



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE MEETING OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE

HELD ON MONDAY 14TH APRIL 2014

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, R. Nash and Mrs. J. Warr

IN ATTENDANCE: Mrs. S. Holmes (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Clerical Assistant)
1 member of the public in the Public Gallery

The Meeting opened at 6.33 p.m.

65. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies for absence had been received from Cllrs. Ms. K. Davis and P. Dillon.

66. DECLARATIONS OF INTEREST

Members and Officers were reminded to make any declarations of Pecuniary and/or non-Pecuniary interests that they may have in relation to items on this Agenda.

Members and Officers should declare an interest by stating:-

- a) The item they have an interest in
- b) Whether it is a non-Pecuniary interest and the nature of the interest
- c) Whether it is also a Pecuniary interest

They then need to re-declare their interest and the nature of the interest at the commencement of the item or when the interest becomes apparent. They should request that it be recorded in the Minutes that they will leave the meeting and will take no part in discussion, nor vote on, the item.

In accordance with good practice, individual forms were available to those Councillors present in order that they could personally record their interests - both Pecuniary and non-Pecuniary. These forms to be returned to the Committee Clerk at the end of the meeting to enable all declarations of interest to be accurately recorded in the Minutes. Members were reminded that it is their responsibility to notify the Monitoring Officer of all Pecuniary Interests, not already recorded on their Register of Interests Form, within 28 days.

There were no declarations of interest made at this point of the Meeting.

67. TO APPROVE THE MINUTES OF THE MEETING HELD ON 17TH FEBRUARY 2014

The Minutes of the Meeting held on Monday 17th February 2014 were **AGREED** as an accurate record and were signed by the presiding Chairman.

68. ADJOURNMENT FOR PUBLIC QUESTION TIME

6.40 p.m. At this point the meeting was adjourned to allow a member of the public to speak.
A member of the public asked if the lights on the seafront were to be turned on. He also advised the Committee that he has produced a website on things to do in Bognor Regis.

6.43 p.m. the meeting was reconvened.

69. MATTERS ARISING FROM THE MINUTES WHICH ARE NOT SEPARATE AGENDA ITEMS

69.1 17th February Min. 56.1. Wifi in the town centre, seafront and Hotham Park

The Head of Street Scene and Leisure Services reported that the electrical contractor had met with the wifi provider who will now submit plans on the provision of wifi to the Council. This was **NOTED**.

69.2 17th February Min. 61. Consideration of content and date for 2014 town newsletter

The Chairman reminded Members that they needed to forward any items for the newsletter to the Street Scene and Leisure Services Department as soon as possible.

69.3 The Head of Street Scene and Leisure Services had previously advised the Committee by email of an invitation from S.S.A.L.C. to have a stand at the South of England Show. Members had agreed that this could be investigated subject to staff availability. On further investigation it was felt that this was too big a time commitment for the events team during the summer and so the Town Council will not take up this offer. This was **NOTED**.

70. UPDATE ON EVENTS PROGRAMME FOR 2014 INCLUDING REPORTS FROM THE TOWN CARNIVAL WORKING PARTY MEETING HELD ON 28TH JANUARY AND 26TH FEBRUARY

The Head of Street Scene and Leisure Services read from her report which was **NOTED**. (appended to File Copy of the Minutes)

A Member asked if the events staff had to wear hi-vis clothing over the new red shirts provided for them. The Head of Street Scene and Leisure Services said it was necessary for members of the public to be able to see clearly who the stewards are at an event.

71. UPDATE ON NEW WEBSITE - MIN. 59 REFERS. THIS ITEM WILL INCLUDE A VISUAL OVERVIEW OF THE NEW WEBSITE

Members were shown on a laptop the new website which is still a work in progress. There is more work to be done on the design and the Head of Street Scene and Leisure Services asked Members for their comments and opinions. Following discussion it was **AGREED** that Members will be emailed with the log-in to the site so that they can look at the site and send in their comments.

The Head of Street Scene and Leisure Services reported that the original budget identified for the website was circa £6,700, but the current supplier has quoted considerably less than this at £1,775. To date there has been an additional cost of £175 to transfer all the Minutes and Agendas from the old site to the new but the project is still coming in under budget at this stage and there would be funds available if anything extra was required.

72. UPDATE ON VISITOR GUIDE – MIN. 60 REFERS

The Head of Street Scene and Leisure Services reported that the Town Guide was printed and ready for distribution at the Leaflet Exchange at Butlins on 12th March. Two members of staff attended the event, which was extremely busy.

Guides have been sent to 34 Visitor Information Centres in the south east and distribution is currently taking place to: caravan and holiday parks, local tourist attractions, hotels and B & Bs. The new Shoppers' Guides are being distributed at the same time. The report was **NOTED**.

73. CONSIDERATION OF IDEAS FROM MEMBERS OF THE PUBLIC ON PROMOTIONAL ACTIVITIES INCLUDING: POSTER DRUMS AND TOWN ACTIVITY PACKS

Members of the public had put forward suggestions for promotional items. Children's activity packs with drawings for children to colour in was one suggestion. Members **AGREED** this was an idea which could be looked at in the future.

Another idea was for advertising drums. These had been investigated previously but not pursued. Members **AGREED** that the Head of Street Scene and Leisure Services would undertake research on the previous findings for the next meeting.

74. CONSIDERATION OF ADVERTISING IN COACH MONTHLY MAGAZINE AND YEARBOOK FOR 2014/15 INCLUDING OFFER TO EXTEND ADVERTISING DEAL AT A COST OF £599 + VAT

The Council have had advertising in the Coach Drivers Club handbook and monthly magazine for the past two years. A deal has been offered on renewal for 2014/15 for the same cost as last year £599 + VAT for 1 handbook insert and 12 monthly magazine adverts. Attempts to engage local businesses in a driver's incentive scheme to gauge the efficacy of the advertising have previously been unsuccessful. Following discussion Members **AGREED** that it was the right place to be advertising the town and to the correct target market. Anecdotally it was believed that the number of coach parties coming to Bognor Regis had increased since the advertising and therefore it was **RESOLVED** to **AGREE** to take up the offer. Members felt it was worth asking if any further discount could be given and also to try again to see if any cafes/restaurants would offer an incentive scheme.

75. CONSIDERATION OF USE OF UNALLOCATED 2014/2015 PROMOTION AND PUBLICITY BUDGET

The Head of Street Scene and Leisure Services reported that after funding earmarked for projects in the Corporate Strategy and the provision of wifi had been deducted, the unallocated budget for 2014/15 was £1,000. Following the decision in the previous item to allocate £599 for advertising in the Coach Drivers Club publications, the budget remaining was £401. Members **AGREED** to keep this budget unallocated to allow for unforeseen expenditure in the year.

76. CORRESPONDENCE

The Committee **NOTED** the correspondence (appended to the Minutes) including the following additional items:

1. Email from member of the public coming to stay in Butlins wanting information on the area and the Head of Street Scene and Leisure Services reply
2. Email information on Silhouette Publicity - date sheet to book acts
3. Email re Little Bo's vintage frozen yogurt ice cream van
4. Historical and Cultural entertainment 2014 - New WWI Centenary entertainment

77. DATE OF NEXT MEETING

Monday 16th June 2014

The Meeting closed at 7.40 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 14TH APRIL 2014

1. Trophy Store - reward your A-list workforce
2. Cloudhopper Gallery - News
3. Big Game Hunters - the play experts - February Newsletter 2014
4. Ningbo furniture - special offers
5. Baker Ross - The ideas shop Easter 2014
6. Watts Audio Hire - email re PA hire for events
7. UK Point of Sale - One day only online offers
8. Enquiry from a member of the public re visit Bognor Regis Maps - forwarded to ADC
9. Illuminations Gala info and invitation to participate
10. Flags & Flagpoles - Are you ready for St George's Day?
11. Enquiry form re Arun Beaches forwarded to ADC and BRTC
12. Get Cycling - New Events Brochure
13. Lamps & Tubes Illuminations - sample hand waving flag
14. Request for 2014 Town Guide via Bognor-regis.org website
15. Coach Monthly magazine March 2014
16. BBC - email conversation regarding an upcoming tv programme on vitamin D
17. Travel GBI March 2013 No 424
18. Circus Malabaristas - Marvellous Medieval Acts - Available to book for St George's Day
19. Lamps & Tubes Illuminations - Special offers on flags and bunting 2014
20. Travel GBI April 2014 No 425
21. London Philharmonic Skiffle Orchestra - All Fools Day update on their bookings for 2014
22. Coach Monthly - April 2014
23. Heritage Open Days - email with the latest news, events planned and awards
24. Correspondence between the Head of Street Scene and Leisure Services and a member of the public regarding their issues of concern regarding the ROX event, forwarded to ADC
25. Peacehaven Council - email re advertising screens in Town Halls
26. Sand in Your Eye - email information on their sand art projects

BOGNOR REGIS TOWN COUNCIL

AGENDA ITEM 6

Committee: Events, P & P **FOR DECISION**
Date: 14th April 2014
Report by: Head of Street Scene & Leisure Services

Subject: Update on Events programme for 2014 including reports from Town Carnival Working Party

15th June Town Street Carnival

Two meetings have been held with Rox and the notes of these are attached. A third meeting was arranged but had to be cancelled due to both Kirsten and myself being unwell.

To date the following has been arranged:

- RNLi will be in attendance (subject to operations) and will have 3 lifeboats and a helicopter
- A Captain Jack Sparrow look-alike
- Raven Tor Living History Group (to set up a pirate camp on the mounds outside Mountbatten Court)
- Face painters
- Children's workshops in dance (with a pirate theme) at the theatre
- It is hoped to involve the Pier in the event
- A performance area will be set up on the Place St Maur
- Lost & Sound will be on the beach (they use adapted metal detectors to 'find' audio sounds)

We have received 10 entry forms to date and we have another 5 groups who have indicated they will be putting in an entry but are waiting for more information from their organisations. A follow up letter will be sent out shortly. (For your information we had 15 entries last year.) We have had some interest from groups who have never entered before

Information will be sent round to all local shops and traders in the next month, inviting them to take part in the event by dressing their windows and possibly staff.

We have ordered pirate bunting which will be put up along the seafront. Other bunting will be put up around the town.

Articles have appeared in the local paper and there has been a short campaign on spirit inviting groups to take part. Another campaign will be run just before the event to publicise it. We are also using our events Facebook page and Twitter to promote.

6th July A Drive Through Time

To date we have received 180 applications from vehicle owners to attend this event and 10 Craft and Charity stalls are also booked in.

We have booked a big screen TV at a cost of £1,500 and to date we have sponsorship of £600 towards this cost. We are currently seeking additional sponsorship. We have arranged some entertainment for the day and also a children's play area (run by the Play Rangers) to encourage families to stay. Further sponsorship from a local garage has also been agreed to pay for the plaques that we will give out to entrants.

We have had a meeting with representatives from the Rotary Club who have agreed to provide marshals to assist on the day with directing cars to their correct place. They will also be responsible for managing the car parking area. In return they will be collecting for their charity

General update

We have purchased a new control point gazebo for this year to be used at events. This is red and is branded with the Sunniest Bognor Regis logo, the Town Council's website and also control point. This will be easier to put up than the one we have used previously.

We have also purchased some polo shirts for the events team to wear. These are also red and bear the Sunniest Bognor Regis logo.