



Andover Town Council

To receive and consider a report regarding the potential to sell merchandising at Andover Pride 2024.

Item No.

17e

Produced for: Full Council

By: Deputy Town Clerk

Date of Report: 23 Apr 2024

Background:

In the January 2024 Full Council, the following resolution was made:

It was proposed by Councillor L Gregori and seconded by Councillor K Bird and **RESOLVED: FOR – 13, AGAINST – 0, ABSTENTIONS – 0**, that the creation of a Budget line for Andover Pride with a starting figure of £5,000.00, be approved (C 192/01/24)

The Pride event has been scheduled for the 22 June 2024 12pm-6pm and the Steering Group have proposed the sale of Pride merchandise to off-set some of the costs.

Proposer:

Seconded:

Proposal:

To consider whether Full Council are happy for merchandise to be purchased for sale at Andover Pride 2024.

To agree items to be purchased for sale at Andover Pride 2024.

To agree a budget to spend on the merchandise for sale at Andover Pride 2024.

Considerations:

The items for consideration include, but are not exclusively:

Item	Cost per unit if 50 bought	Cost per unit with Andover Pride 2024 ⁱ on	Potential resale cost plain	Potential resale cost printed	Mark up Plain/printed	Potential profit if all 50 sold.
 FABRIC RAINBOW WRISTBANDS	£0.65	£1.60	£1.00	£2.00	£0.35/£0.30	£17.50/£15.00
 SILICONE RAINBOW WRISTBANDS	£0.60	£1.70	£1.00	£2.00	£0.40/£0.30	£20.00/£15.00
 RAINBOW LANYARDS	£0.75	£1.60	£1.00	£2.00	£0.25/£0.40	£12.50/£20.00

	N/A	£2.73	N/A	£3.00	£0.27	£13.50
	N/A	£5.08	N/A	£5.50	£0.42	£21.00
	N/A	£2.92	N/A	£3.00	£0.08	£4.00
Pride Pins  ii	N/A	£1.58	N/A	£2.00	£0.42	£105 ⁱⁱⁱ

For Andover Town Council to run a merchandising stall, the following would be needed:

- 2 people to run the stall as cash is involved.
- Petty cash for change or card machine (potential costs involved)
- Gazebo

As this is the inaugural Pride event there is a potential to lose money on the merchandising because product is not bought, depending on branding this may not be able to be used in future years.

However, it should be considered as the branded merchandise will act as a promotional tool for future Andover Pride events if it is sold.

ⁱ One colour printing only.

ⁱⁱ Logo still not confirmed.

ⁱⁱⁱ Minimum order is 250.