

THURSTON PARISH COUNCIL

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The following paper was submitted by the Clerk/Deputy Clerk to the Parish Council at its meeting of 6th October 2021 Paper 7 Date 6.10.21

Agenda Item 11j: To consider the proposal to work with Discover Suffolk to produce a pdf and printed copies of 3 walks highlighting Thurston and the surrounding area.

Background Information:

Whilst Thurston has some very pleasant walks, none of them amount to more than a couple of hours, the Climate Awareness and Environmental Committee recommend looking to our neighbouring villages to see if there are any walks that can be combined to make up multiple village circular walk, giving the opportunity to highlight beauty spots or areas of interest in our village and surrounding area.

Discover Suffolk is Suffolk County Council's guide to getting outdoors in Suffolk. It promotes walking, cycling and riding guides using trails and easy access routes throughout Suffolk. They have offered to work with our parish to produce a Discover Suffolk Walks leaflet outlining 3 walks and will contribute 50% towards the production of the pdf and/or a number of leaflets.

The terms of costs of developing the Discover Suffolk Walks printed leaflets with web version pdf, or pdf only are set out below.

There are 2 options of developing a Discover Suffolk leaflet which can hold up to **3 walks maximum per leaflet/pdf**:

- a) **pdf only** which can be uploaded to our website and uploaded on to SCC's Discover Suffolk website www.discoversuffolk.org.uk; Current total costs for this are £520, which will be split 50/50 with Suffolk County Council paying 50% of the costs. This means we will be expected to pay **£260** in total. This web version pdf is not really suitable to print from.
- b) **pdf (as above) plus printed 2,000 copies**. Current total costs for this are £820, which will be split 50/50 with Suffolk County Council paying 50% of the costs. Suffolk County Council will retain a small portion of the printed copies – up to 200 copies, so we will receive **1,800 copies**. This means we will be expected to pay **£410** in total.

The process is outlined below:

- The representative in our organisation will receive a template for our walk to gather details, a narrative of the walk with guidance, instructions and photographs.
- Our representative is tasked to come up with up to 3 suggested walks routes per leaflet, and develop accompanying text to include:

- Key historic details, potted histories, facts, local distinctiveness, attractive points of interest along the routes/about the areas covered can also be included or referenced in brief.
- We will then walk/scope your suggested routes, take additional photographs if necessary, edit the text, undertake further research into further points of interest where applicable.
- The parish council will need to approve our draft text before we submit it to the designers.
- SCC's designers will produce the draft pdf and they will liaise with the Parish Council over any further amendments, suggestions.
- Once they have our organisation's final approval of the draft pdf and any revisions, it will be submitted to the designers to make the web version pdf and send to print if option (b) is selected.
- We will receive, by email, the pdf website friendly version of the leaflet, which can be uploaded to our website(s).
- The printed leaflets are shared out between the parish council, and **they will retain approximately 10% of the leaflets**. The Parish Council's share will be delivered to our selected address, for our own distribution.
- SCC will distribute the leaflets around Tourist Information Centres where applicable, and our pdf version will also become available on their Discover Suffolk website www.discoversuffolk.org.uk
- **They will create an app for the DS Walks leaflet; with corresponding QR codes which will be pinned on relevant PROW signposts along the route of our walks.**

Please note: where the leaflet will need revisions/updates at a later date, there will be a minimum costs to be borne by solely organisation once the leaflet/pdf has been approved and/or printed. They will source the quotes for us. For minor revisions, the costs are not excessive.

Below are links to the most recent DS Walks Leaflets developed and produced in partnership with their respective organisations :

<https://www.discoversuffolk.org.uk/walk/great-livermere-walks-a-mere-view/>

<https://www.discoversuffolk.org.uk/walk/eye-circular-walks-to-denham-street-and-back/>

<https://www.discoversuffolk.org.uk/wp-content/uploads/2020/03/Ixworth-Walks-for-web.pdf>

<https://www.discoversuffolk.org.uk/wp-content/uploads/2020/03/Wortham-Burgate.pdf>

<https://www.discoversuffolk.org.uk/wp-content/uploads/2020/03/Barningham-Market-Weston-Walks-WEB-leaflet.pdf>

<https://www.discoversuffolk.org.uk/wp-content/uploads/2020/03/Ousden-Lidgate-Dalham-1.pdf>

The latter 3 links to leaflets, above, are for 2 or more villages combined in one single leaflet.

Recommendation: That the Parish Council approves the recommendation from the Climate Awareness and Environment Committee for option B: pdf plus printed 2000 copies at a cost of £410.