
Community, Leisure & Recreation Committee

Date:	11 February 2020
Title:	Thame Town Council Guide Review 2019/ Production 2020
Contact Officer:	Becky Reid, Market Town Co-ordinator

1. Purpose of Report

To review the decision made to bring the creation and our annual Official Town Guide in-house, overseeing the whole project from design through to distribution.

2. Background

In February 2019 a proposal was put to CLR to bring the production of our annual Official Town Guide in-house, allowing us complete control over the design and layout of the Guide. This was approved and work started immediately to make this happen.

3. Implementation success

The project was delivered with great success, with the following highlights

- 3.1. Increase in information:** We were able to expand the number of pages of content from 20 to over 64 pages, sharing much more information about both the work of the Town Council and the work of other organisations serving our community.
- 3.2. Support of Local Businesses:** The greatest risk in taking on this work was the concern that not enough businesses would come forward to support the project, a risk increased by the fact that the previous creators of our Town Guide were suggesting that they would also go ahead with the creation of their own Town Guide. However this did not occur and more than enough businesses came forward to advertise in the guide.
- 3.3. Cost neutral:** with the exception of staff time devoted to the project, the guide printing and delivery costs were completely covered by the revenue made from business advertising. There was in fact a small surplus that is being put towards improving our full Town Map.
- 3.4. Positive Feedback:** There has been a lot of positive feedback from various sources about the content of the guide and how much more useful it is. Anecdotal feedback suggests people are keeping hold of it and referring to it regularly for information, which was our hope.

4. Implementation difficulties

The only difficulty encountered was in the delivery of the guides. It was hard to find a company who could deliver to all flats, care homes and businesses. This is the one area that needs improvement and more planning to ensure a better success. It may rely on volunteers to deliver the final few.

5. Proposal for 2020/2021 Official Town Guide

To continue with the delivery of this project in house with the following aims:

- 5.1. Change in feature articles:** This year we will choose other organisations in Thame and increase their profile so that more people learn about what they offer to the community. Each year we will continue to change this content so many different groups are highlighted.
- 5.2. Cost Neutral:** Continue to deliver the guide as a cost neutral project, with any surplus being invested in improved publicity for Thame as a whole, and other projects to improve information sharing in and around Thame
- 5.3. Improved delivery:** Continue to ensure that the guide is delivered to every residential home in Thame, exploring alternative companies to ensure the improvement in deliver to flats and businesses.

Action Required: To note the report.