



Meeting	Planning & Highways Committee
Date	Wednesday 12 March 2025
Report Title	PH.24.117 Village Centre Framework strategy document
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### **Officer's Recommendations:**

1. To agree costs for professional design work to create Cam Parish Council strategy documents including the village centre framework at a maximum cost of £990.00 to be allocated from budget line 38 (Advertising & Publicity, current balance £500.00) & Line 118 (Planning Support, current balance £2,980.05)

### **Background**

#### Artwork/graphic design:

Need to create professional and functional documents to clearly communicate the CPC strategy, including the Cam-wide strategic infrastructure development needs.

Description as follows:

Document 1 – *'we will create a prospectus for the council strategy which can be updated and amended as and when new areas are initiated or up for discussion. The document will be made available in a pdf format but we can adapt to powerpoint also as required. The document can be sent via e-mail, professionally printed and we can also have as a download or a flip book format on the website. It will take between 6 to 8 hours charged at my standard hourly rate of £55 plus VAT.'*

Document 2 – *'we will vectorise a map of Cam (and surrounding areas), we will then pinpoint specific areas or landmarks which have highlighted sections for example it could be a location for a potential play park, this would be highlighted with either a sketch or a photograph of play park equipment. The attached screenshots are just some examples to give a bit of context. Depending on how many unique graphics that need to be created this will probably take a little more time so I would estimate between 8 to 10 hours charged at my standard hourly rate of £55 plus VAT. We could create a simpler option which would be more 1 dimensional if budget only allows something like 3 to 5 hours?'*