

LEE Committee – 3rd November 2020

Agenda Item LEE1593/20

Local Travel Map and Croxley Consumer Week

Part a - local travel map

For over 5 years the council has budgeted £1000 for an updated and modern local travel map. With the growing use of google maps an interactive version of the map is not necessary, however an attractive 'offline' version would be useful for non internet users and promotional materials (such as leaflets for new residents, posters for library/schools etc). Illustrators for these maps are up to £3000, however Illustrator James Gover has offered his services within our budget. The map would be a high level view of the village (much like those in the appendix) and we can accompany this with further information on local businesses rather than directly on the map to avoid the map looking busy and being outdated very quickly. The map can be designed right away and it is proposed that the designer works directly with the Clerk to ensure all major landmarks are included.

Once the map has been designed we will receive a digital copy only. Therefore additional budget is sought to provide large copies to local schools, libraries and small print outs for residents as required. This is estimated to cost £100.

An app version of the map has been considered but quotes have been too expensive to pursue at £10,000+.

Part b - Croxley Consumer Week

In support of local businesses after Covid we want to encourage people to shop locally. A 'Croxley consumer week' (name subject to change) is proposed whereby the first 200 residents to spend at least £5 in 5 local businesses (e.g totalling £25 min) would be able to collect a promotional tote bag from the Council Offices with proof of purchases. This tote bag would feature the updated parish map and CGPC logo.

All shops in Croxley Green are eligible to participate including those selling and serving food and providing a service such as hairdressers and nail salons. They would not be required to 'opt in' but if they would like to be included in a new business directory on our website they can do so. Due to the lead time for the map to be created and bags printed, the consumer week would likely take place in early 2021.

This initiative has multiple benefits. Supporting the local businesses, promoting the parish council/Croxley Green, bringing people to the council offices and supporting the environment through multi use bags.

The cost of 200 double sided colour tote bags is max £1090 from a local printing company depending on final design.

Proposal

1. £100 budget for posters of the map to be made available for local schools and the library as well as small printed versions for local residents.
2. £1090 to fund 200 tote bags as part of Croxley Consumer Week in early 2021

Cllr Emily Benner

APPENDIX

Current map:



Potential styles previously created by the map illustrator:

