

BASELINE SERVICE AGREEMENT

Baseline Activity: Barnstaple Town Council Activities

Responsible Authority: Barnstaple Town Council

Responsible Officer: Anne Jenkins (Town Clerk)

Current level of service provided and service aim	<p>Marketing and Events</p> <p>Barnstaple Town Council (BTC) is under no statutory obligation to provide an events and marketing service and do this on a discretionary basis. BTC provides staff and resources for events and marketing in Barnstaple.</p> <p>Marketing</p> <p>BTC provides 25,000 Town Guides and Town Maps on alternate years at 0 cost and 4 newsletters per annum at £1250.</p> <p>Advertising and marketing of Heritage Centre is £8,500 per annum</p> <p>BTC providing iPod Heritage Trail Walks at a cost of approx £3,000 as part of Albert Clock / Heritage Trail project</p> <p>Tourism initiatives included in Albert Clock project / Barnstaple Heritage Trail – approx value £16,000 per annum</p> <p>Events</p> <p>Barnstaple Fair and Fair Proclamation organised by BTC at no cost to Council</p> <p>New Years Eve – grant aided £1,500</p> <p>Carnival – grant aided £1,500</p> <p>Tidy Up Our Town and Green Town initiatives - £10,000 per annum</p> <p>Support to other organisations</p> <p>Barnstaple in Bloom – grant aid £5,500 per annum</p> <p>Town Centre Management - £3,500 per annum including contribution to Christmas lights</p> <p>Subsidised office accommodation for North Devon Council / Town Centre Management</p> <p>Go North Devon (Shopmobility) grant aided £500 per annum</p>
Specification	<p>Marketing and Events</p> <p>The existing marketing activity and events are all of a scale and standard to attract additional visitors and shopping customers to the town centre</p>
Future level of	<p>BTC does not intend to alter its level of service provided as outlined above. It will</p>

service provision	always seek to offer best value in its marketing, events and support activities.
Proposed BID additional activity	Extra marketing and events – detail to be confirmed in final BID Business Plan
Cost of BID additional activity	TBC after consultation and published in BID Business Plan – likely to be in region of £250,000 - £275,000 over 5 years