

Report to	-	Cabinet
Date	-	11 March 2019
Report of the	-	Executive Director
Subject	-	Bexhill Events Promotional Campaign

Recommendation: It be **RESOLVED:** That the allocation of £4,500 from the Town Centre Section 106 funds towards the Branding and Vitality Project for summer 2019, be approved.

Head of Service: Ben Hook
Lead Cabinet Member: Councillor Hollidge

Introduction

1. Members will recall that the adopted Terms of Reference for the Bexhill Town Centre Steering Group (BTCSG) stipulate that all expenditure against the remaining town centre Section 106 funds and any future funding received will require a report to Cabinet for approval.
2. In April 2017 a request was made for £4,000 of the Section 106 funding to support a dedicated rail and print campaign for the summer of 2017. In November 2017 a further £7,500 was requested to support the rail and print campaign for summer 2018 and additionally to support a dedicated PR campaign run externally through a PR agency which included PR, social media and blogs.
3. There is currently £45,054 remaining within the town centre Section 106 funds, of which £20,000 is ring-fenced for public realm work. Approval is requested to spend £4,500 to run a third rail and print campaign to promote Bexhill events in 2019.

Branding and Vitality Project Team

4. The Branding, Image and Vitality group is one of four project teams set-up by the BTCSG to lead on delivering aspects of the Bexhill Town Centre Strategy. The BTCSG has been successfully growing a 'Bexhill Modern Vintage' campaign over the last two years with a print campaign comprising postcards and posters at railways stations and an online PR campaign to promote Bexhill.
5. Feedback from event organisers and businesses has been extremely positive with additional visitors coming to events and raising the awareness of Bexhill and what it has to offer.
6. The BTCSG is currently on hold as it looks to refresh the strategy with a series of workshops due to go ahead in March this year followed by an updated strategy. While this happens, the project team do not want to see the momentum built up around the Modern Vintage Campaign lost and would like

to run the rail and print campaign for a third year from spring and throughout summer.

7. As before this will include a rail campaign and some promotional print:
 - Summer of events rail campaign with a modern vintage twist. Key train stations will show posters giving information on the summer events for 2019 and direct people online for further information.
 - Image led double sided leaflet specifically to promote the retail sector with the Bexhill Modern Vintage theme. This will be used to attract a local/regional audience within a 1-2 hour drive time.
8. 1066 Country has again committed 50% match-funding for the design of the train posters and the leaflet.
9. The balance of the town centre Section 106 monies currently stands at £25,054, excluding that which is reserved for public realm improvements. If £4,500 is approved for use towards the Modern Vintage Campaign this will leave a balance of £20,554.
10. As per the Terms of Reference, approval is sought from Cabinet for the allocation of funding for this project.

Conclusion

11. Members are asked to approve the allocation of £4,500 of the Section 106 monies to the Modern Vintage Campaign 2019.

Dr Anthony Leonard
Executive Director

Risk Assessment Statement

Should Cabinet not approve the funding, the exposure and publicity of the Bexhill summer events programme will be diminished, potentially leading to lower turnouts.