

Kenilworth Town Council



Application for Community Infrastructure Levy (CIL) Funds

Project Title: Outdoor Digital Information Board in the Town Centre

Name of Organisation/Group: Kenilworth Town Council

Address: Jubilee House, Smalley Place, Kenilworth CV8 1QG

Post Code: CV8 1QG

Contact Name: Cllr Alix Dearing

Position in Group/Organisation: Town Councillor

Telephone: 07946033175

Email: alixdearing@gmail.com

Background of your Organisation/Group

(Tell us a little about your group/organisation e.g.: what does it do? Who is it for?)

The Town Council serves the residents of Kenilworth within which BVEF and TCWG promote the visitor, town centre and business economy.

All information received by the Town Council which must be communicated to residents can potentially be included.

Overview of Project/Scheme

(Outline proposed use of CIL funding)

Summary

The Town has no central hub for disseminating significant information to residents and to visitors about events and activities after the Tourist Information Hub was lost from the Library. The TC notice board is not located in an area of footfall and does not incorporate events. Kenilworth Weekly News no longer exists and while Kenilworth Nub News has taken up the need in a small way, the events listed are limited. Since Warwick Road banners can no longer be strung across the road, visual advertising is restricted and has led to illegal postings on railings and lampposts.

This document makes the case for a digital noticeboard to be installed in Abbey End which can provide a 21st century solution to this problem.

A modern Digital Noticeboard in Abbey End would allow listings of town events (e.g. Duck Race), KTC meetings (e.g. Community Forums), other council information (e.g. WDC Local Plan consultation), community group notices (e.g. tKC, Repair Café, KAF, Kenilworth Artists, BFK), business news (e.g. Coft Business Expo) and emergency announcements (e.g. road closures, flooding, pandemic information).

More and more councils in the UK are now installing digital noticeboards (see below) and they are common in even the smallest of European towns.

It would evolve in popularity through time with effective management, its visibility would encourage businesses to engage, and it would promote community cohesion.

Examples: Norwich, Conwy, Haverhill, Scarborough, Sandown Park Surrey

Provide freestanding outdoor digital screen for events, wayfinding or promotional advertising. Further details can be found on the following sites:

https://www.digitalmediasystems.co.uk/outdoor-screens/?gad_source=1&gclid=Cj0KCQjwGL-3BhDnARIsAL6KZ6_etK3ShcaqtzQfikwg9IMjoXPpzK_z1u7_unD4uixtmpx50dk_z9YaAjLPEALw_wcB

<https://www.digitalsignbox.co.uk/204/1317/sandown-race-course-led-screens>

What could be included

- Town Council events
- County and District information – road closures, requests for consultation/ responses e.g. Local Plan.
- Major Events - Fireworks, Christmas Lights etc
- Community Group information - tKC events, Naturewatch week, Repair Café etc
- Business events e.g. Chamber of trade
- Theatre and Cinema
- School information/Young People's listings
- Emergency information

Possibles

- Brief 2 line updates on Town Centre Developments
- Commercial events e.g. new store opening/business EXPO

Project Timescales

(Please provide an outline of the implementation timetable including any key milestones. If the project is to be undertaken in this or the next financial year then set out the outline quarterly project plan)

Sept- Dec 2024 Working Group on Plan and Costing
December 2024: Present to FGS Committee
By summer season July 2025: installation

Total Amount of Funding Requested

(Please give the total amount of CIL monies sought)

£ up to 20,000

Costing of Project with Full Detailed Breakdown

Exemplar from research which should be further investigated by the Working Group:

55 inch Board: £10,000 inc VAR

Installation: £3,000.

Planning Fee : £2,000

TOTAL 15,000 inc VAT.

Price includes lifetime uploading costs which can be done from anywhere via the internet. If a design service is required then this will add approximately £1,500.

Contingency: £2,500

Professional advisory costs e.g. Black Spiral (James Turner) £1000

Total: £19,000

A TC Working Group would need to establish more detailed costings and discuss possibilities for operational lines and handling plus site upkeep and the costs thereof, and from experience would wish to include Black Spiral in this group.

Details of other sources of funding applied for and names of any partner organisations.
Please include any funding applied for by any partner organisations.

Warwick District Council: Possible grant
 Warwickshire County Council: Electrical power
 The Kenilworth Centre: Expertise

Please specify here the responsibility for ongoing maintenance costs

In the planning stage we will prioritise the operational issues involved for both maintenance and upkeep of the site which is central to its success

How your Proposal meets CIL Funding Criteria

(Your application may meet some or all of the criteria of the CIL priorities. Please explain, where applicable, how your scheme/project meets these criteria. If the criteria do not apply please mark N/A)

Community Priorities

How the proposal has been identified through consultation with residents and the community

A common comment by residents and organisations is that events are not always well attended because, despite the proliferation of social media, people are not attracted to websites other than those to which they are already subscribed and many more residents than we think do not use social media. The point was made only this weekend on KV that organisations pay - but "suffer from paid ads without which they are not seen – then the feed is flooded with sponsored ads so people don't read them". People do not generally tune into websites to keep informed. Many promoters are concerned about this ... just one example from 21.9.24 "there is no real working format for local promotion anymore" (Steve Bentley, KVibes). KTC now has the opportunity to be proactive in delivering accessible information to all residents and others who visit the town centre. This item is multipurpose with crossover benefits, publicising not only Tourism and Business, but also informing local people of Local Council consultations, and emergency situations should they occur.

How the Project will benefit the community as a whole; for the "Common Good"

Community cohesion is supported by information dissemination at a central point (Abbey End suggested but tbd.) The older demographic, plus the "hard to reach" groups of Kenilworth are more likely not to see

e.g. newspaper readers no longer catered for, those with accessibility issues and visual impairment would be catered for in the design, and would improve the “Market Square” community idea of centrality of activities

How the Project will Benefit Young People and their Future

Working with the Kenilworth Centre, young people can contribute to the board as part of the Pathway to Work Scheme and other Youth activities held there.

There is an opportunity to engage with local Schools as part of Work Experience.

Young people can be encouraged to try new active events and opportunities which they may not come across when “bubble” digitally surfing. They are also more likely to congregate in the Town Centre where this will be visible to them serendipitously!

Strategic Priorities

How the Project prioritises long-term Investment in Infrastructure

This is a long term investment in infrastructure (CIL prioritised) and information sharing will gain traction through time.

Ethical priorities are satisfied by promoting information and events involving the community, and with specific regard to young people for the common good.

It will work together with the currently established Town Council website and Visit Kenilworth site.

It seeks funding and cooperation with closely connected organisations with which we have a good working relationship through previous initiatives e.g. Black Spiral with Trails and leafletting, Wayfinding Project with WDC and Tourism Support at WCC as well as our multiplicity of organisations and charities e.g. Lions, Rotary, Round Table, Soroptomists.

How the Project Promotes Kenilworth as a Business and Tourist Destination

Events are the heart of the Town’s popularity and an increasingly major earner. The information would run alongside the updating of the Town Council website, promoting Kenilworth as a tourist destination as well as for local residents, and potentially/implicitly as a business destination. This would facilitate, promote and encourage far more interaction between residents, businesses and the Town Council, and inform visitors from further afield who look to visual items. Regular updating would ensure a trusted and accurate system would develop through time and initially use the information on the Working Group site.

How the proposal addresses demands imposed by the increasing population in the town

With increased footfall in the town, visual Information sharing will work together with the website. If located at Abbey End where the Market is currently located, there will be mutual benefits. Events are increasingly held at Abbey End rather than Talisman Square, and such a location would further build footfall there and support local shops and restaurants. The demographic is important too: older people rely more on non-web based information and are hard to reach, and Compassionate Kenilworth welcome this.

How the proposal supports Kenilworth Town Council initiatives (e.g., Cycling Strategy Group, Tourism Group, the Town Centre Working Group, Climate Emergency Roadmap).

The Climate Emergency Communications subgroup welcomes this initiative to improve event publicity e.g. Naturewatch. The Town Centre Working Group and The Business and Economy Visitor Forum welcome the opportunity to publicise our many events more widely.

Management Priorities

Will the proposal seek joint funding/partnership arrangements with WDC/WCC and external bodies (e.g., universities, Sustrans, English Heritage) for infrastructure?

WDC and WCC
Possibly English Heritage to connect Town and Castle

How will your organisation/group explain publicly how the CIL receipts are forecast, managed and reported?

At Town Council Meetings including Financial and General Services

How will your organisation explain publicly how CIL has been spent and allocated?

On websites, Nub News and as reported in Council meetings
Kenilworth Vibes

How will your organisation ensure that the costs of consultation and project management are covered?

Through Town Council and the Working Group meetings shown above BVEF, TCWG and CEWG

Additional Information that may support your Application

I would suggest we ask appropriately qualified residents who might work pro bono for a (small) agreed unit of time and which would promote inclusivity within the town