

Swaffham - Lamp post banners

The recent refurbishment of the Buttercross and Market Place in Swaffham has created an excellent opportunity for high-profile advertising and promotion using the new lamp posts that were installed around the Market Place car park. There are 6 posts in all, one is not suitable as it is too close to an adjacent tree. The other 5 offer a highly visible and appropriate location for 'lamp post banners'.

These are easy to fit and manage and will provide a long-term promotional tool within the Town Centre. They should provide a splash of colour and vibrancy to the market place, similar to the impact of the 'flags' that were added in 2018 and proved very popular.

Once up and running banners for events and themes should be re-usable from one year to next and will be used for up to 5 events per year. At other times they could be used for generic Town or Market promotion or for events run by other partners in the town.

1.1 Product

Bannerflex system

www.hampshireflag.co.uk

EN40 compliant

Banner size: 2m x 0.6m

Minimum height of bottom 2.1m

Banners: £100 each. Total £500

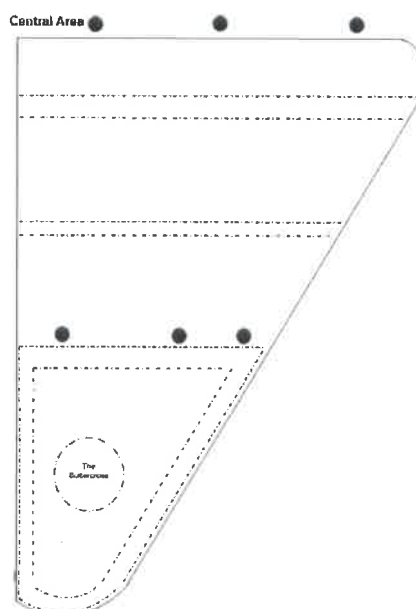
Banners: £55 each double sided. Total £275

Ladders: £120 for stepladder with 1.5m platform height.



1.2 Market Place locations

Six new lamp posts on Market Place, five of which are suitable for use with banner arms (can't use bottom left, too close to the tree).



1.3 Admin

The situation with regard to permissions is under review:

- Planning Permission. Should not be needed so long as the banners are temporary (less than 28 days per event). The use of the banners will be reviewed at end of the summer to see if it is appropriate to apply for Planning Permission so that could use more permanently.
- Not on Highway or on Highways Street Furniture so shouldn't need Highways permission.
- Conservation area. Swaffham Town Council are consulting with Andrew Gayton.
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Norfolk Day, and beyond, in Watton and Swaffham

Submission to Breckland Council MTI for funding

4 April 2019

Summary

Norfolk Day this year is on Saturday 27th July. This provides a great opportunity in both towns to celebrate and promote local businesses.

In Swaffham the Market will be the focus of the day, putting the traders centre stage and giving them the opportunity to shine.

In Watton the newly formed High Street Business group will support an event to encourage shop keepers out of their shops and visitors into them. If possible the High Street will be closed for the day to give space for entertainment and additional out of town businesses to promote themselves.

Summary project budget

Item	Watton	Swaffham
Lamp Post Banner brackets / banners		900
Steel bracket & Aluminium flag pole	540	1080
Printed Norfolk Flags	360	720
Promo cotton shopping bags	1200	1800
Promo giveaways & bunting	225	225
Love Your Local Market materials	175	175
Total	2500	4900
Sponsorship from business for bags	500	500
Contribution from Town Council	500	500
F		

Funding requested from MTI: £5400

% of total project costs: 73%

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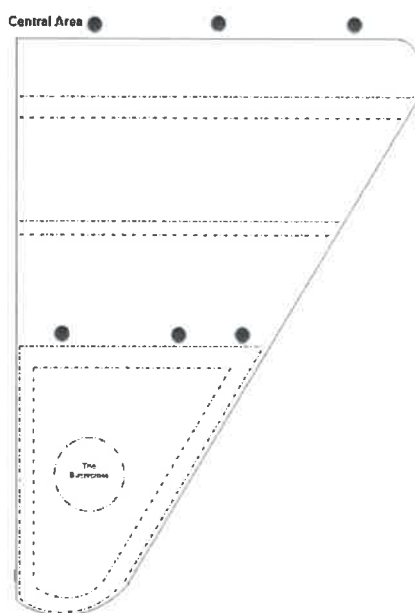
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2 Flag Poles, Watton & Swaffham

New flag brackets were installed at both Swaffham and Watton in 2018. An economical plastic bracket was used that was probably only suited for more occasional use. In the event in both towns the flags were left in place for an extended period of time (July to November) and there was considerable damage:

- To flagpoles which broke.
- To the brackets which either broke or came away from the wall. Both towns include many old buildings with brickwork that is soft and not easy to attach to securely.
- Also in Watton there were issues with permissions needed to attach to listed buildings. These have now been obtained.
- Some of the flags, especially for Norfolk Day, faded quickly & probably can't be used again.

Overall the flags were a very popular feature and it is generally agreed that they were a positive addition to both towns. They gave the opportunity to promote and highlight events such as Norfolk Day or Remembrance Day and added atmosphere and colour to the town centre.

Recommendations:

- Invest in stronger, longer lasting flagpoles and brackets
Steel brackets & 1.5m aluminium flagpoles are £45 each.
Also need to include cost of installation to make sure stay put.
- Invest in stronger, longer lasting flags (except for occasional events where will have one-off use).
Printed flags cost approximately £28 each rather than £5 for a cheap polyester one.

Norfolk Day Flags	£	No	£	
Steel bracket & Aluminium flag pole	45	12	540	Watton
Printed Norfolk Flags	28	12	336	Watton
Total			876	
Steel bracket & Aluminium flag pole	45	24	1080	Swaffham
Printed Norfolk Flags	28	24	672	Swaffham
Total			1752	



3 Norfolk Day, Watton & Swaffham, Saturday 27 July 2019

Norfolk Day 2019 will celebrate and promote what is good about Watton and Swaffham. The focus will be slightly different in the 2 towns:

Swaffham Market A day focusing on and promoting the market itself. Events held on Market Day often draw away from the actual Market, this would put it centre stage.

Watton High Street Giving High Street businesses a chance to promote themselves and draw in new customers. Also, encouraging 'out of town' businesses to come in for the day and promote what they do.

3.1 Planning

The events will be co-ordinated and promoted by the Town Councils who will:

- Advertise Event
- Provide promotion materials (bunting, banners, give-aways etc.)
- Run 'trail' around town (Watton) or Market (Swaffham) to encourage visitors to go into shops / visit stalls.
- Watton. Investigate closing High Street. If not, close Middle Street.
- Swaffham. Book entertainment / buskers.

Individual Businesses / Stalls will:

- Special offers / promotions.
- Each business taking part offers a prize for the 'trail' on the day.

3.2 Promotional Materials

Will all be used on the day but won't be limited to the event only, will all be suitable for use at future events.

- **Norfolk Day Bunting.**
Rather than buy the branded bunding will work with local groups in both towns to make some black / yellow / white bunting. Estimated cost of materials no more than £25
- **Promotional cotton shopping bags.**
Printed in one colour on both sides.
The Town Council will contribute to the cost of the bags and will work with local businesses / market stalls to get sponsorship.
One side 'Swaffham, Norfolk's Market Town' / 'Watton, the Heart of Breckland' the other with up to 10 logos from sponsors.
The bags will have a long life, promote environmental sustainability and will promote the towns more widely. After Norfolk Day the market stalls will be encouraged to give them away at other towns & markets that they visit.

Cotton Shopping Bags - numbers	Swaffham	Watton
Distribute on the day	250	250
Distribute via local shops. 50 to each sponsor. 10 sponsors	500	500
Distribute via Market stalls. 25 to each regular stall	750	250
Total	1500	750

- **Promotional materials.**

To give away on the day.

Pens & A7 post-it pads. Total 500 of each for each Town.

- **'Love Your Local Market'.**

All would be used for Norfolk Day & also for other Market promotions throughout the year. Including promotion of the new MTI stalls.



6' x 3' banner



Teardrop flag



Selfie - board

- **Norfolk Day Flags.**

See above.

- **Promotional Materials Budget**

			No	Each £	Total £
Norfolk Day Bunting	Work with local groups to make	Cost of materials	200m		50
Promotion Swaffham	Bags – 1500	2 side print with sponsorship	1500	1.2	1800
Promotion Watton	Bags – 750	2 side print with sponsorship	750	1.2	1200
Promotion	Pens & A7 post its		500	0.80	400
Love Your Local Market	Banner		2	30	60
Love Your Local Market	Teardrop flags		2	90	180
Love Your Local Market	Selfie Board		1	110	110
					3800
Sponsorship	Watton x 10 businesses	for logo on bag & 50 bags	10	-50	-500
Sponsorship	Swaffham x 10 businesses	for logo on bag & 50 bags	10	-50	-500
Watton TC			1	-500	-500
Swaffham TC			1	-500	-500

