

# TOWN COUNCIL

**DATE:** 6 NOVEMBER 2019

**REPORT OF:** Events, Projects and Tourism Officer

**SUBJECT:** Dawlish Waterfowl and CCTV Camera

## **PART I**

### **Recommendation:**

**To consider the background and case for approving expenditure of £1,200 towards the operation of a live video streaming camera in partnership with Dawlish Beach Cams.**

#### **1. BACKGROUND**

In recent months the Civic Amenities Committee has had an item on its agenda about potentially have a camera near the waterfowl compound to act as a dual-purpose camera. Firstly, for publicity of the waterfowl (to grow donations, interest and sponsorship income), and potentially as a CCTV option. It has not been able to be progressed as there were issues regarding connectivity for live streaming. Discussions had been ongoing with Dawlish Beach Cam about what other options may exist within the town.

A further option has developed would fulfil both waterfowl publicity and CCTV demands. The owner of Dawlish Beach Cam has arranged for the location of a camera to be placed on top of the roof of Sea Breeze with permission of the owner.

Dawlish Beach Cams have expertise with a track record and following for their live streaming of high-quality digital video of local activities and events. In the past 12 months Dawlish Beach Cams have played nearly 1.2 million video ads to their live stream viewers and sent nearly 19,000 people to their client's web sites via their 5 current live streaming cameras. Their social media following is over 80,000 people and directs people to their free pages on their website to deliver adverts. They recently filmed for a campaign called 'Devon in a Day' which was a joint effort by Dawlish Beach Cams, GWR and Devon's Top Attractions. This was authorised and

funded by Devon County Council's Locality Budget and will be pushed for Summer 2020.

To date the Town Council's paid promotional activity for the waterfowl, weddings and events have focussed more on traditional media such as newspapers and magazines, with only very ad hoc Facebook advertising which has not been on a large scale, or static websites in the case of weddings. Dawlish Waterfowl already have their own Facebook page with a following of 4,000 followers, but video clips are limited to non-live mobile phone or iPad footage, as and when the wardens or the officer can be available to film. In the next few weeks the Council will shortly launch a bespoke digital wedding campaign on Facebook as a new opportunity for advertising within an existing promotional budget.

## **2. CAMERA LOCATION AND SPECIFICATION**

Dawlish Beach Cam has recently purchased a new point, tilt and zoom full HD camera (<https://www.axis.com/products/axis-p5635-e/>) which is able to show the Brook, the Swans next to Jubilee Bridge and the Brook half way up the Lawn from the vantage point on Sea Breeze. It has a 30x optical zoom so the camera can be pointing directly at a Swan's nest and there is the potential to zoom in and live stream hatching eggs. In addition, when not zooming in the camera can pan and give CCTV coverage of the area. Several of Dawlish Beach Cams footage are shared already with the police and coast guard with logins and passwords. The same arrangement could be made for Dawlish Town Council.

## **3. FINANCIAL CONTRIBUTION AND ARRANGEMENTS**

The camera cost Dawlish Beach Cam circa £2000. For the camera to be mounted on the roof it is estimated the cost of the mounting would be £1,200 – of which £500 is static equipment for the camera and the other £700 relates to secure mounting work. Dawlish Town Council has been asked to fund this contribution (£1,200) and if the Council agrees to fund the cost, three quotes would be obtained for the non-equipment element cost of the works.

The reason for the request being made to the full Town Council meeting is:

- It is not an atypical grant application due to being an arrangement with a commercial company. What is proposed is that in return for funding the £1,200 Dawlish Beach Cams will run a 'house ad' for Dawlish Waterfowl which would link to a donate page and will also run 4 event advertisements over the first 12 months after which a review would take place. An individual advert is usually charged to a Dawlish Beach Cams end client at £749, and the client receives the delivery of 10,000 ads delivered for that price. Each additional 10,000 adverts are normally £349. Dawlish Beach Cams tend to deliver between 3,000 and 5,000

video ads a day and it can be over 20,000 if they have an event or rough seas of interest to the watching viewers.

- The opportunity presented here means the Council would not need to purchase its own equipment or the specialist expertise to live stream one of Dawlish's best known and loved assets. At the same time, it presents the opportunity to raise funds via a donate option directly against the cost with additional advertising. It would replace some of the other paid promotional activity the Council does over the year.
- If the Council decided to fund the cost, then the expectation would be the camera would be installed in the next few weeks and sponsorship of the waterfowl could be pushed in the pre-Christmas build up. In addition, it would give CCTV coverage which is not available at present.
- It is a unique tourism opportunity which is not available with other companies and is at relatively low cost for an operation of its size. The Council would not need to maintain or operate the equipment and it would be insured by Dawlish Beach Cams. The camera's operation would be widely publicised and in doing so would continue to grow the audience and tourism market for Dawlish and its Black Swans.

#### **4. CONCLUSION**

The Town Council is requested to consider the case for approving this expenditure. If the proposal was funded, then meetings would take place at regular intervals with Dawlish Beach Cams with a full review at the end of the first year reported back to the Council.

Angie Weatherhead  
Projects, Events and Tourism Officer.