



BEXHILL-ON-SEA TOWN COUNCIL

CIVIC HISTORY BOOKLET

REPORT ON POTENTIAL NEXT STEPS

Introduction

The Town Council staff are nearing the completion of the Civic History Booklet, first commissioned in June 2023¹.

The booklet runs to 72pp with colour illustrations throughout. It has been adapted from a previous Civic History booklet, *Bexhill Charter Trustees* (2007) by David M. Dyer, and now features additional content from the Town Council's recent Civic History.

The decision to **produce** the booklet was undertaken; however, there has never been a clear decision on a **method of distribution** for it once complete.

The purpose of this report is to explore those next steps, as well as presenting potential print quantities.

Two Potential Pathways for the Civic History Booklet

There are two potential pathways for distribution of the Civic History Booklet:

- a) **Print a quantity TBC and distribute the booklet for free to the public.** Copies could be made available from Bexhill Museum, the Town Council Hub, and other locations in the Town (e.g. Bexhill Library). Staff and Councillors could also give the booklet away at our events.
- b) **Print a quantity TBC and sell the booklet at local outlets.** In order to do this, the Council would need to work carefully with the RFO to ensure that any profit made is declared and handled appropriately. The booklet would also potentially need to be allocated an International Standard Book Number (ISBN), barcode, and recommended retail price. We would likely need to track stock levels for a potential reprint and honour

¹ Minute 00079., Bexhill-on-Sea Town Council Engagement and Communications Committee, 14.06.23



any reorders from retail partners e.g. Bexhill Museum. If we were to donate profits, the destination of such funds would also need to be decided with care.

It is also worth noting that these pathways are not exclusive. They merely represent the two options most reasonably arrived at now we have reached the final draft stage.

Printing

Once one of the above pathways (or a further option) has been chosen and any necessary adjustments made (e.g. the addition of a barcode and RRP), the Council will need to consider print runs so costs can be properly quoted.

When considering print quantities, the Council should also weigh up how often they would like to commission an updated version: for example, when a new Mayor is elected, or a new Town Clerk joins the team, a revised version of the booklet may be desired. In short, at what point may the booklet be considered 'outdated'?

Three possible quantities based on likely demand:-

QTY: 200

QTY: 500

QTY: 1000

The Council should also state where they would like excess overstock of the booklet to be stored. In all likelihood this will be at the Town Council Hub.

Conclusion

Once a decision has been made on one of the pathways, it is recommended that the decision on print runs be finalised at the next Full Council meeting on July 29th.