

From: Victoria Harvey
Sent: 02 August 2012 10:42
To: Pat Kingsnorth
Subject: shopping directory

Dear Pat,

We are requesting the Partnership Committee to fund the reprint of the Shopping Directory to be ready for the Christmas shopping weekend. South Beds Friends of the Earth (voluntarily) would coordinate the process and The Town Council would advise, check and approve the final version. It will be distributed by volunteers at the station and in the local shops, on the Dash Direct and on the stalls at the Xmas weekend.

The original research and mapping of the local shops was done entirely voluntarily by I love LB, it was then considerably updated through funding from the SLB exemplar steering group and last year the updates and reprints were funded through the Town Council. It was printed by Priory Press in Dunstable (previously a local printer had been used but there had been problems), Chris Stevenson has done the research on the changes to the shops and Simone Aylward has done the updates and the original and updated design work. It would be nice this year to enhance the cover and make it slightly different so that it is not confused with the previous years.

The updating this year is building on and reusing the work of the past. Last year and the year before the printers and designers and researcher have given us an amazingly low price, but they cannot continue for another year with such a discount, so this is why the prices have gone up. I also believe that we need more copies as we could easily distribute more and we are only updating once a year.

The costs are as follows

The research by Chris Stevenson on the changes to the local shops £140
The updating/ amendments and redesign of the cover by Simone Aylward £500
The printing by Priory press for 4,000 is £441 or for 10,000 is £699.

The total for 10,000 copies is £1339.

We believe that this leaflet is very important for the economic regeneration of the town,

many thanks
Victoria

Victoria Harvey
Coordinator South Bedfordshire Friends of the Earth
www.southbedsfoe.co.uk