



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 17TH FEBRUARY 2014

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. E. Anderson, Mrs. S. Daniells, P. Dillon and R. Nash

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

The Meeting opened at 6.31 p.m.

52. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies for absence had been received from Cllrs. Ms. K. Davis, W. Toovey and Mrs. J. Warr.

53. 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.

Cllr. J. Brooks and Cllr. R. Nash declared a personal non-pecuniary interest in the Southdowns Folk Festival.

54. TO APPROVE THE MINUTES OF THE MEETING HELD ON 9TH DECEMBER 2013

The Minutes of the Meeting held on Monday 9th December 2013 were **AGREED** as an accurate record and were signed by the presiding Chairman.

55. ADJOURNMENT FOR PUBLIC QUESTION TIME

6.32 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 forthcoming newsletter could include a reference to the provider of the webcam on the pier. He also suggested that an article or questionnaire be published either in or with the newsletter to see what people actually know about the St. Modwen proposals as he felt people didn't know anything about the plans.

6.35 p.m. the meeting was reconvened.

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

56.1 9th December. Min. 49. Wifi in the town centre, seafront and Hotham Park

At the last meeting it had been agreed that funding to start the first stage of Wifi provision would be taken from the 2014-2015 budget. Since then the budgets have been scrutinised and money identified to pay for this to commence in this financial year. Members **NOTED** that work could now begin on the first stage of free Wifi provision in London Road.

57. UPDATE ON EVENTS PROGRAMME FOR 2014 INCLUDING A REQUEST TO RE-ESTABLISH A CLOWN EVENT IN THE TOWN

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

Following discussion the following points were raised:

57.1 Street Carnival. Members asked how entrants would be judged. The Head of Street Scene and Leisure Services informed them it would be on the amount of effort put in to meet the theme. Everyone will be expected to join in the Pirate theme and a small group who had made a big effort on costume would be just as likely to be awarded a prize as a larger group with a float. A Member suggested an Armada of small boats and jetski users "attacking" the pier and being repelled by the members of the Pier Trust would be a good way of introducing fun on the water. This will be investigated.

57.2 A Drive Through Time. The Head of Street Scene and Leisure Services reported that the latest numbers for entries was 55 applications and 9 craft and charity stalls.

57.3 Request to revive the clown event. Following discussion, while Members expressed some sympathy with the request they nonetheless felt that it was not feasible for the Town Council to re-introduce this event. If another organisation were to fund a clown event, it was felt that the Town Council would offer support where it could.

58. CONSIDERATION OF TOWN FORCE HOURS AT EVENTS IN 2014

Cllrs. R. Nash and J. Brooks declared a non-prejudicial interest in this item as members of the Southdowns Folk Festival Committee and Cllr. R. Nash also as a trustee of Bognor CAN.

The Committee considered the Town Force hours previously allocated to events in 2013. Following discussion hours to be allocated for 2014 were **AGREED** (appended to file copy of the Minutes).

The Head of Street Scene and Leisure Services reported that there were three further event organisers in the town who had asked for loan of events equipment and had requested free Town Force hours to deliver and collect that equipment. These were the University of Chichester students for their Rox in the Park event, Bognor CAN for the Bognorphenia event and the Bognor Regis Railway event to commemorate 150 years of the railway in Bognor Regis. Councillors discussed these requests and **AGREED** that each of these events be allocated 4 Town Force hours to deliver and collect equipment.

59. UPDATE ON NEW WEBSITE - MIN.48 REFERS

As advised by email, Members were aware that the company previously chosen to design and produce the new Town Council website has unfortunately failed to deliver. Despite a telephone conversation with them, and a follow up email, there had been no communication from them. Advice had been sought from the Town Council's solicitor on the position going forward.

Following the original invitation to quote process, 6 companies had submitted a quote based on the requirements laid out in the Brief. One of these companies has been looked at again. They have done a lot of work with town and parish councils and their quote falls well within the agreed budget. Following the Head of Street Scene and Leisure Services email to Members, a majority of the Events P & P Committee had confirmed their view that this company should be re-considered. A demonstration website had been created by them which Members viewed at the Meeting and following discussion it was **RESOLVED** to instruct this company to design and provide the new Town Council website.

60. UPDATE ON VISITOR GUIDE – MIN. 34 REFERS

The Head of Street Scene and Leisure Services reported that work is nearly complete on the 2014 Visitor Guide. Some changes have been made to the text and new photographs have been chosen. The events list is being finalised, including the full programme for the Funshine Days in the summer holidays.

The annual Leaflet Exchange, normally held at Goodwood, is this year being held at Butlins on 12th March and a stand has been booked at a cost of £50. This will be shared with the Traders Association so that they can distribute the new Shoppers' Guide and promote the free parking. The Leaflet Exchange is attended by accommodation and attraction providers from around Sussex and beyond. The report was **NOTED**.

61. CONSIDERATION OF CONTENT AND DATE FOR 2014 TOWN NEWSLETTER - MIN. 50 REFERS

At the previous meeting it was agreed that the budget for the Newsletter would be increased to allow an A2 size publication to be produced in 2014 and it was further agreed that the print run should be reduced to 11,000 or 11,500.

The Town Newsletter is usually produced in May but last year it was prepared in February, in order to provide information to the electors about the Annual Town Meeting of Electors in March. Following discussion Members **AGREED** that this year the Newsletter should revert to its usual publishing date in May.

It was previously decided to produce an A2 size publication in order that the Newsletter would look more interesting and contain more photographs and items of interest. Normally, content would include: Council's expenditure for current and next financial years; introduction from Town Mayor; report from Chairman of Policy & Resources Committee; details of events for the year; articles on Neighbourhood Plan, In Bloom, Free parking; In Bloom entry form; and any other articles considered of interest.

Following discussion on items of interest which could be in the Newsletter, Members felt it was not necessary to include the In Bloom application form. The Head of Street Scene and Leisure Services asked Members to email her items they would like included in the Newsletter. This was **NOTED**.

Members agreed to take the additional agenda item at this point in the Meeting.

62. CONSIDERATION OF SETTING UP OF THE CARNIVAL SUB-COMMITTEE

During discussions about the Carnival for 2014, it was agreed by Council that a Sub-Committee should be set up to assist the events team with the running of the event. At the time this was proposed, it was still intended that the Carnival should be run as a procession. Now that the decision has been made to work with Rox Music and Arts on a Street Carnival, the Head of Street Scene and Leisure Services recommended that Members re-consider the decision about the Sub-Committee and set up a Working Party instead.

In order to develop the Street Carnival as put forward by Rox, there needs to be regular weekly meetings with their representatives. This is too frequent for Sub-Committee meetings, which would need to have agendas and minutes prepared. If the meetings are run as a Working Party then brief notes can be reported back to the Events, P & P Committee. This would be better use of staff time. A Working Party meeting can be held in the day.

Following discussion Members **RESOLVED** that a Carnival Working Party being set up to run the Carnival.

63. CORRESPONDENCE

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

1. Ticket printers Ltd - online ticket designer
2. Travel GBI - February 2014 - No 423
3. Lamps & Tubes Illuminations - Bunting and flag sales 2014
4. Copy of a book written by a Member of the Public on Bognor in the Great War (on loan)

The Project and Street Scene Support Officer drew Members attention to correspondence from a member of the public who has written a book about Bognor in the Great War. The book is to be published but alongside it he has also written a Roll of Honour of those Bognor men killed in WW1. He had asked whether the Town Council would consider publishing the Roll of Honour and offer it for sale, the profits going towards Armed Forces Day 2014. Members suggested that quotations to publish the book should be obtained and that this should be referred to the Policy & Resources Committee for their decision on funding.

64. DATE OF NEXT MEETING

Monday 14th April 2014

The Meeting closed at 8.00 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 17TH FEBRUARY 2014

1. Gps Lighting - Events and Production - Our adventures this year
2. Coach Monthly - December 2013
3. Travel GBI - December 2013 - No 421
4. Email from the organiser of a Girl Guide and Brownies event at Butlins in January regarding temporary signage on the prom for their event
5. Email from Blackprint Security re providing event security
6. Peeks - Theme and party catalogue 2014
7. Email - Happy New Year from Jolly Entertaining Entertainment Services with information on performers for 2014
8. Email from a member of the public asking whether the clown convention still took place
9. The Strong Lady - email Happy New Year
10. Email from the Roke and Benson Brass Band enquiring about the contact needed to book playing on the bandstand
11. Oxygen - email introducing web design company
12. International food and gift fayres - email re booking the High Street/London Road for a food fayre
13. Traditional Market Ltd - email with information on their International Food and Craft Fayres
14. Altitude Events - Newsletter January 2014
15. Email - information on the Event Production Show on 11-12 February 2014 at Earls Court
16. Coach Monthly - advertising opportunities
17. EXPO Management - Best of Britain & Ireland event at NEC 12-13 March 2014
18. Augustus Press Ltd - Leaflet printing service
19. Email from the Sustainable Events Group - Introduction to ISO 20121 Standard for Sustainable Events - One day training course in London
20. Travel GBI - January 2014 No. 422
21. Jazz at the Village - letter about their proposed 40s event
22. Event Production Show - info on the Show 2014
23. CDC Coach Tourism Yearbook 2014
24. CDC Coach Monthly Magazine January 2014
25. Tropical Ice - info on event catering company
26. Get Cycling CiC - Cycling Festival
27. ADC forwarded information on the Paul Dunton Orchestra
28. Joseph Peace Fire Stunt Spectacular - email introduction and information
29. Wrist Marketing - email re event compliance & Management through Wristband Information Technology
30. Peeks Chinese New Year promotions
31. Bob's Radio Know-How - information on the release of the new Purple Guide
32. LPTent - Heavy duty waterproof gazebos for sale
33. Heritage Open Days Partnership - HODs news update: New year - new cycle - new connections
34. Coach Monthly - information on the March edition being distributed at the "Best of Britain and Ireland" show on 12-13 March
35. Trophy store - offers on silver trophies
36. Cloudhopper Gallery - "Recycle" Exhibition 2014 - Exhibitors Information and entry form

37. GPS Lighting Event Services - bespoke light show
38. 2CL Communications - Radio Hire
39. Eve Trakway - temporary access and crowd control
40. Branded Promo Gifts - Best gifts to show off your brand 2014
41. Orien - Marketing, Printing banners
42. Historical Promotions - Historical and Cultural Event Entertainment 2014
43. Email from a member of the public regarding Half-term activities
44. Coach Monthly February 2014 edition
45. Email from owner of an ice cream concession enquiring about providing ice creams for the Carnival

BOGNOR REGIS TOWN COUNCIL

AGENDA ITEM 6

Committee: Events, P & P **FOR DECISION**
Date: 17th February 2014
Report by: Head of Street Scene & Leisure Services
Subject: Update on Events programme for 2014 including a request to re-establish a Clown event in the town

7th June Proms in the Park

We are again having 2 bands – Bognor Regis Concert Band and Lancing Brass of the Royal British Legion. We have sponsorship of £350 to date and will be bringing in food concessions as last year, as this proved very popular.

15th June Town Street Carnival

As Members are aware it was agreed at Council that the Carnival for 2014 should be run in partnership with Rox Music and Arts and that it should be a Street Carnival, rather than a procession. The issue of the setting up of the Sub-Committee will be dealt with under a separate agenda item.

The events team have had meetings with the Rox organisation to establish exactly what their ‘vision’ for the event is and we are now working on this basis. An initial flyer has been sent out to previous entrants and this has also been circulated via the Council’s Facebook page and also around the town.

We are working on the following plans:

- The Carnival will take place along the Esplanade from Lennox Street to Walton Road
- The Place St Maur will be used as a performance area for dance, Pom Pom and music groups
- Entertainment will also take place in the Precinct
- Floats will be welcomed and they will be parked along the Esplanade. Groups will have the opportunity to showcase their activities and interact with the general public
- The theme is ‘Pirates’ and all entries will be expected to dress to the theme. One of the issues that we have had previously is groups or organisations putting in an entry but not making any effort to join with the theme or dress in costume. This has an impact on the overall impression of the Carnival
- We will not have classes as such this year but prizes will be awarded to those organisations who have made a real effort with their entry
- To add to the atmosphere we have booked Raven Tor Re-enactment group who will set up a pirate camp on the mounds by the car park
- A Captain Jack Sparrow lookalike has been booked for the day
- Bunting will be put up around the town 2 weeks or so before the event, to add atmosphere and also promote the event
- As the work in the Precinct will have been completed by the time of the Carnival (we hope), we will be approaching the local shops to take part in the event by dressing their windows, and hopefully their staff. It will be a good way to show off the new Precinct
- We are investigating having water based activities as well and hope that the RNLI may be able to attend
- We will be having a route along the seafront and in the town for walking groups
- The idea of the Street Carnival is to have lots of colour, activity, music, performance around the seafront and town area so that the public can move between the different areas

Road closures will be much easier to manage running the event this way and it will greatly reduce the pressure on Town Force time and the events team. Considerable costs will also be saved by not having to have so many security personnel and road closure signs.

22nd June Armed Forces Day

Planning for the event is being done by the Armed Forces Day Committee. The event will take place in the same area as previously – Waterloo Square and The Esplanade in front of the Pier.

6th July A Drive Through Time

To date we have received 55 applications from vehicle owners to attend this event and 9 Craft and Charity stalls are also booked in. This was the result of letters to previous entrants, and publicity via the Council's Facebook and website. Adverts are due to go in two classic car magazines next month so we expect the number of entries to be up on last year.

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.

We are anticipating a larger number of entrants this year so will have to plan the space in the Park 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. One of the issues that we had last year was a lack of reliable people to marshal the cars and stall holders.

28th July to 22nd August Funshine Days

All 20 days have now been booked with a variety of activities: donkeys, magic shows; Punch & Judy; beach exploring; Play Rangers sessions; sandcastle competition etc. As we have managed to book the full programme ahead of publication, all the details of the events will be listed in the Visitor Guide.

Suggestion to bring back a Clowns event

I have received an email from a local clown, which I have attached to this report. Obviously there is no budget this year for such an event but Members need to consider if this is something that they would like to investigate further.

**Town Force Hours Allocation 2014
ORGANISATION**

ORGANISATION	Event	2014	
		TC events	Others
Events run by TC or major events usually supported by Town Force Time			
Rotary Club	10K Road Race		20
BRTC	Proms in the Park	30	
BRTC	Canival	50	
AFD Comm / BRTC	AFD	20	
Birdman Comm	Birdman		50
BRTC	A Drive Through Time	30	
ROX	ROX		70
Hotham Park Trust	Hotham Park Country Fair		60
	Funshine Days (20 week days)	80	
BRTC	Illuminated Gala		4
Seafront Lights	Town Show		20
Bognor CAN	Folk Festival		52
Southdowns Folk Festival Comm	Remembrance Day	12	
BRTC	Switch on event	30	
BRTC	Carol Concert		30
Hotham Park Trust			
		252	306
Other events who wish Town Force or equipment support			
Rox in the Park			4
Bognor CAN - Quadrophenia type event			4
Railway anniversary - agreed at previous			4
			318