



**Arts Events and Heritage Committee Meeting 22nd July 2021
Visitor Leaflet**

For approval

1.0 Purpose of the Report

1.1 To recommend that the Committee authorizes the development of a Visitor information leaflet

2.0 Background Information

2.1 An examination of information provided to visitors has been carried out as part of a wider piece of work looking at how the Council and its partners promote Belper and its attractions. This work is ongoing and will hopefully be supplemented by further research which the Council aims to carry out through the use of 2 student placements which was approved by Council on June 8th 2021.

2.2 The work carried out to date is contained in the attached document and contains a number of emerging recommendations which require further work to fully complete.

2.3 However, one of the potential “quick wins” is a proposal to produce a visitor information leaflet for the Town which visitors can use to help them explore what the Town has to offer. There is no current leaflet available other than the Town Guide which provides more general information and is a much bulkier document.

2.4 The basic design would be for a double sided A3 sized document folded in to a leaflet format which includes a clear map layout of the Town Centre area, and if possible a smaller insert map of Milford, which has not appeared in previous guides. The leaflet would therefore be relatively easy to carry and use.

2.5 As well as being available online via a QR code copies can be made available at all visitor information points, shops and other public places. It has been reported via Love Belper that a number of shops have asked for more information to provide to visitors so the leaflet would meet this requirement and help support the Belper Ambassadors scheme.

Legislation

N/A

Accessibility Implications - *Have the recommendations in this report taken in to account the need for Council services and information to be accessible for people with a Disability and if so how is this illustrated.*



<p>The design and look and feel of the document will need to use text, colours and language which enable inclusivity of access to the information contained within the leaflet</p>
<p>Climate Emergency Implications - <i>Demonstrate any environmental consequences and how these would be addressed</i></p> <p>The use of recyclable materials to produce the leaflet is a consideration and there is an opportunity to promote the town as a place to walk and cycle rather than use the motor car.</p>
<p>Financial Implications</p> <p>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.</p> <p>Soft market testing reveals that producing 2,500 – 5,000 of the leaflets, including design, could be achieved within this budget. However, if the costs were to be a little more then there is funding available in the economic development operational budget.</p> <p>Procurement rules require that the Council obtain 3 quotations for the work.</p>
<p>Recommendation(s) It is recommended that :</p> <ul style="list-style-type: none">i) The Arts, Events and Heritage Committee agree the proposal to produce a Visitor Information Leafletii) The Communications Working Group oversees the design and procurement of the leaflet
<p>Reasons for recommendation(s)</p> <p>The appears to be a gap in the information provided to visitors. A new visitor information leaflet containing a clear and up to date map will help visitors explore the town, stay longer, and make a return visit</p>