



## **Haverhill Area Working Party 11 November 2010**

### **Haverhill Town Centre Management: Update on New Photographic Images of Haverhill**

#### **1. Purpose of the Report**

- 1.1 The purpose of the report is for the Working Party to receive an update on the initiative that it previously approved for the commissioning of a photographer to capture new images of Haverhill following the investment in the town over the past six years. (Report A646 refers).
- 1.2 This report will be accompanied by a presentation to Members to view the images which are considered to best represent Haverhill in accordance with the original brief.
- 1.3 The presentation also includes a suggested image for use as a promotional postcard.

#### **2. The Brief**

- 2.1 On 8 June 2010, an invitation to quote for 'Haverhill; a fine place on any count' was sent to two local companies to supply a portfolio of images for multi-media dissemination. The portfolio should show how to promote the best that Haverhill has to offer residents, businesses, and visitors, for living, learning, working, visiting, investing and relaxing. The commission required that the images be taken over the summer 2010 and into the autumn 2010.
- 2.2 These two suppliers were selected as they met the Working Party's request that the commission be open to photographers who had worked on Borough Council commissions before.
- 2.3 At the close of the procurement process one company, 'The Design Office' was successful, which was then asked to undertake the work.

#### **3. The specification and pricing schedule**

- 3.1 The specification set out themes to be met, with several images contained in each theme, and these were:-
  - (a) 'a fine place to live';
  - (b) 'a fine place to work';
  - (c) 'a fine place to learn';
  - (d) 'a fine place to shop';

- (e) 'a fine place to visit';
- (f) 'a fine place to play/enjoy leisure time';
- (g) 'a fine place in which to invest'; and
- (h) 'a fine place with a rich history and heritage'.

3.2 The Borough Council will be granted copyright of the images once the invoice has been settled. These images can be used for the purpose of promoting Haverhill.

#### **4. Use of the images for marketing and promotion**

4.1 The cost for the facility to download high resolution images was not part of this brief but is a desirable outcome from obtaining the new images and can be accommodated within the existing budget.

4.2 The Communications Unit will, with support from the Town Centre Manager, develop a planned programme for use of the images by the Borough Council, the media, partners, businesses and residents in print and electronic forms.

4.3 As referred to in paragraph 1.3, the cost to produce a first promotional postcard would be £115 for the artwork and for printing 500. If 1,000 were produced, this cost would rise to £125. This cost could be accommodated from the existing Haverhill Town Centre Management budget.

#### **5. Recommendations**

5.1 It is **RECOMMENDED** that:-

- (1) successful delivery of the project within the approved budget of £3,500 be noted;
- (2) the selected portfolio of images for all future marketing and promotion of Haverhill, as detailed in Section 2 of Report B287, be approved;
- (3) the portfolio of images, which would have copyright granted to the Borough Council, be available for use by the media, partners, business and resident groups, upon request; and
- (4)
  - (a) the suggested image for the first promotional postcard, as outlined in Paragraph 1.3 of Report B287 be approved; and
  - (b) subject to (4) (a) above, approval be given to proceed with the production of the postcard, in accordance with the costings detailed in Section 4.3 of Report B287, which would be accommodated from the existing Haverhill Town Centre Management Budget.

For further information, please contact:-

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