

REPORT TO ENVIRONMENT AND GENERAL PURPOSES COMMITTEE
TOWN GUIDE 2022-24

Report Reference EN-21-20
Meeting Date 15th November 2021
Agenda Item 10
Prepared by Town Clerk



1.0 BACKGROUND

Since at least 1922, the Town Council (formerly Knutsford Urban District Council) has produced an Official Town Guide. The last edition was published in 2019 as the 2019-21 edition. The production of the Town Guide has previously been outsourced: the council compiled the content and a produced of Town Guides produced the guide and secured advertising to fund the print of a limited number (4000) of copies, the Town Council then funded printing of additional copies (5000) at the time of production. The three-edition agreement which the council was in with the previous producer concluded with the production of the previous edition.

The Town Guide is distributed both locally (e.g. through Knutsford Heritage Centre and Tatton Park) and to information centres and tourist attractions across the county and more widely.

In setting the committee budget, the committee included £2,500 for the additional printed copies of a new 2022 Town Guide.

2.0 PROPOSED IN HOUSE PRODUCTION

It is proposed that the 2022 Town Guide be produced in house, rather than through a Town Guide producer. Under this model the council would sell advertising space in the guide to local businesses and contract a graphic designer to design the guide and a printer to produce it.

The cost of the production, based on 64pp is as follows:

Line	7,500	10,000
Graphic design	1,200	1,200
Printing of guide	3,364	4,229
Printing and sticking of A2 map	1,678	2,153
Total	6,242	7,582

The previous three town guides have included an A2 foldout map of the town as this was considered desirable when the agreement was entered into. The committees view on the value this adds to the guide is sought as it is noted it increases the print cost by 50%.

3.0 FINANCIAL IMPLICATIONS

Should the committee approve this model, it is recommended that the 2022/23 budget be amended to reflect a cost neutral production; this would reduce the 2022/23 precept requirement by the £2,500 net print budget allocated currently.

Up to 12 pages of advert content would be sold but at this stage the take up of advertising is unknown which is why a cost neutral budget is proposed. However, officers would aim to generate a surplus which would in turn contribute to a lower precept requirement in the 2023/24 financial year.

The council would aim for a print run of 10,000 but should it not secure enough advertising to cover this cost a lower run of 7,500 would be printed to ensure the guide is at least cost neutral.

4.0 DECISIONS REQUIRED

The committee should:

- a) Determine whether to produce the guide in house as outlined
- b) Determine whether to include an A2 pull out map in the guide