



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 20TH APRIL 2015

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, P. Dillon, Mrs. J. Warr and P. Wells (from Minute. 76)

IN ATTENDANCE: Mrs. S. Holmes (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Committee Clerk)
Miss. K. Fitzpatrick (Events Officer)
2 Members of the public

The Meeting opened at 6.30 p.m.

72. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. R. Nash.

73. DECLARATIONS OF INTEREST

Members and Officers were reminded to make any declarations of Disclosable Pecuniary and/or Ordinary 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 an Ordinary Interest and the nature of the interest
- c) Whether it is also a Disclosable 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 neither take 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 Disclosable Pecuniary and Ordinary. These forms should 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 Disclosable Pecuniary Interests, not already recorded on their Register of Interests Form, within 28 days.

Cllr. Brooks declared a Disclosable Pecuniary Interest in Agenda item 6, the A Drive Through Time event with regard to the provision of a big screen, Armed Forces Day with regard to the possible provision of a stage and also in Agenda item 14 regarding the Football Clubs scoreboard.

74. TO APPROVE THE MINUTES OF THE MEETING HELD ON 16TH FEBRUARY 2015

The Minutes of the Meeting held on Monday 16th February 2015 were **AGREED** as an accurate record and were signed by the presiding Chairman.

75. ADJOURNMENT FOR PUBLIC QUESTION TIME

There were no public questions at this point of the Meeting.

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

76.1 16th February. Min. 69. Banners in London Road. A Member asked if banners were going up soon as the lamp posts have been there for nearly a year. The Head of Street Scene and Leisure Services responded that the Town Centre Manager had all the information now and would be organising the banners.

77. UPDATE ON EVENTS FOR 2015

The Street Scene and Leisure Services report on Events 2015 was **NOTED**. (Appended to the Minutes as Appendix 1.)

78. NALC STAR COUNCILS: DIGITAL COMMUNICATIONS OF THE YEAR AWARD - BRTC ENTRY

NALC has announced their Star Councils Awards 2015. In light of the work being done by the Council on Facebook, Twitter, Streetlife, the new website and the conversion to digital communication for meeting paperwork, it is proposed the Council enter for the Digital Communications of the Year award. The report was **NOTED**.

79. UPDATE ON STRATEGY FOR PROMOTION OF THE TOWN

The Head of Street Scene and Leisure Services reported on the activity on Facebook, Twitter and Streetlife. A company had offered a photo banner at the top of their information map free of charge to the Council. It is planned to place these in shops and sites around the town and neighbouring areas. This had been accepted and artwork agreed. Requests from TV companies seeking contestants for their programmes had been assisted and promoted as appropriate.

A Councillor reported that the live webcam which is sponsored by the Council has had 29,000 “hits” which helps promotion of the town.

The report was **NOTED**.

80. UPDATE ON 2015 VISITOR GUIDE

The Visitor Guide has been printed and the first distribution has occurred. Copies have been sent to the VICs and TICs in the South East some of which have requested further copies. The Guide is also available on the website as a downloadable pdf. The report was **NOTED**.

81. CONSIDERATION OF ADVERTISING IN COACH MONTHLY MAGAZINE AND YEARBOOK FOR 2015/16 INCLUDING OFFER TO EXTEND ADVERTISING DEAL AT A COST OF £599 + VAT

The Council has for 3 years taken an advertising package from the Coach Drivers Club for an 1/8 page in the South east section in the CDC Yearbook, plus 12 6x1 ads from July 2014-June 2015 to include 200 words of editorial and a colour image within a South East feature in July.

This package had been offered to the Council for the year starting July 2015/June 2016 at the same rate as 2014/15 £599 + VAT. Further communication with the company has taken place and this offer has now been discounted to £558 + VAT.

Following discussion Members **RESOLVED** to **AGREE** to renew the advertising package at £558 + VAT. It was suggested that the Market could be advertised when there are less events and they could possibly be approached to contribute towards the cost. The new cafe in

Hotham Park could also be approached to provide a drivers incentive in order to be able to gauge the efficacy of the advert.

82. REVIEW OF THE TOWN COUNCIL'S WEBSITE LINKS POLICY

In 2011 the Town Council agreed a Website Links Policy.

In line with the other Town Council Policies, this now needs to be reviewed. Members were asked to consider the policy and decide if any amendments or additions should be made.

Following discussion it was **AGREED** to amend items:

3.4 to read "Specific business websites providing public information, such as Checkatrade, at the discretion of the Town Clerk"

3.8 to read "Websites such as The Best of Bognor Regis and other local websites. Links to include local PCSOs (if available), West Sussex Credit Union and local sporting sites. Inclusion of local groups will be at the discretion of the Town Clerk"

3.13 to read "Our website contains links to these other sites to provide information and for the convenience of the public. Bognor Regis Town Council does not control these sites and so cannot guarantee that the information is up to date or correct. Bognor Regis Town Council does not endorse any of the content of any businesses linked to the website nor any advertising linked to these websites."

With these amendments the Committee **RESOLVED** to **RECOMMEND** to Council to **APPROVE** the Town Council's Website Links Policy.

83. CONSIDERATION OF ADDITIONAL EVENTS TO MARK:

83.1 VE DAY CELEBRATIONS

Friday 8th May is the anniversary of VE Day. Notification has also been received that 100 beacons will be lit on Friday 8th May, at the going down of the sun, to mark the event. The Town Council has not been invited to take part in this but should Members wish to light the beacon, this can be investigated. Discussion took place and Members expressed concern at the additional staff resources required and asked if it would be necessary for event staff to attend. The Head of Street Scene & Leisure Services confirmed that a member of staff would be required as it would be necessary to use the portable PA equipment and Town Force could not be responsible for this as well as for lighting the beacon. Following the discussion it was **AGREED** that the beacon would be lit however there would be no official additional event as such and the Mayor would be asked to light the beacon.

REQUEST FOR BEACON TO BE LIT

An email had been received from the Town Council's Chaplain requesting that the Church be allowed to light the beacon as part of their Pentecost service. Following discussion it was **AGREED** to allow the beacon to be used. However there will be a charge for Town Force time to set up and assist which will need to be met in order for this to progress. The Chaplain will be informed of this decision.

30TH BIRTHDAY OF BOGNOR REGIS TOWN COUNCIL

The Town Council, in its present form, began in 1985 as a Parish Council and the term Town Council was adopted on 13th May of that year. The Town Council therefore celebrates its 30th birthday in 2015.

Members were asked if they wished to consider running an event or ceremony to mark this occasion. Alternatively, a banner could be applied to official Town Council paper during the

“birthday” year. Following discussion Councillors **AGREED** that a banner on the headed paper would be appropriate and a birthday cake to mark the occasion.

84. CONSIDERATION OF INFORMATION REGARDING THE SLCC GREAT BRITISH HIGH STREET COMPETITION FOR POSSIBLE ONWARD REFERRAL TO TOWN CENTRE MANAGER

The Council has received details from the Society of Local Council Clerks of the second Great British High Street competition. Members **NOTED** the report and following discussion **AGREED** to pass the information on to the Town Centre Manager, offering assistance where possible.

85. CONSIDERATION OF REQUEST FOR SPONSORSHIP FOR MEMORIAL FOOTBALL MATCH IN JULY

7.40 p.m. Cllr. J. Brooks declared a Disclosable Pecuniary Interest regarding the provision of a scoreboard screen at the football club and left the Meeting.

An email had been received from Bognor Regis Town Football Club regarding a Memorial Match they are organising on Sat 4th July, enquiring whether the Town Council would consider sponsoring the event. Following discussion it was **RESOLVED** to sponsor the match by purchasing a full page advert in the programme for £100 funded from Earmarked Reserves.

7.42 p.m. Cllr. J. Brooks returned to the Meeting

86. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence (Appended to File Copy of the Minutes) including the following additional items:

- 86.1** UK Point of Sale - Sales Information on frames
- 86.2** Boldscan Ltd - Sales Information on Watastands and A Boards
- 86.3** Mindblowers - Sales Information on Rugby Player Stilt Walkers, acts to book for World Cup Events
- 86.4** Paine’s Plough’s Roundabout at Regency Square - Brighton Festival

The Head of Street Scene and Leisure Services drew Members attention to a letter regarding Arun, Adur and Worthing Joint Arts Project which is looking to develop the arts and cultural offer across the region.

87. DATE OF NEXT MEETING MONDAY 15TH JUNE 2015

The date of the next meeting was **NOTED**.

The Meeting closed at 7.50 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 20TH APRIL 2015

1. VisionICT February Newsletter
2. Chestnut Tree House Spring Newsletter
3. Email - Morleys folding chairs sales
4. Travel GBI News - March 2015 No 435
5. Historical Promotions - WWI And WWII/1940s entertainment 2015
6. PRS For Music Foundation - Funding Information March 2015
7. Military Speakers - Real Heroes Real Stories
8. Streetwise Soccer - Portable Football Skills provider
9. Performance Ticket Printers - Getting ready for Spring events
10. Coach Monthly March 2015
11. Bognor Regis Community Maps - email regarding the A0 full colour high res information map to be provided for the Town Council
12. Historical promotions - Magna Carta 800 and Events 2015
13. Boldscan - quality Marquees
14. National Outdoor Events Association - 2015 Yearbook, 35th Anniversary
15. My Sisters House - Invitation to International Women's Day
16. 1st Class Entertainment Agency LLP Spring 2015 newsletter
17. Flags and Flagpoles - WW2 75th Anniversary Flags now available
18. Sussex Academy of Music - news and promotions
19. VisionICT - March Newsletter
20. Silvermaze - promotional maps
21. Heritage Undeveloped Days News - Registration delayed
22. UK Point of Sale Newsletter
23. Books by Military Speakers - email
24. Get Cycling - Get Cycling guide bulk copies
25. Bognor Regis Twinning Association - email and flyer regarding a talk they are organising by Ian Crammond on Winston Churchill and the History of the Second World War
26. Travel GBI News No 436 April 2015
27. CDC Magazine April 2015
28. Promotional Displays - email Sales information on displays
29. Merlin Fireworks - email Sales information on Firework Displays
30. Acorn Events - email Sales information on scaffold based Event Structures
31. Peeks - email Sales information on St George's Day items
32. Take One Media - email Sales information on TIC coverage in South East
33. CPC - email Sales Information on Audio video equipment clearance
34. CPC email Sales Information on Portable Hard drives
35. Group Leisure Magazine - advertising opportunity
36. Circus Malabaristas - entertainers to hire
37. Historical Promotions - entertainers to hire
38. One Stop promotions - email Sales Information on WW2 Commemorative Flags
39. Get Cycling - Sales Information on Get Cycling Guides
40. VisionICT email April newsletter
41. Boldscan Ltd - Sales Information on Feather Flags
42. Group Leisure - Information on the Group Leisure and Travel Show 2015

43. Streetwise Soccer - new company providing football skills training
44. Civi Event Support - email information on new CIC
45. ADC - letter regarding Arun, Adur and Worthing Joint Arts Project - invitation to be involved
- copied to Events Promotion and Publicity Committee Members

Appendix 1

BOGNOR REGIS TOWN COUNCIL

AGENDA ITEM 6

Committee: Events, P & P
Date: 20th April 2015
Report by: Events Assistant
Subject: Update on Events programme for 2015

FOR INFORMATION

27th May. A Day in the Park /Jungle Book Day

The Jungle Book Day will be held in the area of Hotham Park, situated around the bandstand and car park as the new cafe will still be under construction at the time of the event

A number of activities have been organised to attend the event: the Jungle Bus, which is a Double Decker adapted into a soft play area, will be located in the car park, along with a mobile climbing wall. The car park will be closed for the duration of the event but allowing access for the residents of Hotham House.

West Sussex Zorbs will be attending with their giant zorbing arena and giant slide, and there will be an African Experience mobile petting zoo. There will also be jungle themed face painting and helium balloons.

As it has been confirmed the new cafe will not be up and running in time for this event it has been agreed that concessions can be brought in. There will be a vintage ice cream van, jungle themed pick and mix retro sweets, homemade burgers and sausages in hand baked rolls, filter coffee, teas and soft drinks. Pitch costs have been set at £150.00 for the day.

Quotes from sessional worker to run the Jungle Themed craft tent are still awaited.

The bandstand will be closed off using the Town Council's screens and will be decorated inside in a jungle theme and filled with bean bags. The PA will be set up and the audio version of the book will be played throughout the day.

13th June. Proms in the Park

Once again two bands will be performing at this event – Bognor Regis Concert Band and Farnborough Concert Band of the Royal British Legion. Sponsorship has been sought and Gilbert and Cleveland will be sponsoring the event to the value of £300 and food concessions will be brought in as last year, as this proved very popular. As it is the 50th Anniversary of The Sound of Music, the Bognor Regis Concert Band will be doing a medley of music from the film in a 'sing along' format for crowd participation and the programme will be enhanced to include lyrics. The Bognor Regis Concert Band has devised a 20 minute sing a long programme but are unable to provide a singer.

21st June. Armed Forces Day

The planning for the event is being done by the Armed Forces Day Committee. A meeting will take place this week to clarify all details.

5th July. A Drive Through Time

Adverts have gone out in Classic Car, Practical Classics and the 2015 Classic Car Events Guide (of which 78,000 were given out free at the NEC last month along with the usual sales of the magazine).

Currently over one hundred vehicles have booked in to exhibit, four club stands and the Craft and Charity fair is half full. Hendy Ford will be attending with three of the top of the range models, and KMF Performance with three of their high performance vehicles. F & G Transport are kindly providing a large curtain-sided flat-bed truck which will be used as the Rotary Stage for the three live bands.

A contractor has been agreed to provide the big screen for the event and West Sussex Hog Roast will be sponsoring the big screen to a value of £300.

The Kids Zone this year will be located in the same front section of the park so as to keep it away from the main arena. A meeting will take place on Monday 20th April with Solent Go Karting to ascertain if they can fit their inflatable track in this space. If this is the case then they will be booked in to attend. They will provide an inflatable track with four go karts, age range 4 – 7 years. The Town Council are covering the cost for them to attend so there will be no charge to the children. Face painting will also be available on the day.

A larger number of entrants this year are anticipated so planning the space in the Park will have to be done very carefully. The Rotary Club have agreed to provide marshals to assist on the day, and in return they will be collecting for their charity and managing the public Car Park.

27th July to 21st August. Funshine Day

Twenty days of FREE fun for family's on weekdays from 27th July to 22nd August 2015. These will consist of:

SEASIDE CLASSICS 27th – 31st July

Five days of classics that you would expect to find at the seaside, everything from donkey rides to Punch & Judy shows.

PERFORMANCE & ART 3rd – 7th August

A Pirate Day, Lost & Sound on the beach and the longest Mad Hatters tea party along the prom to celebrate the 150th Anniversary of Alice in Wonderland (Lewis Carroll holidayed here in Bognor Regis).

BOGNOR H₂O 10th - 14th August

Celebrating all things water...in it, on it and beside it. Everything from Marine Conservation & Environmental Awareness, to Beach Cleans, Art from Rubbish and Surf & SUP board demonstrations.

MUSIC AND MOVEMENT 18th – 22nd August

Move it and shake it for the final week: Jiggle with the Jiggy Wrigglers, Rox Music workshops and, in conjunction with The Base Skatepark, on the 21st something 'wheely' special will be taking place, trying to break a world record (the number of wheels on the Prom at any one time).

Christmas Illuminations Switch on event6

A wash-up meeting for the 2014 Illuminations event has been held and recommendations will be made for consideration by the Events, Promotion & Publicity Committee who will plan and run the 2015 event.