



**Arts Events and Heritage Committee Meeting 15 March 2022
Visitor Information Leaflet and Walking Map**

For Approval

Purpose of the Report

To recommend that the Committee authorizes the procurement of a Visitor Information Leaflet and Walking Map.

Background Information

An examination of information available to visitors was carried out last year to examine how the Council and its partners promote Belper and its attractions.

One of the potential 'quick wins' was a proposal to produce a Visitor Information Leaflet for the town which visitors could use to help them explore what Belper has to offer. Currently, there is no leaflet available other than the Town Guide which provides more general information and is a much bulkier document.

The design has been commissioned and is a double sided A2 sized document folded into a leaflet format which includes a clear map layout of the Town Centre area. Also, a smaller insert map of Belper and Milford which would be relatively easy to carry and use.

As the Council heard last year, copies can be made available online via a QR code copies and all visitor information points, shops and other public places in Belper. Several shops have asked for more information to provide to visitors; consequently, the leaflet would meet this requirement and help support the Belper Ambassadors scheme.

Legislation

N/A

Accessibility Implications

The design, look and feel of the document uses text, colours and language which enable inclusivity of access to the information contained within the leaflet.

Climate Emergency Implications - *Demonstrate any environmental consequences and how these would be addressed*

The use of recyclable materials to produce the leaflet has been a consideration and the opportunity has been taken to promote the town as a place to walk and cycle rather than use the motor car.



Financial Implications

The Arts, Events and Heritage Committee has a budget of £1500 towards Walking Maps which could be used to help fund the costs of the Leaflet and Maps.

The following quote has been provided by 45 Degrees of Campbell St, Belper:

A4 Map 4/4 (Belper / Milford)

150gsm Silk, Cross fold to A6, Full colour print to both sides

1000 - £130.00 no VAT

2500 - £215.00 no VAT

5000 - £290.00 no VAT

24pp DL

A2 Sheet folded 6 times to create a 24-page DL foldout, 130gsm Silk, Full colour print to both sides

1000 - £458.00 no VAT

2500 - £598.00 no VAT

5000 - £934.00 no VAT

Recommendation(s)

It is recommended that:

The Arts, Events and Heritage Committee agree the proposal to finance the procurement of 2500 Visitor Information Leaflet and Walking Maps.

Reasons for recommendation(s)

Currently, there is a gap in the information provided to visitors. A new Visitor Information Leaflet containing a clear and up to date information and a Walking Map will help visitors explore the town, stay longer, and make a return visit.