



# **BOGNOR REGIS TOWN COUNCIL**

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

**HELD ON MONDAY 10<sup>TH</sup> AUGUST 2015**

**PRESENT:** Cllrs: J. Brooks (Chairman), A. Cunard, Mrs. S. Daniells, P. Dillon, D. Maconachie, P. Wells (from Min. 20) and P. Woodall (from Min. 19)

**IN ATTENDANCE:** Mrs. S. Holmes (Head of Street Scene and Leisure Services)  
Mrs. L. Gill (Clerical Assistant)

*The Meeting opened at 6.30 p.m.*

### **15. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE**

The Chairman welcomed those present. Apologies had been received from Cllr. J Young due to work commitments. Late apologies were received from Cllr. S. Goodheart who had been unwell.

### **16. 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.

***Cllrs. A. Cunard and Mrs. S. Daniells declared an Ordinary Interest in the [www.BognorToday](http://www.BognorToday) website as Directors of the cinema which advertises on the site.***

**17. TO APPROVE THE MINUTES OF THE MEETING HELD ON 15<sup>TH</sup> JUNE 2015**

The Minutes of the Meeting held on Monday 15<sup>th</sup> June 2015 were **AGREED** as an accurate record and were signed by the presiding Chairman.

**18. ADJOURNMENT FOR PUBLIC QUESTION TIME**

There were no members of the public present and no written questions had been received.

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

**15<sup>th</sup> June - Min. 11. Car Window stickers.** The Head of Street Scene and Leisure Services reported that the Sunniest Bognor Regis window stickers had been printed and had been given out at the A Drive Through Time Event. A Member asked that all Councillors and staff be given two, one to display and one to distribute to a friend.

**20. UPDATE ON EVENTS PROGRAMME FOR 2015**

**20.1** The Head of Street Scene and Leisure Services reported that the Funshine Day events were half way through and were being well received. There had been some minor issues with using the seafront as an event location owing to windy conditions. It was felt that this should be considered when the seafront development takes place to provide sheltered areas for outdoor events.

It was also reported that there are three cycling themed events planned following a successful bid for funding. One of these is in October 2015 half term one in May/June half term 2016. A third event will be run alongside the Hotham Park Heritage Trust's Christmas Carol Service with a pedal powered Christmas tree and PA system. Some of the funding will assist with running the events and some has been allocated towards funding equipment including a new PA system. The report was **NOTED**.

**20.2 Christmas Illuminations Switch on event.** The date for the Switch on has been set as 28<sup>th</sup> November. The Head of Street Scene and Leisure Services asked the Committee what events they would like to see and timings for the event and switch-on. Following discussion it was agreed that there would be some entertainment from 5.00pm with the switch on advertised for approximately 5.30pm. Members suggested that there should be a road closure for the switch on only, with a stage at the front of the Arcade. The Pantomime stars would be invited to perform and the possibility of having some fireworks will be investigated. The Head of

Street Scene and Leisure Services will put together a suggested programme with costs and email Members for their consideration. It was **AGREED** that some of the new traders in the area should be approached for sponsorship.

**21. CONSIDERATION OF REPORT FROM FIRST MEETING OF THE PROMOTIONS WORKING GROUP, INCLUDING PROPOSED TERMS OF REFERENCE**

- 21.1** The Committee **AGREED** the notes from the first meeting of the Promotions Working Group and **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee the proposed Terms of Reference as appended to these Minutes: (APPENDIX 1)

The Working Group had suggested a budget of £25,000 for additional funding for Promotions be considered. It was **NOTED** that in order to allocate this funding there would have to be savings made in other areas of the budget which could have an impact on other services, especially at a time when further budget cuts are to be made. It was **AGREED** that a draft programme with costs be produced and submitted at a further meeting of the Working Group which would report back to the Events Promotion and Publicity Committee in October. Any recommendations would then go to the Policy and Resources Committee Meeting in November along with the Committees other budget recommendations.

The Head of Street Scene and Leisure Services also reported on two other items relating to promotion and publicity:

- 21.2** The Information Panels for the seafront are now completed and 11 new copies will be mounted in the fixtures along the promenade.
- 21.3** It had been agreed at the Environment and Leisure Committee that the Council would again sponsor the Bognor Regis Town Football Club including the provision of a new sign board. It had been passed to this Committee to have input into the design of this. It was **AGREED** that a more colourful sign be provided and that the designer of the Town Guide should be asked to suggest a design incorporating the sunniest logo and more colour.

**22. CONSIDERATION OF SECOND YEAR OF SPONSORSHIP FUNDING FOR FREE WIFI IN TOWN CENTRE**

The Head of Street Scene and Leisure Services report was **NOTED**. Following discussion it was **RESOLVED** to **APPROVE** the release of £1,500 for sponsorship of the free wifi to enable it to be extended to the seafront as in the original proposal put forward by the provider.

**23. UPDATE ON ISSUE OF EVENT ADVERTISING ON THE HIGHWAY**

The report was **NOTED**. It was **AGREED** that discussions would take place with both Arun District Council and West Sussex County Council to

try to obtain further sites where advertising is agreed including roundabouts and highways.

**24. TO RATIFY CHANGE OF SCHEDULED MEETING DATE FROM MONDAY 15TH FEBRUARY 2016 TO MONDAY 8<sup>TH</sup> FEBRUARY 2016, DUE TO THE UNAVAILABILITY OF THE COUNCIL CHAMBER**

It was **AGREED** to change the meeting scheduled for Monday 15<sup>th</sup> February to Monday 8<sup>th</sup> February 2016.

**25. TO NOTE CORRESPONDENCE**

The Committee **NOTED** the correspondence

***The Meeting closed at 8.15 p.m.***

## Appendix 1

<b>BOGNOR REGIS TOWN COUNCIL</b>	
<b><u>DRAFT</u> TERMS OF REFERENCE: WORKING GROUP - PROMOTIONS</b>	
This is a Working Group of the Events, Promotion and Publicity Committee <b>Membership:</b> Cllrs: J. Brooks, Mrs. S. Daniells, S. Goodheart, P. Wells and J. Young, The Head of Street Scene & Leisure Services and the Events Officer	
<b>Quorum = 3</b>	
<b>Function of Working Group Column 1</b>	<b>Delegation of Functions Column 2</b>
1. To develop a programme to achieve Priority 1 of the Corporate Strategy promoting the Bognor Regis Brand and Town area'.  2. To identify possible projects, including budget requirements, to assist in the delivery of the agreed programme  3. To refer the programme and budgets to the E, P & P Committee with a recommendation to the P & R Committee for any additional budget required to deliver the programme	<ul style="list-style-type: none"><li>• Working Party to make recommendations to Events, Promotions &amp; Publicity Committee</li></ul>