



RYDE

TOWN COUNCIL

COMPLETION REPORT

1 - Event Details

Event Title:	Ryde Historic Pub Walks Leaflet
Organisation:	Isle of Wight Bus and Coach Museum Ltd
Final Event Costs £ (Please include a full financial statement of accounts)	278.00
Total grant award £	300
Please identify the specific areas where the marketing grant was spent	Invoice from IOW printing, no 32430

2 – Event outputs

Please show us how your events marketed Ryde (including copies of any marketing or promotional materials)

<p>Event outputs</p> <p>The leaflet gives details of a walk around the centre of Ryde, highlighting buildings and artefacts about the history of Ryde, many of which over the years have been associated with the brewing trade.</p> <p>By encouraging people to take the leaflet, they explore Ryde more purposefully than would probably otherwise do, therefore spending more time in the local area .</p>
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3 – Outcomes

Please tell us about the impact of your event - ie what changed as a result of the work.

Outcomes
<p>By having leaflets available at local outlets, such as the Bus Museum, Council office and Tourist office on the Esplanade, visitors are picking this up and realise there is a lot of history to Ryde that they can explore on foot This makes their stay more attractive and prolonged, enhancing their perception of the area and encouraging others to think of Ryde as a destination town, rather than a transit town when holidaying at other parts of the island.</p>

4 – Event records

Please send us photographs or other records of your project. Please tick to confirm:

We have included photographs of our event	
Material from the event is available on the internet	

5 - Your Declaration

This completion report is true and complete and we confirm that the money has been used for the specific purpose for which the grant was given and attach a full statement of accounts.

Authorised signature: ...