

**STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL**

**23 February 2022**

**Council Questions**

**1. Question to the Leader of the Council received from Councillor Linda Malyon:**

“How much has the local food guide cost, who is fig.agency and who chose the restaurants that have gone into this glossy brochure?”

**Response:**

“The cost to develop, design and print the food guide was £26,593.54. This included print and delivery of a copy for every household in the Moorlands, as well as 3000 copies which will be distributed to accommodation providers across the district to further promote local food and drink establishments to visitors. No Council tax funding was used in either preparation, printing or distribution of the guide – it has all been externally funded via the Government’s ‘Welcome Back Fund’ and/or the Additional Restrictions Grant Funding. The “Welcome Back Fund” is a temporary fund allocated to Local Authorities across England by the UK government. The fund can be used by local authorities, amongst other things, to run publicity campaigns and to hold events that will boost footfall and encourage people back into the high streets and thereby supporting local businesses.

Fig Creative are a creative marketing & PR agency, based in Glossop, Derbyshire. Fig Creative were responsible for the development and design of the food guide. The restaurants selected for inclusion were selected under an independent journalist approach following assessment of customer ratings on Google and Trip advisor (November 21) as well as achieving a registered hygiene score of 4 or 5. Only restaurants/pubs that are independent, open at time of selection and operate in the evenings were included.

It should be noted that not all restaurants/pubs invited to apply chose to take up the offer.”