

APPENDIX B

LDF CORE STRATEGY : COMMUNICATION STRATEGY DRAFT BUDGET

	Estimated cost	Notes / assumptions
Community visioning		
1. Leaflet / questionnaire	£15,900	
FREEPOST service	£2,760	Response rate 20% (likely to be less)
Prize incentive	£200	Meal for four
Print	£9,940	60,000 copies
Distribution	£4,000	Estimate from Tom Carne - PR
2. Community workshops	£1,209	
Venue (x4)	tbc	
Catering (x4)	£1,120	Tea/coffee/soft drinks, basic buffet
Attendance pack (ticket, details, programme)	£64	
Name stickers	£25	
Workshop materials - print	tbc	
Workshop poster - print	tbc	
3. Postcards	£465	
FREEPOST service	£115	Response rate 20% (likely to be less)
Prize incentive	£100	Meal for two
Print	£250	2,500 copies: 500 each station - 4 underground plus Roydon rail
4. Website	£0	
No cost	£0	
5. Publicity exhibitions	£802	
Roll up banners - print	£540	Three banner exhibition (2 sets)
Spotlights	£210	Not essential
Tables	£10	One for each exhibition
Stools	£12	Two for each exhibition
Pens and pen pot	£10	
Questionnaire box	£10	
Post-box	£10	One for each exhibition
6. Facebook	£0	
No cost	£0	
7. Text us your views	£290	
Setup	£50	One off admin fee
Short code plus keyword for one year	£240	
8. Photography competition	£200	
Promotional A3 poster	£100	250 copies
Prize incentive	£100	Meal for two
9. Local media / launch	£364	
Invitation print	£50	200 invitation cards
Post invitations	£64	
Venue hire	-	
Evening refreshments	£250	Evening refreshments
10. LDF email newsletter	£0	
No cost	£0	
COMMUNITY VISIONING TOTAL	£20,230	