

From: Victoria Harvey
Sent: 02 August 2012 11:02
To: Pat Kingsnorth
Subject: shopping posters

Dear Pat,

I am requesting that the Partnership Committee funds the shopping poster. Thanks to London Midland we have a poster case at the station inn which we can permanently display a poster/ map of the local shops, based on the directory/ map leaflet. This is unusual for London Midland and it is thanks to the partnership working of the Station Travel Plan that this has happened. Last year Simone Aylward updated the poster voluntarily as a gesture to support the town. But she does not have the time or resources to personally subsidise it this year as well as last year.

The station is an important gateway to the town and therefore an important place to promote the shopping offer of the town to support economic regeneration. London Midland have also offered to pay to print the poster for the station. IN the signage meetings we discussed the idea of a poster of the shops based on the directory /map leaflet in the centre of the town. The committee members were very supportive of the idea. They would be placed at the top and bottom of the high street attached to the bus stops in the short term. They could also be used in the car parks.

These maps would really encourage people who are visiting the town to explore more of the shops as they well might not be aware that some exist, especially some in the mews and thus will support economic regeneration

The work of researching will be done for the map/ directory.

The cost of the updates on the poster(due to the shape it has to be a different design) £125

cost of printing- Free at the station.

printing 5 posters for the town centre A0 size laminated would be £40. total cost £200.

total cost £325.00

many thanks

Victoria

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