
Policy and Resources Committee

Title:	Thame Town Guide production 2023
Date:	14 February 2023
Contact Officer:	Ben Bennett, Communications and Events Officer

Purpose of Report

1. To provide an update on budgetary implications of the creation of the Thame Town Guide for 2023.

Background

2. **Budget risk:** it was reported at the November 2022 meeting that the printing and delivery costs had increased substantially. There was a significant risk that the guide would not achieve cost neutral status as the sponsorship take up had been slow with the change in economic landscape. Taking account of increased quotes for publication, the estimated shortfall was up to £2,200.
3. **Contingency plan:** at the November 2022 meeting it was approved that up to the above sum (of £2,200) could be used from the Economic Development Ear Marked Reserves to support the continuation of the Town Guide for 2023.

Publication of Thame Town Guide 2023

4. **Sponsorship drive:** since that report, a renewed drive was undertaken to seek more sponsorship. This has been successful in positively improving the shortfall with additional commitments of circa £1700, achieving £5,100 in total.
5. **Cost:** the combined print and delivery costs was £5,623 for 6000 copies. The final published booklet was 84 pages (instead of usual 80 pages), predominantly to take account of the additionally secured sponsors. This final figure leaves a reduced shortfall of £523 which will be funded from the Economic Development Ear Marked Reserves as agreed.
6. **Booklet:** the Town Guide has now been successfully delivered to circa 5,500 households in Thame.

Recommendation:**The committee is asked:**

- i) To note the report.*