

## Ledbury Town Council

Economic Development & Planning Committee

Meeting 09.03.2017

E.3

Notes on meeting between Cllr Francis and Christine Tustin re promotional material.

### 1. 'Ledbury Past, Present, Perfect' destination leaflet.

In March 2016 this project (funded by Eastnor Castle, Hellens, Westons and LTC) produced 50,000 leaflets which were distributed by Eastnor. In fact c30,000 were distributed and remaining c20,000 are stored Master's House (LTC has a box – 500 per box). On August 19<sup>th</sup> 2016 these leaflets were delivered to Master's House on 2 palettes.

On Friday 10<sup>th</sup> February Janet Sirman from Eastnor asked LTC about distributing these leaflets in 2017. Town Clerk has tasked Clerical Officer, Tracey, with contacting David Littlewood of Eastnor re: such distribution. Christine felt that 20,000 are enough to cover first part of this year, but another run of, say, 30,000 should be printed later in year to take us through to spring/summer 2018.

### 2. Map/Guide (title Explore Ledbury?) for visitors in town.

'Welcome to Ledbury' leaflet has been produced by LTC and there have been reprints. Currently there are c2,000 leaflets in Town Council Offices.

There was discussion whether this leaflet should be reprinted or another leaflet be printed or perhaps both should be available.

The map/guide idea came out of responses to Town Plan as a vehicle to work alongside the destination brochure but specifically enhance visitors' experience when they are in the town.

Christine (who has a background in Tourism) has done a mock up of a possible A4 sheet which she had worked on with Joyce Morris – both working on a pro bono basis – so the only direct costs involved would be for printing. On one side there is a map of Ledbury Town Centre (originally commissioned for the destination brochure) and on other side a walking tour with information on major buildings. This leaflet is well advanced.. Costs for printing 10,000 in region of £300 and it hoped that this could be funded out of monies remaining in this year's budget so that it can be available for Easter when the museums re-open. It is planned that such leaflets would be available from traders throughout the town as well as other outlets and it is hoped to provide branded Ledbury display racks for this purpose; costs for the latter have not yet been determined. In the longer term, it would be good to have laminated posters of this leaflet in car parks, with directions as to where they could be found.

LTC (Economic Development and Planning Committee, chaired by Cllr Bob Barnes) has budgeted £1000 for promotional material for 2017/8. In 2016/7 c£500 has been spent on promotional material (out of budget of £1,000) and there is c£1000 in reserves.

The issue of promotional material is to be discussed at next Economic Development Committee on 9<sup>th</sup> March 2017.

Christine is very keen to be involved in promotional materials and has offered her services.

© Discussion also covered Markets in Ledbury.

Cllr K Francis 16<sup>th</sup> February 2017