

WESTON-SUPER-MARE TOWN COUNCIL

DECISION

of Councillor Crew, and Councillor Holder, in consultation with the Town Clerk

19th August 2015

Advertising Love Weston on Crosville Buses

On 10th February 2014 the Tourism and Leisure Committee authorized advertising for Love Weston. It was noted that advertising ideas included motorway service stations, agricultural shows, airport departure lounges and other locations and that additional advertising opportunities would arise during the year.

An opportunity has arisen to advertise Love Weston on Crosville buses before the end of the summer season. This is a discount package which has not been subject to formal quotations but it is believed from enquiries by the Assistant Town Clerk that it cannot be matched for value for money by other operators. In addition, while it may be possible to negotiate for advertising on particular routes, Crosville operates almost entirely within Weston whereas other operators travel much more extensively outside the town.

To take advantage of the late summer season and in particular the upsurge of visitors to the Banksy Dismaland Exhibition which commences on Friday 21 August, a decision on this cannot wait until the next Tourism and Leisure Committee on 5th October. Accordingly the following package is recommended.

TOTAL **£2500k** (To include all artwork, production, installation and advertising for a period of 3 months)

- Full bus rear wrap (14 Route)
- Land Train advert
- Internal adverts
- Flash banner home page add which links to Love Weston
- Rear decker panel add (105 Route)

It should be noted that this will exhaust the tourism advertising budget for 2015/16. However for maximum impact it is advisable to spend most or all of the budget in the first half of the financial year.

It is therefore **RECOMMENDED** that the advertising package above be confirmed and adopted.

DECISION

Under the Town Council’s Scheme of Delegation paragraph 2 “Chairman’s Action” we as Chairman and Vice Chairman of the Tourism and Leisure Committee in consultation with the Town Clerk we **AGREE** that the advertising package above with Crosville buses be confirmed and adopted.

Signed (Chairman)

Date.....

Signed(Vice-Chairman)

Date.....

Advice confirmed by:

SignedMalcolm L Nicholson.....(Town Clerk)

Date..19 August 2015