



Dawlish Town Council

Date: 12th November 2019

Report of: Events, Projects and Tourism Officer

Subject: Request for funding for 2020 Town Centre Events Guide

Recommendation: To consider a funding request for the production of the town centre events guide for 2020.

Purpose of this report: to provide costing information on the production of a town centre events guide either jointly with Teignmouth Town Council or as a sole Dawlish Town Council publication.

Background:

The purpose of the events guide is to promote events in the town and to increase footfall. By promoting events should increase income for them to be sustainable, and in parallel increase trade for the local shops and businesses.

By doing a joint guide with Teignmouth Town Council the events can be promoted to a further area. Distribution of the events guides takes places to all the holiday parks, guest houses, tourist information centres and at other events throughout the year. The guide is also available to download on the Love Teignmouth and Love Dawlish website as well as Visit South Devon. From surveys undertaken on the lawn during the May events week 2018 it was found that 63% of visitors had come into the town centre because of the event that was taking place. 42% of the visitors to the lawn were Dawlish residents and 80% of the people had spent money in the town centre buying food/drink and additional items as a result of attending the event.

Costings:

In 2019 a joint guide with Teignmouth of 25,000 20-page booklets fully colour cost £2995 (exc. vat.) 15,000 copies were charged to Dawlish Town Council at £1797 (exc. vat) and Teignmouth Town Council, 10,000 copies at £1198 (exc. vat). The extra 5000 copies for Dawlish were for house to house delivery and they were delivered at the same time as the Spring Town Crier and Walking Festival Guides to reduce distribution costs.

There are two options for funding the publication of an events guide for 2020:

- A joint publication with a run of 25,000 20-page events guides will cost: £3,195 (exc. vat). This would be broken down as a cost of £1278 for Teignmouth Town Council and £1917 for Dawlish Town Council.
- Teignmouth Town Council will discuss whether to contribute to the production of a guide at their forthcoming F & GP meeting. As their decision is not yet known a quote has been obtained for a smaller 12-page publication with a 15,000 run just focussing on Dawlish and surrounding events.
This would be £1,350 (exc. vat).

In each case the guide will be produced and printed by a local printer. The aim is to have the guide printed and distributed by Easter which means it needs to be completed and circulated by early April.

Recommendation: To consider a funding request for the production of the town centre events guide for 2020.