

### **10. Promotional Panel at Liskeard Railway Station Platform 3**

To appoint a graphic designer for the poster

The poster board has been installed. Councillor Ambler is obtaining quotes for design of the poster which should be available in advance of the meeting.

Two quotes have now been received, both from Liskeard based businesses.

#### **CONTRACTOR 1**

##### **Display Board - DESIGN**

To create 1 x A1 display board for Liskeard Station promoting Liskeard.

I have identified potential areas passengers arriving on the train may find useful and interesting;

History & Museum

Architecture, food & shopping

Mining & walking

Emily Hobhouse Museum in St Ives

TIC

Having looked at the content available I recommend that an appropriate map will need to be produced and new friendlier, snappier copy adapted from existing website text.

The imagery used will be from images previously used in other publications (these must be of print quality 300dpi) as I haven't been offered anything new.

This quote includes concept work, amends, meetings, co-ordinating print and producing artwork.

1 x A1 sign 10hrs @ £30 **£300** no VAT

#### **CONTRACTOR 2**

##### **PHASE ONE: INITIAL DESIGN CONCEPT AND LAYOUT**

Preparation and submission of a minimum of three variations of the designs for the board based on the brief provided.

*Estimate 6.5hrs*

**PHASE TWO: Fine tuning** and modifying (if required) of the selected design through to final artwork ready for printing. Including liaison with your selected printers and to their specifications.

*Estimate 5 hours*

*Assumptions:*

*That the Town Map illustration is supplied and reproducible.*

*That copy (text) will be supplied (for locations) either in Word or by email.*

**Total: £460**

**Recommendation: To appoint CONTRACTOR 1 to undertake the design of the poster for the railway station board**