

## Partnership Committee

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**Date:** 12 December 2013

**Title:** TOURISM LEAFLET

**Purpose of the Report:** To review the recommendation to fund the 2014 Tourism Leaflet and agree the cost of delivery.

**Contact Officer:** Jo Martindale, Partnership Officer

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### 1. RECOMMENDATION

- Recommended to support and fund £3421 for the leaflet from Earmarked Reserves Town Centre Management/Big Plan budget code 965/9022. The funds will cover the cost of outsourcing the creation and printing of the Tourism Leaflet, including design, layout, illustrations and printing.
- To delegate the authority to the Town Clerk for content and design of the leaflet.

### 2. INTRODUCTION/BACKGROUND

- At its meeting on 7<sup>th</sup> March 2013 the Economic Development Sub Committee resolved to support the Town Marketing report and the Tourism Strategy for 2008-2015.
- A brief for the design for the Tourism Leaflet has been created in conjunction with South Beds Friends of the Earth in order to outsource to local designers to create a draft tourism leaflet that will raise awareness of the offerings in Leighton-Linslade and promote tourism in the Town. Please see **Appendix A**
- This will include various points of interest including shops and independent retailers, places to eat and drink. Plus historic and leisure features including historical churches, walks, rivers and other outdoor sites. Plus features like the Narrow Gauge railway, splash and play, Rushmere Park.
- Create half day experiences within the town and ensure an illustrated map is created to assist easy navigation to different points of interest.
- The leaflet will be aimed at bringing people into the town and showcasing the our historic settings, sites and shops to keep people in the town and to visit places they may not have been to or even known about.

- The leaflets will be funded for by the Leighton-Linslade Town Council, who will work with South Bedfordshire Friends of the Earth on the project.
- This will form part of the Tourism initiative to focus on tourism through 2014/15 and information will also be available online to download and provide more information on points of interest.

### **3. CONSIDERATIONS**

- The aim is to try to put as much in the leaflet as possible however keeping the leaflet clear and simple and easy to navigate to different areas. It is imperative to determine and consider the priorities to which will be included within the leaflet.
- A scoping meeting is arranged with the Senior Operations Manager, Acting Town Clerk, South Beds Friends of the Earth, LBDAS's and The Greensand Trust, plus the chosen designer will be invited to attend.
- Various quotes have been obtained which vary from 1500- 2500 with additional printing costs which will be added.
- Various illustrative options have been provided which is included on **Appendix B**

### **4. CONCLUSIONS**

- Once the scoping meeting has taken place further update and detailed information regarding illustrations, text and layout will be provided to the Partnership Committee.

Report Author:  
Jo Martindale, Partnership Officer