Engagement Manager