

Haddington & Lammermuir
Area Partnership

Proposal by Haddington & District Business Association (HDBA) to allocate funding for the production of Tourism leaflet for Haddington

Background

The HDBA has been aware for some time that Haddington lacks an attractive, current information leaflet to raise awareness of the town to tourists. They have made plans to produce and distribute a three-fold leaflet to fulfil this need, and have already been awarded some grant funding by East Lothian Council, to which the HDBA will make an agreed financial contribution (see below). It will contain a fold-out map and highlight the visual, historic and shopping attractions of Haddington and the surrounding area to tourists, and direct their interest to the new 'Visit Haddington' website which is now under re-development by the HDBA. They intend to start work on design etc very shortly and plan to have the leaflet available for the start of the 2016 season. It will be available at major tourist attractions and all tourist arrival points in Edinburgh.

However, a recent meeting of the Haddington Town Centre Sub Group, part of the Haddington and Lammermuir Area Partnership, concluded that the ideal format should be the same as the 'Closes of Haddington' leaflet, which was produced recently by East Lothian Council. The HDBA is aware that the funding required for this new format will considerably exceed the present budget and grant allocation for the simpler three-fold leaflet as originally costed, and they have no further funds to contribute.

Current Project Budget

<i>Total Project Value</i>	£6,500	<i>Notes</i>
Design and Layout	£1,000	<i>Estimated costs. Not inc VAT</i>
Printing	£4,100	<i>Estimated costs for 5000 leaflets</i>
Distribution	£1,600	
Funding already raised		
ELC	£1,600	
HDBA	£750	
Advertising	£600	
Total Raised to date	£2,950	

Proposal

The HDBA proposal supports STRATEGIC OBJECTIVE 1, Sustainable Economy across Haddington and Lammermuir ward / PRIORITY 1: Enhancing our town centres and

supporting a robust local economy: GOAL 3 Make the most of Haddington's Assets including buildings and Public spaces (Promote attractions and assets through publications/leaflets etc) and GOAL 4: Effectively market all that Haddington and Lammermuir has to offer. The HDBA believe the shortfall in the project budget is likely to be in the region of **£4000.00** and **they are therefore requesting support from the Haddington & Lammermuir Area Partnership for this.**