

COUNTRYSIDE ACCESS LEAFLET

5,000 copies of an A3 full colour leaflet specific to the local area, with map, useful numbers, local history and routes for walking, cycling or horse riding.

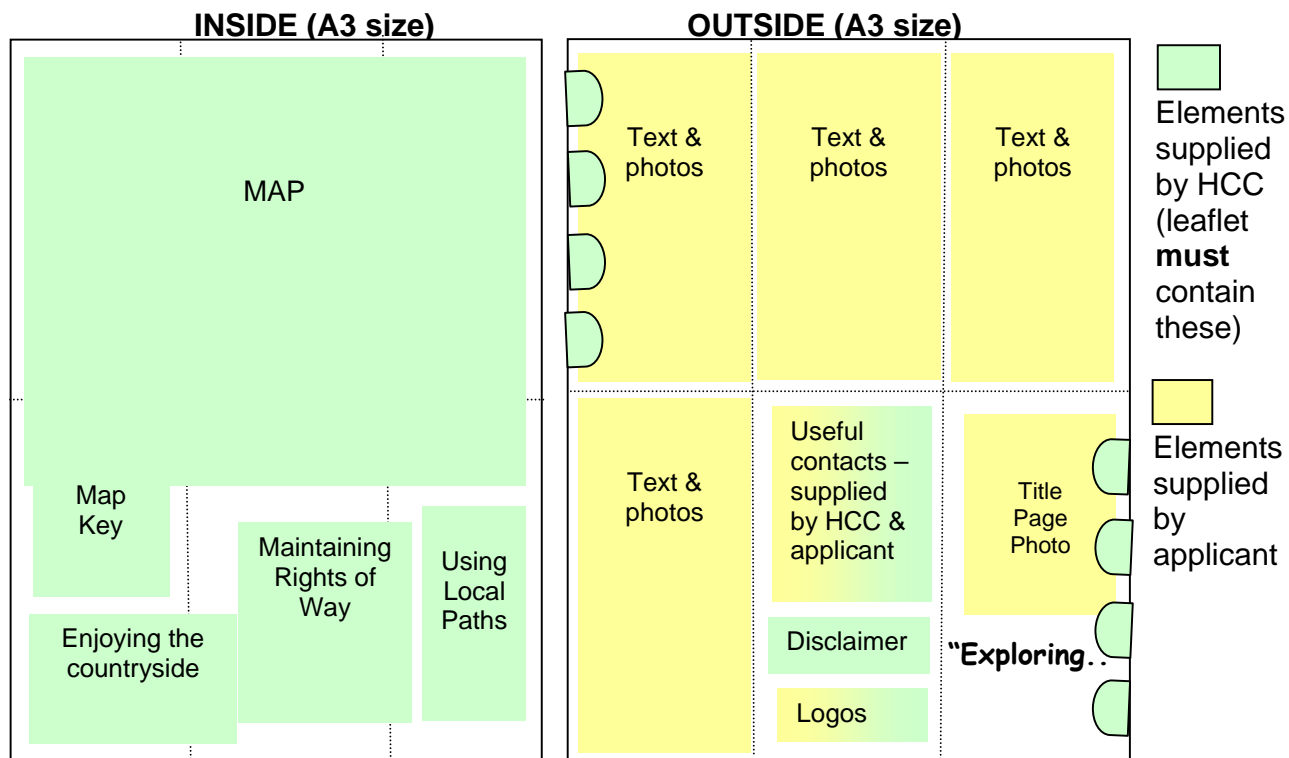
Estimated total cost: £ 900 per 5,000 leaflets

Why?

- Give local people the confidence & knowledge to explore the area, with a professionally-designed leaflet
- Build local 'ownership' of your village
- Encourage use of car-free routes to the shops, pub, school or community centre

How?

- HCC will provide a map of Rights of Way over an OS base, some standard text on using and maintaining countryside paths, and four standard photos (semi-circles shown below) – all shown as green boxes on diagram below
- Applicant to provide text on local area - this could include local history, landscape features, facilities, contacts and suggested circular routes – shown as yellow boxes on diagram below
- Applicant to conduct a simple assessment of any circular routes to be promoted
- Applicant to provide digital photos of the local area
- HCC will design the leaflet based on the format below, providing one draft to applicant for comments; minor changes will be made at this point – any further or major changes may incur increased cost
- HCC will arrange for printing and delivery to one address
- Applicant to distribute - for example with Parish newsletter, by giving to school children, by displaying in local shops and pubs



Countryside Access Leaflet – funding conditions

By applying to this scheme, you are agreeing to abide by the conditions given below.

The applicant will:

- Send in the completed application form and landowner/parish consent form

Hampshire County Council (HCC) will:

- send a letter confirming whether the application has been successful
- if successful, send a guidance pack to assist the applicant in producing a good quality leaflet, including tips, ideas and reminders, together with path assessment forms
- supply a base map of the area to the applicant

The applicant will:

- return the map, annotated as desired (eg. circular routes, recreation ground, local shops, toilets, names of hamlets) as well as marking other access available (eg. Forestry Commission woodland which is open to the public). If permissive access is added, the applicant must obtain written permission from the landowner/manager for it to be shown
- supply a maximum of 800 words in unformatted text in a 'Word' document, giving details of the parish/village/area, eg. potted history, landscape features, local shops and pubs.
- supply, if desired, directions within the 800 words total for up to three recreational routes for walkers, cyclists and/or horse riders, possibly on themes – for example, 'heritage walk', 'watercress cycle ride', 'riverside ramble'. The applicant must carry out a simple assessment of these routes (forms for this are supplied), to provide information for the leaflet and to ensure the route is suitable for promotion.
- supply phone numbers which those using the leaflet would find of use, eg. local pubs, cycling groups and Parish contact information
- supply a selection of good quality (1mb or more) digital photos of the area, perhaps including local landmarks, views of or from routes, local projects such as tapestries, mosaics, sculptures or paintings, extracts of old maps, or historical figures or events referred to in the text – generally, around seven to ten images will be used. The applicant must ensure that they have obtained all relevant permissions for photographing people or property for use in this leaflet.
- supply, if desired, suggestions for design - for example background colours and positioning of photos
- supply a logo, if available, for inclusion on the leaflet alongside the Hampshire County Council logo



Once the above is supplied, HCC will amend the map, design a leaflet using the photos and text supplied, and will post one draft to the applicant for checking. As a guide, leaflet design will take approximately 4 weeks from the receipt of full information from the applicant. The draft will follow the example opposite, with the inside of the leaflet given over to the map and HCC information, and the outside to the applicant's wording; photos will be distributed over both sides. Minor changes to this draft are included within the cost; major changes may incur extra cost, which is the responsibility of the applicant.

HCC will arrange for printing through our approved printers on 150gsm revive silk (recycled) and delivery to one address. Given the fixed costs of design and setting up printing machines, the minimum print run is for 5,000 leaflets; experience has shown this to be adequate for the average parish for three to four years; you are welcome to apply for a larger run if thought necessary.

The map included in the leaflet comprises an OS base with our digitised rights of way information and annotation on top, and is included in the leaflet to enable countryside access opportunities to be identified – the leaflet must not be sold for profit. Whilst the County Council endeavours to maintain all rights of way to a high standard, the applicant should note that additional resources are not allocated to routes promoted in these leaflets.

It is a condition of funding that the applicant will undertake to distribute the leaflet widely; details should be provided on the application form. As a guide, we would expect the applicant to distribute to local shops, pubs, libraries, community and health centres, and direct to most residents, possibly with the parish newsletter. Up to 500 leaflets may be retained by HCC for promotion alongside other countryside publications. If the parish has a web-site, a pdf of the leaflet should be made available on that site (HCC can supply this).

Applications for re-printing would be welcomed; the leaflet design is shared copyright between Hampshire County Council and the applicant.