

Debenham Welcome Pack

Progress report at 27/04/09

Owing to other commitments I have not made any progress since March, but still intend to produce one. The proposal details are reproduced below (unchanged since last time).

The proposed Welcome Pack for Debenham

Based on Framlingham's version, the pack will include:-

- Parish Magazine, which contains a good selection of business adverts
- Debenham Leisure Centre A5 colour leaflet (as there's no information in the Parish Magazine)
- Parish Council leaflet – whatever the council wish to include
- Recycling leaflet from MSDC and timetable
- The dark green tourist leaflet from MSDC
- Bus timetable and a concise leaflet of Debenham bus times
- Website leaflet or card
- Surgery brochure or leaflet
- Library leaflet or card
- A leaflet from churches in Debenham and near Debenham - URC, The Forge, Anglican benefice, No Sect. Churches near Debenham could also be included, eg Framsdon, Rishangles, Mickfield Evangelical, Catholic.
- A limited selection of leaflets from businesses who wish to contribute them, because we have no current village guide
- "Recommend a friend" card – if you hear of a new resident, you give them the card to obtain the pack

Later on, if warranted, a booklet could be produced giving basic listings of Debenham organisations, woodland, local councils, local publications, shops, transport, resource centre and mobile library, cinemas, leisure facilities, tourist accommodation, pub(s), etc – this would be sufficient in case the other leaflets get lost. A similar leaflet for shops and businesses could be produced, including opening times, but this is getting more ambitious and would need a keen person to take it on.

Costs

Production costs will be small: less than 5p for a plastic wallet, 35p for a Parish Magazine, plus a covering letter. Total cost about 40p per pack. Guessing a distribution of 50 per year, that's £20 p.a.

Administration

None, apart from filling the packs and giving out on request. Because Debenham does not have a council office they would have to be kept somewhere else, possibly a shop (newsagent or Estate Agent for instance) or a house.

Distribution

None required – people come and get one.

Advertising the pack

Posters in strategic points, occasional features in the parish magazine and Community News, and the website.

Funding required

Because of the low cost I am asking the Parish Council to budget for the production costs, as above, and no grant funding or sponsorship will be sought. If demand is higher than anticipated it might be necessary to ask people to buy their own parish magazine, bringing the cost down considerably.

Resources needed

- Someone to produce it and organise – I'm offering to do that to start with.
- Inserts from contributing organisations
- A feature on the website
- From the Parish Council: covering letter, a leaflet about the council (if desired), and a website leaflet or card

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