

17. NEW BRIGHTON PIER PROMOTIONAL LEAFLET

Officer responsible Parks Manager	Author Kay Holder, Coast Care Co-ordinator
Corporate Plan Output:	

The purpose of this report is to inform the Board of a proposed pier promotional leaflet and request financial support for its production.

A colour leaflet promoting the Pier and Library has been identified as necessary by the Pier and Foreshore Society and the Council's Pier Liaison Team. The leaflet (standard folded A4 size) would advertise the facilities and be a memento to visitor's experience.

The leaflet could contain - location map, factual and historic information about the Pier, safety information, opening dates, library information, contact details etc supported by colour photos.

The estimated cost to produce 10,000 leaflets is \$2,700. The cost could be shared out between Community Board, Parks Unit, Property Unit, and Pier and Foreshore Society at \$680 each.

Requests to each of these contributing groups are now being made by the Pier Liaison Team.

Chairperson's

Recommendation: That the Community Board supports the Pier promotional leaflet with \$680.