

Partnership Committee

Date:	16 April 2015
Title:	TOURISM LEAFLET
Purpose of the Report:	To receive an update on the tourism and agree costs for distribution
Contact Officer:	Jo Martindale, Partnership Officer

1 RECOMMENDATIONS

- 1.1 To agree to outsource the Tourism Leaflet by use of a distribution company.**
- 1.2 To agree the additional costs of up to £3000 for 12 months distribution from the 2015/16 Economic Development Tourism Strategy budget.**
- 1.3 To agree additional £1343 funds for further printing of the leaflet from 2014/15 Big Plan 2014/15 Publications Budget**

2 INTRODUCTION

- 2.1 At its meeting on 7th March 2013 the Economic Development Sub Committee resolved to support the Town Marketing report and the Tourism Strategy for 2008-2015.
- 2.2 A brief for a Tourism Leaflet was created in conjunction with South Beds Friends of the Earth and was outsourced to a local designer to create a tourism leaflet that will raise awareness of the offerings in Leighton-Linslade and promote tourism in the Town.
- 2.3 This was to included 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.
- 2.4 On 12th December 2013 the Partnership Committee agreed to a £3421 budget to create and print the leaflet remaining budget being carried forward of £1191 towards printing costs.
- 2.5 A working group was created including the Town Council Officer, Friends of the Earth and other local people and groups. The first working group meeting took place on 15th September 2014.

3 UPDATE

- 3.1 The working party have met on a six different occasions to discuss illustrations, layout, content and are nearing the end of the design process with a delivery date expected for end April 2015.
- 3.2 The agreed budget has covered the cost to complete the leaflet including pre-designed illustrations of various points of the town and a map plus printing costs. However it is now clear that the leaflet is to attract visitors into the area and therefore the need to distribute the leaflet to further areas need to be considered.
- 3.3 Distribution costs and additional printing costs have been collated from various outsourcing distribution companies

Quote 1 distribution coverage: *MK1, MK2, CMK wall units within Bedfordshire, Aylesbury, Buckingham, Tring, St Albans, Stevenage, Hatfield, Welwyn, and Watford and monthly mail outs to Tourism information centres in Beds, Bucks, Herts, Oxon*

20,000 3 months £1500
40,000 6 months £2800
70,000 12 months £5000

Quote 2 distribution coverage: *Accommodation Bedford, Luton & Dunstable, Bucks county, Milton Keynes, Harrow & Watford, Hitchin. Supermarkets, Herts, Beds, bucks. Harlequin shopping centre Watford, chimes shopping centre Uxbridge. Motorways Toddington M1 north and southbound, Welcome break London gateway M1. Select one beds, bucks, Herts. TIC Beds, Bucks, Herts, Northampton and oxford.*

15,000 3 months £1378
28,000 6 months £1961
36,000 12 months £2969

Quote 3 Instead of outsourcing the leaflet an online digital Tourism website can offer a service to deliver leaflets following online requests. This will be at the cost of 45p per click plus 60p for the contact information to build on a tourism database for future contact and mail merges. The £1.05 can be capped on a monthly basis. Approximately 10,000 clicks per annum is £10,500 or £6,000 for the downloadable version only.

Additional leaflet print costs

10,000 £600 20,000 £900
30,000 £1300 40,000 £1700

4 CONCLUSION

- 4.1 The leaflet is at final stages of completion and will be signed off by the working group by the end of April.

4.2 Should the committee agree to the proposed distribution and the costs the printing of the leaflet will happen imminently and sent to the chosen distributor by the end of May.

VIEW OF THE DRAFT LEAFLET

Outside leaflet

ABOUT LEIGHTON BUZZARD

Leighton Buzzard is a great historic market town, that has something for everyone.

A friendly historic town centre with alleyways and mews with lots of independent shops as well as more mainstream shops.

A thriving 1000 year old market

A friendly community atmosphere in a historic setting with a wide range of cafes, restaurants and pubs.

The countryside comes right into the town with the river and canal walks.

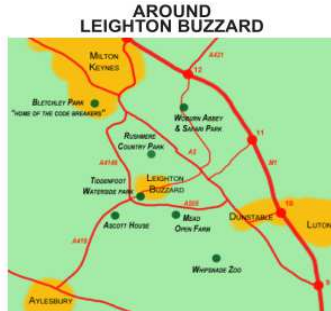
Activities for children such as the Splash and Play park, Narrow Gauge Railway and children's Trail.

Leighton Buzzard is the every essence of the English market town, enlivened by its vibrant market and thriving shops. This really is a special place to live and visit.

VH to add some text

Leighton Buzzard Library Theatre is situated in lake Street within the same building as the Library with 170 seat theatre and cinema screen, The library has a list of local clubs and societies with leaflets and information on local activities and attractions.

For more information please visit www.centralbedfordshire.gov.uk/leisure/leighton-buzzard-theatre



Leighton Buzzard is conveniently located for other attractions in the surrounding area:
 Tiddenfoot waterside park www.tiddenfoot.org.uk
 ZSL Whipsnade Zoo www.zsl.org/zsl-whipsnade-zoo
 Mead Open Farm <http://www.meadopenfarm.co.uk/>
 Centre Parcs Woburn www.centerparcs.co.uk
 Rushmere Country Park www.greensandtrust.org/Rushmere.html
 Stockgrove Country Park www.greensandtrust.org/pdfs/StockgroveA3.pdf
 Woburn Abbey <http://www.woburnabbey.co.uk/>
 Woburn Safari Park <http://www.woburnsafari.co.uk>
 Gullivers Land Milton Keynes www.gulliversfun.co.uk/milton-keynes

Places to stay : Hotels and B&B's available locally.
 Children's Activities
The Leighton-Linslade Children's Trail inspired by Mary Norton's famous children's book 'The Borrowers' and 'Bedknob and Broomsticks' is a free public trail of 22 artworks celebrating storytelling for little people with big imaginations. The Children's Trail starts at the Library and weaves through the town centre. It is completely free and can be completed in about an hour. A map and booklet is available from the Town Council Offices on Hockliffe Street (The White House) or at the library. You can also download a copy now by visiting <http://>

GETTING TO LEIGHTON BUZZARD

Transport links / Getting to Leighton Buzzard
 Leighton Buzzard is one of the very few towns in England with a main line railway station within an easy walk of the town centre.

By Road Leighton Buzzard is within a 15 minute drive from Milton Keynes, 30 minutes from Aylesbury, Luton and Northampton and 1 hour 20 to Birmingham. Plus only 30 minutes to London Luton airport and around an hour travelling time to London Heathrow and an hour and a half to London Stansted Airport.

By Train The town is just 40 minute journey from London Euston, 10 minutes from Milton Keynes and 20 minutes from Northampton. Improvements at the station have provided step free access to all platforms.

By Water The Grand Union canal runs through Leighton Buzzard. South to London and North to Birmingham.

In 2008 the town was afforded the status of a Cycling Town, one of a number of bike-friendly towns and cities in England.

The Grand Union canal runs through Leighton Buzzard. South to London and North to Birmingham

QR CODE

TOWN COUNCIL LOGO

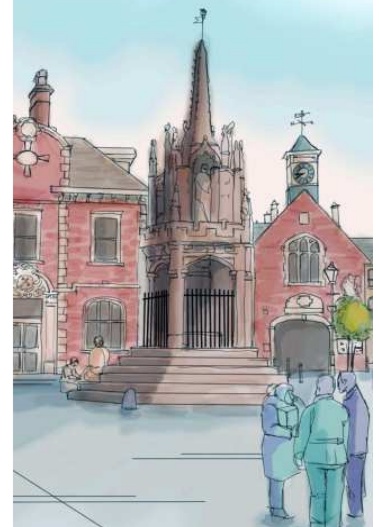
Contact info
 To find out more contact the Town Council on 01525 631920; info@leightonlinslade-tc.gov.uk
 Or visit www.leightonlinslade-tc.gov.uk

Facebook: Leighton-Linslade Town Council Official
 Twitter : @LLTCNews

Downloads of maps, shopping directories, what's on guide, open spaces and other leaflets available at the Town Council website

Visit historic Leighton Buzzard

Browse, shop, eat, relax and play



Inside leaflet

Market Cross area

This historical market town, now a fair-trade town, has had a flourishing street market since 1086 AD; now running on Tuesday and Saturday with a monthly farmers market and specialist markets



High Street

The friendly open spaced vibe is second to none making it a great place to relax and enjoy. The medieval High Street is teeming with cafes, restaurants and pubs, among its 87 grade II listed buildings.



Grand Union Canal

The UK's longest canal was opened in 1800 for the transport of trade. If you are walking, cycling or mooring your narrow boat along the canal, the High Street is only a few minutes walk from the tow path which also connects to Water Meadow Woods and traditional pubs and restaurants can be found along the canal.



Church Square

Visit this historic square and see our unique war memorial made from a single block of granite and drop into All Saints, our fine medieval church with its 190ft spire visible from all around the town. Passing by the Old House (now part of Leighton Middle School), the setting for the novel the Borrowers, to go and explore the magical Children's Trail around the Town Centre leading to Parsons Close.



Mews and Alleys

Explore the High Street and the Mews in the heart of the town famously known for having lots of independent specialist affordable shops, including knitting, crafts, crystal, fabric, furniture, cycling, bridal, gifts, coffee roasting, model railways, vintage, fashion boutiques, etc.



Narrow Gauge Railway

Heritage sand railway with an unbroken history of nearly 100 years. Built to carry sand from the quarries to the canal and mainline railway, now managed by volunteers, its brought world-wide renown to the town



Parson's Close Recreation Ground

This leafy town centre park boasts a multi functional destination park offering a variety of leisure activities for all ages. A state of the art Splash & Play Water Park is open throughout the summer months and is complimented by a lovely bandstand to enjoy concerts during summer months. This green space is perfectly located from the High Street. It is free to the public and opening hours can be found on the Town Council website.

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