



Your...

# County Guide

with Burrows

# county 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

- Regional summary. Sum up the county's key attributes quickly in an easy-to-read format. Make use of as many headings as possible to break long text. (e.g. 'Open Spaces', 'Business', 'History'. as applicable)
- A foreword by a prominent person (Head of the Council, Lord Provost, Mayor).

## Theme

There may be a particular aspect of the county that needs to be flagged up here – nautical, industrial, regeneration, for example, and this is an ideal place to begin a theme for your book.

## Map

- Highlight areas of interest, illustrate land usage
- Transport links (inc. Europe), and perhaps also information detailing future plans for transport if applicable
- Distribution of districts and key towns within county.

## History

- Brief and relevant to the present day (for example, if there is a strong tradition of a certain type of business or history, then explain how this has contributed to today's success or development). Mix old and new together
- A timeline in is an excellent way to explore a region's past without having to include lots of text
- Make use of 'Did you know?' fact boxes to break up any long text.

## The County Council

- Structure (inc. councillors, MPs). Use a flow diagram to illustrate this if possible. Information on the services of the county council should be presented according to the council's individual focus
- Responsibilities (and for each one say where further details appear in the book)
- County Council website – what's available online
- Local government structure and contact details – further reading, publications and how and where to get copies
- This could also just be a listing of how the county is divided with contact details for each district.

## Business, enterprise and economic development

- Promotion of business with stats on investment and a breakdown of industry revenue
- Map with key transport links, industrial estates (if not already included)
- Details of business regeneration schemes (if applicable)
- Societies, Guilds, Partnerships, Chamber of Commerce
- Fairtrade status or proposal.

## Leisure and lifestyle

- Shopping centres
- Eating out, nightlife, entertainment (theatres, cinema)
- Listing of towns and villages within the county with one paragraph description
- Travel and transport within the county (any new policies to be flagged up)
- Children and families - support and further information
- Health and fitness - schemes and facilities
- Life events – Brief details on registration service and where to find out more.

## Community

- Community programmes and projects including arts (this could also include a section on development)
- Community safety
- Housing plans, regional development plans
- Archives and records service
- Volunteering opportunities
- Information for people with disabilities including access.

## Tourism and Heritage and The Outdoors

- Visitor attractions including museums, farms, craft centres, theme parks, historic properties

- Activities – walking, cycling, sports
- Country parks, gardens and open spaces
- Annual festivals and events
- Tourist information centres.

## Your environment

- Waste management and community programmes
- Recycling centres and initiatives
- Help from your county council – brief mention of housing, planning and development, environmental health plus where to get more advice on issues concerning residents.

## Education

- The range of learning facilities available – adult education colleges, evening classes, work experience programmes? Sponsorship deals and annual awards for enterprise?
- Inspection reports (brief) performance targets. A listing of schools might be too long here, but readers can be pointed in the right direction to 'Find out more'.
- Youth schemes, programmes
- Adult learning, training schemes.

## Social Care

- Brief details of what type of support is available
- Fostering information
- Charity partners working with the community and the county council.

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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