

**FULL COUNCIL****7<sup>th</sup> MARCH 2022****RESERVES EXPENDITURE**

The following proposal has been received from Michelle Cummings, owner of 'The Cut Label' clothing shop.

She submitted an application to SHDC for the Multiplier Grant scheme they ran. She was not successful. It is still felt however that this would be a good investment for promoting the town centre and it has the support of the Chamber.

The Council is holding £1,300 in reserve 9309/903 Covid Grants which were to be used for Christmas Parking 2021. The money was received to support the Town Centre reopening from lockdowns.

The proposal is as follows:

*Our preferred company to carry out the filming and photographs is Chris Plant Photography; they are based in Ivybridge so we will be using a local company.*

*The total cost for their services is usually £1750 but they have agreed to offer us a special price of £1250 and this includes one cinematic 3-5 minute promotional film for social media, a series of shorter film clips for Instagram/Facebook, a trailer for the main film plus individual photographs of Ivybridge, the shops and businesses in Ivybridge and anything else that would generate interest in the area. This price includes two days filming. Films are shot using 8k cinematic cameras and a drone for aerial footage. All additional photographs will be supplied in the highest quality.*

*We will then make these films and photographs available to every business in Ivybridge who would like to use them! Many businesses have Facebook pages and Instagram - my own page has three thousand followers and the reach can be up to 10,000 for each post that is shared etc. The potential reach for the promotional films and photographs on social media is therefore into the hundreds of thousands if even just half of the local businesses used them.*

*We would also make the film/photographs available to Ivybridge Town Council & the Ivybridge Chamber of Commerce. We would look to play the promotional film in the Watermark and also on the TV advertising screen in Endsleigh Garden Centre who have footfall into hundreds of thousands over the course of a year.*

*Additional packages concentrating on individual business are available from the photographer at an additional cost to the business should they be interested.*

*We have an agreed contribution from Ivybridge Chamber of Commerce of £250 and any remaining funds would be used for an advertising campaign using the photographs - initial thoughts are either advertising in local free magazines or a 'flick' book online.*

*We have pencilled in a filming date of 7th April, subject to approval of funds from Ivybridge Town Council. We will also advise the landlords of Glanville's Mill of any dates and will ensure all parties have copies of the photographer's public liability insurance. We would need, with the help of the Town Council, to advise all local businesses of the dates that filming will take place so we can ensure that we are all looking our best!*

*Michelle Harris  
The Cut Label, 18 Glanvilles Mill, Ivybridge.*

As the Chamber have offered £250 towards the cost, the sum required is £1000 (leaving £300 in the reserve)

It is **recommended** that the Council approves the use of this reserve for the benefit of the Town Centre as describe above.

Jonathan Parsons  
Town Clerk