

## Policy and Resources Committee

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<b>Title:</b>	<b>Thame Town Guide production 2024</b>
<b>Date:</b>	<b>27 February 2024</b>
<b>Contact Officer:</b>	<b>Clare, Communications and Events Officer</b>

### Purpose of Report

1. To provide an update on budgetary implications of the creation of the Thame Town Guide for 2024.

### Background

2. **Budget risk:** it was reported at the November 2023 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. This has continued when sourcing quotes and sponsorship in 2024.

### Publication of Thame Town Guide 2024

3. **Sponsorship drive:** Letters, and meetings started in September 2023, with a continuation of meetings, emails, and further letters until January 2024. Unfortunately, these were met with a few negative and declined invitations due to the costs being too high in the current climate, as well as during the busiest time of year. One business who had a full page in 2023's guide said that only 1 new client said they found out about them through the guide, the rest were word of mouth of social media. We were only able to get 8 adverts in, with an income of £2,630.
4. **Cost:** As sponsorship drive was very low, we decided to cut the book down from 80 pages to 52, to try and save printing costs. The combined print and delivery costs was £3,983 for 6000 copies. The final published booklet was 52 pages (instead of usual 80 pages), predominantly to take account of the additionally secured sponsors. This final figure leaves a reduced shortfall of £1,353.
5. **Booklet:** The Town Guide has now been successfully delivered to circa 5,500 households in Thame.
6. **Recommendations for future years:** The information in 2024's edition and 2023's are practically the same, which begs the question: "does one need to be made each year?"
  - We could have also saved £485 if we did not deliver to every home.
  - We could print 2500 and give 500 to various community groups such as Sharing Life, Senior Friendship Centre, The Red Kite Family Centre, Thame Youth Projects and The Library, and keep the remainder in the Information Centre, which would reduce future costs by around £1,000.
  - We may need to run a survey in our newsletter/Information Centre to see what the community want, and how frequently this is done.
  - We could also look at longer term advertising contracts, for example, an agreement of having a full page in our town guide for the next three years.

### Recommendation:

#### The committee is asked:

- i) **To note the report.**
- ii) **To provide feedback on recommendations.**