



Haverhill Area Working Party 24 March 2011

Haverhill Town Centre Management: Use of the New Haverhill Photographic Resource

1. Purpose of the Report

- 1.1 The purpose of the report is to provide an update regarding the new Haverhill Photographic Resource.

2. Availability of Images and Branding

- 2.1 The images can be accessed via: www.cb9haverhill.co.uk. Each image is branded with the CB9 logo and copyright is vested in St Edmundsbury Borough Council.
- 2.2 Registrations (requests for use) will be held and any data collected would not be used by, or shared with, any third parties. A report could be provided which would show who has used the images and when. In addition, the database could be used by the Council for follow up marketing purposes.

3. Media Release

- 3.1 A news release on the availability of the new Haverhill image resource has been issued. The news release included a web link and a copy of the postcard, with a request that the images are also used with the release, when published.
- 3.2 The release was also broadcast over the Borough Council's intranet to all officers alerting them to the availability of the resource.

4. DVDs

- 4.1 Copies of DVDs containing high resolution images have been sent with a covering letter signed by the Portfolio Holder to Sarah Howard, Chairman of the Haverhill Chamber of Commerce and to Andrea Hill, Chief Executive, Suffolk County Council.

5. Glossy postcards

- 5.1 1,000 postcards were produced incorporating the nine images from the collection that were voted for by the Working Party.
- 5.2 An email including a web link have been sent from the Portfolio Holder to Matthew Hancock, MP, inviting him to use the images as appropriate, when promoting Haverhill.

- 5.3 A small supply of postcards will be made available to all Haverhill Area Working Party Members on request, via email again with a link to the website.
- 5.4 A copy of the postcard will be distributed to all St Edmundsbury Borough Council Members with a note which provides the link to the Borough website to the resource.
- 5.5 Postcards were distributed at the meeting with town centre businesses on 15 March 2011.
- 5.6 A postcard will be delivered to each shop and service premises in the town centre that did not attend the businesses meeting on 15 March 2011.
- 5.7 A postcard will be displayed in the Borough Council Offices; the Arts Centre; the leisure centre; and in the Library with a note saying: *'copies can be obtained by contacting Tina Hanks at 01440 765100 or via email to tina.hanks@stedsbcc.gov.uk.'*
- 5.8 Supplies have been provided to the Haverhill Chamber of Commerce and to TheBestofHaverhill for distribution to new attendees to their meetings, during 2011. A small supply will be held to be used at future Haverhill business meetings.

6. Further distribution of the photographic resource

- 6.1 E-Teamwork will carry the website link and an invitation to Borough Council officers to use the images when promoting Haverhill and to offer this resource to agencies and to partners with whom they deal, who also promote Haverhill.
- 6.2 Emails have been sent to the following with a note of the website link and an invitation to use the images for promoting Haverhill:-
- (a) the Haverhill Chamber of Commerce;
 - (b) the Suffolk Chamber of Commerce;
 - (c) Abbeycroft Leisure;
 - (d) Choose Suffolk;
 - (e) Haverhill Enterprise;
 - (f) Mid-Anglia Enterprise Agency (MENTA);
 - (g) Haverhill Arts Centre;
 - (h) West Suffolk College;
 - (i) Samuel Ward Academy;
 - (j) Castle Partnerships;
 - (k) the Schools Liaison Officer: for all schools in the Haverhill cluster;
 - (l) Suffolk County Council;
 - (m) the Localities Officer: Suffolk County Council;
 - (n) the Tourist Information Centre (TIC) Manager: St Edmundsbury Council;
 - (o) Visit East of England;
 - (p) the Markets and Car Parks Manager, St Edmundsbury Borough Council;
 - (q) Safer Neighbourhood Team;

- (r) 11 Registered Social Landlords: Havebury Housing Partnership, Suffolk Housing Society, Jepherson, Riverside (formerly ECHG), Springboard, (formerly St Matthews), Granta, Flagship, Hanover, Housing 21, Orbit, Sanctuary Hereward;
- (s) Haverhill Volunteer Centre;
- (t) Suffolk Fire and Rescue Services;
- (u) the NHS contact;
- (v) Job Centre Plus;
- (w) 8 estate agents in Haverhill: Abbots, Balmforth, By Choice, CXG, Cheffins, Morris Armitage, Samuels, Preview Property Services;
- (x) the Christian Churches in Haverhill;
- (y) Suffolk Magazine;
- (z) East Anglian Daily Times; and
- (aa) the Greater Cambridge, Greater Peterborough, and New Anglia Local Enterprise Partnerships (once these bodies have been formally established).

6.3 Images have already been used in the production of the Vision 2031 promotional material and by the Communications department.

7. Town Centre Manager's Monthly Column

7.1 The availability of the resource and the link and conditions of use will also be included in the Town Centre Manager's March month end column in the Haverhill Weekly News.

8. Budget

8.1 The project including the additional outputs such as the postcards and the DVDs has been completed within the original budget of £3,500 approved for the photography.

9. Recommendations

9.1 It is **RECOMMENDED** that:-

- (1) the content of the report be noted; and
- (2) the Town Centre Manager be advised of
 - (a) any group, agency or partner that could be added to those listed in Section 6.2 of Report B526; and
 - (b) the link to the website containing the Haverhill Photographic Resource be forwarded to them.

For further information, please contact:-

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