

Date Provided: 19 June 2018

## Breathe it in signs

Ref: EFOI / 6984

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### Information Request and Response by Eastbourne Borough Council

*In January 2018 I made an enquiry about the missing 'Breathe it in' signs, welcoming visitors to Eastbourne. You let me know they would be returned as soon as possible.*

*Please can you let me know:*

- a) *When these signs will be returned (an approximate date would be helpful)*

As soon as possible. The original signs were faulty so we are still trying to resolve this with the original contractor.

- b) *Whether they will continue to use the words 'breathe it in' on them?*

Yes, they will remain exactly as they were with the same design, branding and strapline.

*And can you please include any email correspondence from 2018 that pertains to discussions about the use of 'Breathe it in' as a slogan? Please can you include email correspondence from elected ward councillors.*

There are no live discussions and have been no discussions on discontinuing the use of the strapline 'Breathe it in'. The signs were not removed for this reason, they were removed because they had been manufactured poorly. The strapline 'Breathe it in' is an integral part of the Visit Eastbourne brand and we have every intention to continue using it.