



# **BOGNOR REGIS TOWN COUNCIL**

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

**HELD ON MONDAY 11<sup>TH</sup> AUGUST 2014**

**PRESENT:** Cllrs: J. Brooks (Chairman), P. Dillon, R. Nash, and Mrs. J. Warr

**IN ATTENDANCE:** Mrs. S. Holmes (Head of Street Scene and Leisure Services)  
Mrs. L. Gill (Committee Clerk)  
3 Members of the public in the Public Gallery  
1 Member of the Press in the Public Gallery

*The Meeting opened at 6.30 p.m.*

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

The Chairman welcomed those present. Apologies had been received from Cllrs. Mrs. E. Anderson, Mrs. S. Daniells and P. Wells.

### **15. 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.*

### **16. TO APPROVE THE MINUTES OF THE MEETING HELD ON 16<sup>TH</sup> JUNE 2014**

The Minutes of the Meeting held on Monday 16<sup>th</sup> June 2014 were **AGREED** as an accurate record and were signed by the presiding Chairman.

17. **SHORT PRESENTATION BY THE CHAIRMAN OF LITTLEHAMPTON CARNIVAL COMMITTEE**

Apologies had been received from the Chairman of Littlehampton Carnival Committee, who was unwell. However, the Head of Street Scene and Leisure Services had spoken to her on the phone and would report details of the conversation to the Committee at the relevant Agenda item.

18. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

*6.34 p.m. At this point the Meeting was adjourned to allow members of the public to speak.*

A member of the public asked if the Council had considered asking for donations at the events they run and in particular the Funshine Days. The Head of Street Scene and Leisure Services responded that sometimes the Council does but that it did create some problems as it had to be supervised and managed by someone and there is often not a member of staff available to do this whilst delivering the event. Also the events are used as a promotional tool for the town, by creating a busy seafront for visitors.

A member of the public asked if Councillors were aware of the difficulties of using the tourist information touch screen on the Place St Maur. Members were aware of the issues and it was proposed that a letter is written to the Cabinet Member for Leisure & Tourism at Arun District Council drawing his attention to the problems faced by users of this facility.

*6.45 p.m. the Meeting was reconvened.*

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

**16<sup>th</sup> June – Min. 10. Newsletter**

The Head of Street Scene and Leisure Services reported that she had received some very positive feedback on the new format of newsletter but there had been a few complaints due to the fact that the final copies were not delivered until July and some of the events advertised had already taken place. This was due to a combination of the fact that the newsletter was late going to publication and also a slight delay in the delivery programme. The issues would be taken into consideration for 2015. The report was **NOTED**.

20. **CONSIDERATION OF THE FUTURE OF THE CARNIVAL INCLUDING CONSIDERATION OF PRESENTATION BY LITTLEHAMPTON CARNIVAL COMMITTEE**

There had been no presentation from the Littlehampton Carnival Committee due to ill health. The Head of Street Scene and Leisure Services had spoken to the Chairman of the Committee who told her that they run other events as fundraisers during the year and therefore have a much larger budget to fund additional activities and entrants into the event. Different Members have different roles and responsibilities to organise the event.

Members discussed the options put forward by the Head of Street Scene and Leisure Services. These were to decide whether or not the Committee wished to see the Carnival continue and, if so, whether it should be run solely by the Town Council or offered to a separate newly-formed Carnival Committee. It was **RESOLVED** to **RECOMMEND** to Council that in future the Carnival should be run by an outside Committee with guidance and logistical support from the Council and that a grant could be made available for a community led Carnival Committee to bid for. This would enable a group to work in the same way as other organisations in the town that put on events with logistical support and funding from the Council.

21. **UPDATE ON EVENTS PROGRAMME FOR 2014**

21.1 **A Drive Through Time.** The Head of Street Scene and Leisure Services reported that this was a very successful event. There had been a few “no shows” on the day but this was always

to be expected with classic cars and the gaps had been filled with late entrants. The feedback had been very positive, particularly from some of those exhibiting vehicles, and people had generally enjoyed the day with activities for all. The report was **NOTED**.

**21.2 Funshine Days.** The Funshine Days are in their third week. So far all have run as planned although one has had to be moved to Hotham Park. The new screens have been used to give wind protection on the bandstand. The report was **NOTED**.

**22. UPDATE ON WIFI IN TOWN CENTRE AND SEAFRONT**

The Head of Street Scene and Leisure Services reported that the wifi is now operational and the front screen shows a simple list of websites accepted on the free browser plus the option to purchase faster speed time. The report was **NOTED**.

**23. UPDATE ON THE NEW WEBSITE, INCLUDING CONSIDERATION OF SETTING UP AND ESTABLISHING REMIT OF A GROUP TO FEEDBACK ON WEBSITE CONTENT**

The new website is now up and running and the feedback received so far has been very positive.

The website went live just before the run of events started (due to the delay in awarding the contract) so some of the content still needs to be added / refined. This will be done as soon as the Funshine Days have finished and staff members have the time to look at the website in more detail.

It had been proposed by a Member that a feedback group be set up to monitor the website and give feedback on both the wifi and website content. Following discussion it was **AGREED** that the Committee supported the formation of an informal feedback group. Discussion about the remit of this group took place and it was further **AGREED** that they would feed back any ideas and comments to the Head of Street Scene and Leisure Services. Decisions would then be made on whether this needed to be brought back to the Committee for consideration or actioned by the Street Scene and Leisure Services team. It was further **AGREED** that this would be on a six months trial basis initially.

The Head of Street Scene and Leisure Services reported that the comments facility on the website was being well used with queries on various topics, some of which had to be forwarded on to the relevant authority for answers. Requests for photographs for articles and brochures were also received and there is a growing portfolio of photographs of the town and seafront for this purpose.

During discussion the following issues were raised:

i) Members requested advertising of the wifi on the town centre banners which are being supplied via the Town Centre Manager.

ii) A Member reported that following a conversation with the Town Centre Manager, he was unclear whether the “Sunniest Bognor Regis” logo could be used on the banners in conjunction with the new logo which is being produced by the Town Centre Manager.

It was **AGREED** that the Head of Street Scene and Leisure Services liaise with the Town Centre Manager about these issues and report back to the Committee.

**24. UPDATE ON THE COST OF PROVIDING POSTER DRUMS - MIN. 8 REFERS**

The Head of Street Scene and Leisure Services reported that she had approached the company who had previously designed poster drums for the Town Council. They still have the design but had not responded to her enquiry regarding possible costs. Further research with another

town who use a similar form of poster drum found that they had paid approximately £10,000 per unit.

This is a considerably larger amount than previously quoted and following discussion Members **AGREED** that liaison with the Town Centre Manager should take place to enquire whether he had any budget for this form of advertising. The Head of Street Scene and Leisure Services will report back to the next meeting.

**25. CONSIDERATION OF PROMOTION OF THE TOWN INCLUDING RADIO ADVERTISING - MIN. 12 REFERS**

At the last meeting, discussion took place on promotional options for the Town. One of the possibilities suggested was radio advertising.

Following the meeting 'This is Global' contacted the Council and asked for a meeting to provide details of the packages their radio stations were offering. The two stations covering the Bognor Regis area are Heart and Smooth, who cover Sussex and Hampshire. For the purposes of example two local areas of Heart and Smooth in Hampshire and Sussex, on air 12 months with 40 x 30 second commercials in the first week of the month followed by the same amount over the following three weeks but a mix of 30 second and 10 second adverts would cost £14,508 pa (£279p/w). This would include the production cost of 1 x 30 second ad and 1 x 10 second ad. Any further alternative ads would have to be paid for at a cost of - 3 x 30 second and 1 x 10 second ad = £1,200. Price would include online advertising on their respective websites. A reduced area (as far as Fareham but no further West) would cost £11,908 pa (£229 p/w) for the same package.

A Member reminded those present that the Council is currently considering cuts in the budget and this has to be borne in mind when considering future projects. Following discussion it was **AGREED** that there was not sufficient budget to consider radio advertising but that other ways of promoting the town should be explored.

**26. TO NOTE CORRESPONDENCE**

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

- 26.1 UK Point of Sale delivery offer
- 26.2 Burgess Hill TIC - request for more Town Guides
- 26.3 Website enquiry re Birdman 2005 dvd
- 26.4 Bruno Peek - email re Fly a Flag for the Commonwealth - 9th March 2015. This item will be brought back to the Committee when there is further information available
- 26.5 Plan-it poster distributors, giving details of planned posters for Circus Wonderland and the reply from the Head of Street Scene and Leisure Services
- 26.6 Email correspondence between Ina Schulz from Trebbin requesting photographs of Bognor Regis for a calendar to be produced by a company SBAZV featuring twin towns and BRTC
- 26.7 Alchemy Fireworks - Newsletter
- 26.8 Travel GBI August 2014 No 429
- 26.9 Coach Monthly August 2014

The Head of Street Scene and Leisure Services drew Members attention to the following items:

- 26.10 The July edition of the Coach Monthly Magazine with editorial and a photograph of Bognor Regis.
- 26.11 An email from UK Town Maps offering maps for signage boards

*The Meeting closed at 7.39 p.m.*

**GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY**  
**COMMITTEE MEETING 11<sup>TH</sup> AUGUST 2014**

1. Email enquiry from a German tourist asking for information about Bognor Regis
2. Chestnut tree house Newsletter and donation form
3. Churchill event security advertising
4. Sussex Academy of Music Summer open day and concert
5. Email from a sponsor regarding the Proms in the Park event and response from the Head of Street Scene and Leisure Services
6. Cloudhopper Gallery Summer open show and other things
7. Website enquiry from an American citizen regarding the webcam
8. Flags and Flagpoles - ref Armed Forces Day flags
9. Website enquiry regarding the Town Centre Managers contact details
10. Email from RACAL SECURITY with information re their events security
11. Website enquiry re opening a mobile catering service, forwarded to ADC
12. Website enquiry re crossing in North Bersted, forwarded to Highways
13. LP Tent - Market Stalls and Garden Gazebos
14. Email from Play.com re one day deals
15. UK Point of Sale - Offers on Pavement signs
16. Essex Pyrotechnics Ltd brochure
17. Website enquiry from a British national living in Canada asking about funding to study in UK
18. Paper Cutz - Offer on craft/printer card
19. Email from a member of the public re A Drive Through Time with attached photos
20. Email from Town Centre Manager with contact details for an ice cream bicycle for events
21. Email, Latest news from Southdowns Folk Festival
22. Email congratulations and thank you for A Drive Through Time event from the motorcycle clubs
23. Email thank you from a car club for the A Drive Through Time Event
24. Email Congratulations and thank you for a great event from the Jazz Smugglers
25. UK Point of Sale - offer of free carriage for today only
26. Email from University of Chichester regarding next year's Rox in the Park event dates
27. Email from Hotham Park Country Fair organisers re banner sites
28. Website enquiry about a noise issue
29. Travel GBI July 2014 No. 428
30. Easy Theatres - Providers of Stage Show Entertainment for Council Events Nationwide
31. Email from Arun District NPT re the date for their multicultural Christmas event
32. Meynell Games (Ringworld) Feedback and thank you for A Drive Through Time event
33. Website enquiry regarding noise nuisance
34. Historical Promotions - Halloween and Christmas entertainers
35. ADI.tv - LED screens for hire & 2 copies of their magazine
36. Coach Monthly July 2014 - edition with editorial and picture
37. Website enquiry regarding including Shopmobility on the website
38. Cloudhopper Gallery - invitation to the preview of the forthcoming exhibition - copied to Councillors
39. Email from the Secretary of Bognor Regis Seafront Lights re the Illuminations Gala 24<sup>th</sup> August 2014
40. UK Point of Sale - Summer Deals
41. Coca-Cola Event Tesco Store

42. Website enquiry re Funshine Days
43. Website enquiry re Council tax
44. 4imprint - promotional products
45. Morleys Furniture - Express delivery on Chairs in the Sale
46. Big Game hunters - the play experts
47. UK Point of Sale - Newsletter, July 2014
48. Get Cycling - one off opportunity cycle tracks
49. Southdowns Folk Festival (Chairman, R. Nash) permission for banners from WSCC
50. Rebecca Burge - Singer seeking a spot at a Town Council event
51. Circus Malabaristas - Halloween Acts available to book now
52. Website enquiry re Social housing list
53. Website enquiry re carnival in Worthing
54. Website enquiry re building on Bognor Regis seafront
55. Website enquiry re planning permission for a waste recycling plant at Elbridge
56. Website enquiry re sheltered accommodation
57. Website enquiry re rented properties accepting Housing Benefit in the area
58. Website enquiry re metal detecting on the beach
59. Website enquiry re camping on or near the beach
60. Website enquiry re posting information on an event on the website
61. Website enquiry re going on the Housing List
62. Website enquiry re purchasing a garage for storage
63. Website enquiry re who does street cleaning in West Sussex
64. UK Town Maps - email offer of Town Maps for signage
65. EMS services - email of event medical cover, stewarding and security
66. Email re singer looking for performance slots
67. Website enquiry re Council Tax cancellation
68. Website enquiry re council house waiting list
69. Email from a member of the public regarding the use of donkeys on the seafront and the Head of Street Scene and Leisure Services response
70. Performance Ticket Printers - ticket printing service
71. Trophy Store - pot bellied trophies
72. Website enquiry re posting an event on the calendar
73. Top Level designs re invoices due
74. Website enquiry re parking on yellow lines near Fletcher Way. Forwarded to ADC & WSCC
75. Cloudhopper Gallery invitation to preview evening and exhibition information