

# APPENDIX A

## LDF CORE PLANNING STRATEGY : ISSUES AND OPTIONS CONSULTATION DRAFT BUDGET

Estimated Notes / assumptions	
<b>Community choices</b>	
<b>1. Leaflet / questionnaire</b>	<b>£15,580</b>
FREEPOST service	£1,380 Response rate 10% (likely to be less)
Prize incentive	£200 Meal for four
Print	£10,000 60,000 copies
Distribution	£4,000 D2D
<b>2. Community workshops</b>	<b>£1,450</b>
Venue (x4)	tbc
Catering (x 4)	£1,450 Tea/coffee/soft drinks, basic buffet
Workshop materials - print	tbc In-house
Workshop poster - print	tbc In-house
<b>3. Postcards</b>	<b>£401</b>
FREEPOST service	£58 Response rate 10% (likely to be less)
Prize incentive	£100 Meal for two
Print	£243 2,500 copies: 500 each station
<b>4. Website</b>	<b>£0</b>
No cost	£0
<b>5. Publicity exhibitions</b>	<b>£1,022</b>
Roll up banners - print	£822 Three banner exhibition (3 sets)
Display	£200 Loughton library charge
<b>6. Social media</b>	<b>£0</b>
No cost	£0
<b>7. LDF email newsletter</b>	<b>£0</b>
No cost	£0
<b>8. Local media / launch</b>	<b>£900</b>
Press advertisement (full page)	£900 Estimate from PR

**COMMUNITY CHOICES TOTAL**

**£19,353**