|  |  |  |
| --- | --- | --- |
| **Meeting Type:** Full Council | **Agenda Item:** | |
| **Date of Meeting:** 9 October 2024 |  | |
|  | | |
| **OAKHAM TOWN COUNCIL** | | |
|  | | |
| **Report Authors:** Town Clerk | | **Subject:** Guide |
| **Title:** Oakham Guide | | |
| There is an opportunity to produce a guide for Oakham some of the funds could come from UKSPF budget held by RCC.  A proposal from a commercial company who specialize in Town Guides is set out here. | | |
| **Proposal:**   1. That council agree that this is further investigated with RCC. | | |

For completion by the office

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Budget Header:* |  | | | | |
| *Proposed Expenditure* |  | *Initial Budget* |  | *Unbilled Expenditure* |  |
| *Budget Remaining* |  | *Time Sensitive (Y/N)* | *N* | *Expiry Date* |  |

Oakham Town Guide

Typically, our town guides are 36 pages (32+4 cover) and have 20 editorial pages with16 advertising pages. We look to achieve revenue in the region of £8000 by selling these 16 advertising pages at £500+vat each.

**Options & Costs**

As discussed, I have put together two options looking to produce a less commercial guide with fewer, or no, advertising pages.

Option 1:

* 36 pages (32+4cover)
* All editorial pages (no advertising)
* Print run 5000
* Cost £7000+vat

Option 2:

* 36 pages (32+4cover)
* 28 pages editorial, 8 pages advertising
* Print run 5000
* Cost £4000+vat

The cost covers print, design and delivery to one UK address.

**Content**

With regards to editorial content, could you let me know how much content you would like to submit. These guides always work best when the council / committee or group submit the bulk of the content as you know the town best. We can then work with you to fill in any gaps and provide content that is missing.

Typically, editorial content will include:

* Welcome / Introduction
* Town Map
* History
* Shopping & Eating out
* Walking & Cycling
* Things to see and do
* Calendar of Events
* Local information & Contacts
* Sport in Oakham
* Clubs & Groups
* Stay a While (we select some interesting holiday accommodation)
* Oakham specific content: The Castle, Buttercross, Heritage Trail
* Dog-friendly Oakham (this is always popular)

**Timeframe**

With regards to timing, we are able to turn around projects such as this in 8 to 10 weeks so we would have no problem at all in getting something out by March 2025. I would suggest we aimed towards completion in January or February 2025.

**Next Steps**

If you decide this is something you would like to go ahead with, we will agree a deadline for editorial submission, a first draft will be sent to you and we will go back and forth until you are happy with the completed guide.

Option 1:

What content would you / the council like to send. We will put a pagination together and make sure that we have all content covered, whether it is coming from you / the council, or us.

Option 2:

As option 1, plus we will begin to put together a campaign of businesses in Oakham to approach with regards to advertising in the new guide.