



Your...

# Town Guide

with Burrows



# town guide content

This guide is written to give you an idea of the contents your guide could include. Edit, expand, amend – we hope you find this template a good starting point for your project

**Burrows has the facility to compile your area guide information. The headings below can be rearranged to suit the focus of your guide and editorial will be driven towards your readership – whether that is leisure, business, resident, or a mixture of all three.**

## Introduction to the area

- Opening words from prominent local person
- Town characteristics and background including brief mention of topics such as:
  - Population, location, business information (shopping, industry etc), brief history
- Education
- Attractions, places of interest, heritage and history
- Map of area plus transport links.

## Business facilities

- Meetings, incentives, conference and exhibition (MICE) venues • Town Hall facilities
- Large companies that have located in the area
- Details on industrial areas – central business district and any outlying business parks
- Future developments and news
- Chamber of Commerce and Business Support from LA

## Local government

- What is the town council in charge of? Where does it fit in regionally?
- Where are the wards divided? Map?

- Council offices address. Map?
- One-stop shops and information points for local community (CABs)
- Member of Parliament
- Member of European Parliament and their role
- Other town council publications and newsletters
- Town partnerships and initiatives
- Community policing
- Environmental issues
- Fairtrade
- Sustainable development

## Leisure services in the area

- Leisure centres and community centres
- Community projects (arts and environment)
- Open spaces, parks, skate parks etc.
- Sport and recreation: Golf courses; local sports clubs – this could include a complete listing (A-Z) of sports clubs available. Nearest 'big club' – football, rugby, cricket
- Allotments
- Cycle paths, public footpaths
- Youth clubs
- Library and other library services
- Other clubs, societies and organisations

## Places of interest

- Details on local places of interest; historic buildings, national parks, museums
- Where to stay – hotels, B&Bs, guest houses.

## Young people

- Some of the headings (sport, entertainment) could combine to make an article for young people and the services available to them

## Entertainment

- Theatre (plus amateur dramatics and youth theatre)
- Cinema
- Restaurants, nightlife, pubs, cafes
- Local music scene – point people where to get info on current events.
- Shopping\*\* and town markets (\*\*could warrant entire heading of its own, dependent on size of town)
- Festivals, celebrations, and annual events calendar.

## In the region

- More detailed information on what's on, what visitors can do in the surrounding area
- Tourist Information Centre
- A section on villages of interest around the town
- Information about other publications and websites on these destinations

## Useful local services (A-Z)

This section can be as large as the town wants and is dependent on focus for the book. Some headings are:

- Banks
- Car Parks (including HGV)
- Chemists (and opening times if possible)
- Churches
- Citizens' Advice Bureau
- Community and trade associations
- Dentists
- Emergency services

- Health (including doctors, minor injuries units and hospitals)
- Helplines – including services such as Cancer Research Campaign, Crimestoppers, drugs advisory service etc
- Job centre
- Library and internet services
- Local media (inc. press, radio and TV)
- Magistrates Court
- Postal services
- Recycling points/litter (only if they are around town centre)
- Public transport – buses, trams, trains, airports
- Registrar
- Comprehensive schools, independent schools, colleges, nearest university, training centres
- Social Services
- Utilities
- Veterinary
- Voluntary Services – St John's Ambulance, RNLI, RSPCA, Cats Protection, Dogs Trust. Certain towns might have a specific interest.

## Twin Towns

- Details of the town's twin from just which town it is to more detailed information about the history, location, joint events, visits etc.

## Street Index

- Relating to map if appropriate.

Please do get in contact with any suggestions and ideas on how to make this guide even more informative and useful.  
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