

LEIGHTON-LINSLADE TOWN COUNCIL

PARTNERSHIP COMMITTEE

30 AUGUST 2012

I ♥ LB CHRISTMAS GIFT CATALOGUE

As part of the promotion of the Christmas Festival, members of the Partnership Committee are requested to consider a proposal from the I♥LB group for the design and print of a Christmas Gift Catalogue. This catalogue would be produced in collaboration with the independent retailers trading in Leighton Buzzard.

Purpose

- to promote what the Town Centre has to offer with particular focus on the Leighton Buzzard Christmas Festival, to be held over the weekend of Fri 30th Nov – Sun 2nd December 2012
- to encourage as many local independent retailers as possible to open on Sunday 2nd December

Proposal

- that all independent shops and traders are to be approached personally and invited to feature their business, and up to three of the products or services they offer within the guide. The products or services featured to be particularly suitable for purchase as Christmas gifts/ presents
- that there will be no charge for participating in the Leighton Buzzard Christmas Gift Guide. However, should a business wish to feature they will be expected to open their shops on Sunday 2nd December.

Design concept

Each page will feature either one or two businesses and that the layout of the page will encompass :

- a professionally taken photograph of the owner of the business in front of their shop
- contact information for the business
- a description of the products or services (3 max) the business wishes to promote as Christmas gift purchases

Costs

Four quotations have been obtained for the design, layout and artwork for the Guide.

Company	Design	Print (3,000 copies)
'A'	£980.00	£972.00
'B'	£750.00 (also includes a digital copy for use online)	£1,156.00
'C'	£600.00	£998.00
'D'	Not able to quote	£985.00

Guide to be branded I♥LB and in full colour throughout

- The front cover of the guide will explain its purpose and the back page will provide an index of the categories of gifts featured in the guide
- The design costs for producing the guide to be met from the Town Council's budget for the Christmas Weekend as the Guide will form the main focus to promote the LB Christmas Festival.
- Print costs to be separately funded, via Central Bedfordshire Council.

Recommendation to fund the printing of the I♥LB Christmas Gift Catalogue, in addition to the allocated budget of £12,000, subject to the Town Council having a high profile on the front page and within the catalogue.

Report Author :
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