



# BOGNOR REGIS TOWN COUNCIL

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

### HELD ON TUESDAY 28<sup>TH</sup> AUGUST 2012

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

**IN ATTENDANCE:** Mrs. S. Holmes (Head of Street Scene and Leisure Services)  
Mrs. L. Gill (Clerical Assistant)  
2 Councillors in the public gallery for part of the Meeting  
2 members of the public in the public gallery  
Mrs. G. Frost (Town Clerk) in the public gallery

*The meeting opened at 6.30 p.m.*

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

The Chairman welcomed those present. Apologies had been received from Cllr. Ms. K. Davis.

#### **21. 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
- d) If it is a Pecuniary interest, whether they will be exercising their right to speak under Question Time.

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. R. Nash declared a non-Pecuniary interest in the proposed Folk Festival, Agenda item 7.*

#### **22. TO APPROVE THE MINUTES OF THE MEETING HELD ON MONDAY 2<sup>ND</sup> JULY 2012**

The Minutes of the Meeting held on Monday 2<sup>nd</sup> July 2012 were **AGREED** as an accurate record and were signed by the presiding Chairman.

#### **23. ADJOURNMENT FOR PUBLIC QUESTION TIME**

There were no questions from members of the public.

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

The Head of Street Scene and Leisure Services reported on matters arising from the Minutes including:

**Minute 6.** The Italian Market owners have been informed that they may provide a market over the Christmas Illuminations weekend, providing they pay the outstanding invoice and agree a fee for this year. A response has not been received.

Ace Cafe suggested a meeting to discuss in more detail exactly how their event could be run in Bognor Regis. The Head of Street Scene and Leisure Services and the Committee Chairman will arrange a meeting with them but this has not been done yet.

**Minute 13.** The camera has not yet been purchased and staff have continued to take pictures with their own equipment. A Member enquired where photographs can be seen by the Public and the Head of Street Scene and Leisure Services reported that photographs are on the Town Council's Facebook Page and staff are also investigating putting photographs on the website via a Flickr account.

**Minute 16.f.** A Councillor has found a local Town Crier and Toastmaster who could be approached to officiate at Council events.

**25. UPDATE ON EVENTS PROGRAMME 2012**

The Head of Street Scene and Leisure Services referred to her report, (Appended to file copy of the Minutes) previously circulated, and updated the Committee on the current progress the content of which was **NOTED**. She further updated Members on recent progress:

**Alice in Wonderland Event in Hotham Park**

A Member had received an email congratulating the Council on the event. It had been well received by families and had proved a popular event.

**Christmas Illuminations Switch-on event**

Following a discussion regarding the Council not providing a Santa's Grotto this year, in view of the issues raised last year, it was suggested that as an alternative an Elves Post Office could be offered instead. Children could post a letter to Santa and receive a small gift in return. There could be a roving Santa to talk to the children in the town and possibly a return of the Reindeer which were popular previously. A Councillor reported that he may be able to obtain a snow machine for the day and another Member suggested the use of a Cinderella style coach and the land train to transport VIPs to the switch on. Members were liaising with the new Traders Association and the Chamber of Commerce regarding additional elements for the Switch-on and looking at promotional cards which could be attached to the ends of the catenary wires to provide advertising space.

The Head of Street Scene and Leisure Services had approached ROX for a quote to provide a stage with PA and lighting for the switch on. A Member suggested a flat bed trailer or one of the Town Force vehicles could be fitted out with lighting and PA equipment. This will be investigated.

Councillors **AGREED** in principle to pursue the Elves Post Office instead of a grotto this year and also **RESOLVED** to book the reindeer as they were a popular attraction in a previous year. In view of the timescale it was decided that the Events Committee would need to meet before the next meeting date and it was **AGREED** that the Head of Street Scene and Leisure Services would arrange for this to take place.

### **Clowns Parade 2013.**

The clowns had been informed of the decision to reduce the 2013 budget by £800 and had agreed that the schools visits should continue but not to have the reception.

### **26. UPDATE ON PROPOSED FOLK FESTIVAL IN 2013**

The Head of Street Scene and Leisure Services referred to her report and the report and budget forecast from Cllr. Nash which were **NOTED**. (Appended to file copy of Minutes) There followed a lengthy discussion during which the following concerns were raised: Plans have grown considerably from the original concept of a one day event; Folk music is a niche market and not inclusive; there is already a successful free music festival in the town which has grown over a number of years to this size; there is a financial risk to undertaking a festival of this size; many of the costs cannot be calculated without further decisions and could increase; the Council would have to underwrite the event which would impact on the budget and reduce the amount available to run other events in the Town during 2013; the outside part of the event (in Hotham Park) would be weather dependent and could pose serious problems in the case of inclement weather; there would be considerable pressure on staff time and workloads which could necessitate reducing other smaller free events in the town; the initial expectation of providing an area for camping has not proved feasible and will not be offered; legal advice should be sought regarding contracts and ticket sales which is an additional cost; further sponsors have not yet been found; would this festival benefit the town or it's tax payers?

During this item the Committee agreed that Councillors and members of the public present in the Public Gallery could contribute to the discussion.

It was reported that a meeting would be arranged with the ROX organisation as this is required by one of the conditions of the S106 funding.

In order to progress further more information is required. However, to sign the contracts for the headliner bands would commit the Council. Following further discussion Members **RESOLVED** that the Head of Street Scene and Leisure Services should look at the contracts: if there was no penalty clause for early cancellation they should be seen by a solicitor and subject to his advice and a legal agreement being drawn up with the underwriters they could be signed. If however there is a penalty for cancellation they will not be signed and the matter should be referred back to the Committee. This action will allow time for more investigation in relation to costs to be obtained so that Members can consider whether they wish to support this event going forward.

**(NOTE: It has since been established that a penalty for cancellation on both the contracts received would apply so this would need to be referred back to the Committee before any further action is taken.)**

It was **AGREED** to invite the organiser of an established folk festival to attend the next meeting to advise on the organisation of festivals. This would need to be an additional meeting as there are time restraints on decisions which may have an impact on other events for 2013.

It had previously been agreed that a Task and Finish Group should be appointed. Membership will include the following representatives from the Events Promotion and Publicity Committee: Cllrs. J. Brooks, P. Dillon, R. Nash, W. Toovey and Mrs J. Warr.

**27. CONSIDERATION OF SUGGESTIONS FOR POSSIBLE EVENTS IN 2013**

The report from the Head of Street Scene and Leisure Services was **NOTED** (appended to file copy of the Minutes). There was a general discussion about the proposed events and the following additional points were made:

Members considered amalgamating two events into one weekend event including the Carnival, with an extended route, and elements of Sands of Time. A longer route would increase costs especially regarding road closures, as a rolling road closure would not be acceptable to the police authorities, and more volunteers would be required to run the event. These ideas would require further investigation which the Head of Street Scene and Leisure Services will undertake.

The Head of Street Scene and Leisure Services reported that the Sunday Concerts did not draw large numbers and that the Committee might consider not running them in 2013. A Member asked that it be considered to continue with the Sunday concerts for a modest amount or open to buskers. It was suggested that permanent speakers could be mounted on the bandstand to enable an easier set-up.

A Member enquired how events are marketed and whether there is a separate budget for this. The Head of Street Scene and Leisure Services advised that the cost of marketing comes from each event's budget and is a mixture of online, press releases and flyers in and around the town.

The Head of Street Scene and Leisure Services reported that the possible two new events which had previously been discussed had not been further investigated at this time. She was also waiting to hear from Butlins regarding the Clowns visit in 2014.

It was **NOTED** that a firm decision on events for 2013 would need to be made at the next meeting to enable budgets to be agreed and be put forward to the Policy and Resources Committee.

**28. CONSIDERATION OF PROPOSAL FROM BOGNOR REGIS PUBLIC REALM PROJECT GROUP FOR A BRANDING EXERCISE FOR THE TOWN**

The Committee considered the proposal for a branding exercise for the Town. (Appended to file copy of the Minutes) There was a discussion on the proposal and concern was raised regarding the tight timescale for this work. Members **AGREED** the suggested format of the letter to consultants with the following amendments: To remove sentence 'The number of days your firm will spend on this project (setting out the time, number and level of staff who will carry out the commission)' and to change the scoring of submissions to 20% on fee proposed, 20% on past experience, 30% on relevant skills and experience of the people involved and 30% on the ability to deliver to the timescales in Project Plan.

The Committee **AGREED** to proceed with the commissioning of a consultant. It was therefore **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee to offer up to £2,500 towards the cost of this exercise from the funding previously identified for use towards the Public Realm Project.

**29. UPDATE ON OLYMPIC TORCH RELAY**

The Head of Street Scene and Leisure Services reported that following the Olympic Torch Relay two letters of thanks had been received from The Chief Executive of Arun District Council, Nigel Lynn and from Bognor Regis Rugby Club thanking the Town Council and Town Force for their assistance on the day. This was **NOTED**.

**30. CORRESPONDENCE**

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

Freedman Brown Communications – email offering sponsorship for an event between September and November 2012 on behalf of a client  
Jo Millen (Bognor Rugby Club) - letter of thanks for loan of equipment and Town Force's help for their Torch Relay event  
Gosport VIC – email request for further Town Guides  
ROX – email conversation between Steve Goodheart and Erika Adams re Town Force time for ROX  
Take One Media – email re top-up advertising distribution service  
Coach Monthly – email advertising offer  
Phil Lewis – email re suggestion to invite Carters Steam Fair to the carnival  
Arun District Council – email from Nigel Lynn regarding the loss of the Blue Flag status for Bognor Regis Beach for the remainder of 2012  
Arun District Council – email from Maureen Chaffe re hosting BRTC website.  
11<sup>th</sup> Bognor Regis Scout Group – email from Chris Summerfield re a link to the scouts website from BRTC website

**31. ITEMS FOR INCLUSION ON JWAAC AGENDA**

Street drinking, antisocial behaviour in Hotham Park and dog fouling.

**32. DATE OF NEXT MEETING MONDAY 29<sup>th</sup> OCTOBER 2012**

*The meeting closed at 9.45 p.m.*

**GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY**  
**COMMITTEE MEETING 28<sup>th</sup> AUGUST 2012**

1. West Sussex Ahead of the Game - News Alert
2. Coach Monthly - July 2012
3. Travel GBI July 2012 No 405
4. E-mail from French lady looking for activities in Bognor Regis during her stay here with children
5. Adrienne Simmonds - email enquiry re Tourist Information
6. Brett Halket - email re European Gift Events Markets
7. Nigel Lynn - Chief Exec ADC – letter of thanks for help and support for the Olympic Torch Relay events
8. Take one Media - email advertising top-up leaflet ordering for TICs
9. West Sussex - Ahead of the Game email News Alert
10. Coach Monthly Magazine August 2012 (BR Advert p.77)