



BOGNOR REGIS TOWN COUNCIL

TOWN CLERK: Glenna Frost, The Town Hall, Clarence Road
Bognor Regis, West Sussex PO21 1LD
Telephone: 01243 867744
E-mail - bognortc@bognorregis.gov.uk

Dear Sir/Madam,

ONLINE MEETING OF THE EVENTS, PROMOTION AND LEISURE COMMITTEE

I hereby give you Notice that an Online Meeting of the Community Engagement and Environment Committee of Bognor Regis Town Council will be held at **6.30pm on TUESDAY 20th OCTOBER 2020** in accordance with The Local Authorities (Coronavirus) (Flexibility of Local Authority Meetings) (England) Regulations 2020.

All Members of the Events, Promotion and Leisure Committee are **HEREBY SUMMONED** to attend for the purpose of considering and resolving upon the Business to be transacted, as set out hereunder.

The public will not be permitted to speak during the Meeting. However, an opportunity will be afforded to **Members of the Public** to have **Questions** put, or make **Statements** to, the Committee during an adjournment shortly after the meeting has commenced.

NB: All Questions and Statements MUST be submitted in writing (preferably by email) and MUST be received by the Town Clerk before 9am on Tuesday 20th October 2020.

Online access to the Meeting will be via ZOOM using the following Webinar ID: 891-4146-7560. The meeting will also be streamed live to the 'Bognor Regis Town Council' Facebook page.

DATED this 13th OCTOBER 2020

TOWN CLERK

THE AGENDA and BUSINESS to be TRANSACTED is:

1. Chairman's Announcement and Apologies for Absence
2. Declarations of Interest:
Members and Officers are invited to make any declarations of Disclosable Pecuniary and/or Ordinary Interests that they may have in relation to items on this agenda and are reminded that they should re-declare their Interest before consideration of the item or as soon as the Interest becomes apparent and if not previously included on their Register of Interests to notify the Monitoring Officer within 28 days.
Members and Officers should make their declaration by stating:

- a) the item they have the Interest in
 - b) whether it is a Disclosable Pecuniary or Ordinary Interest
 - c) the nature of the Interest
 - d) if it is an Ordinary Interest whether they intend to leave the room for the discussion and vote
 - e) if it is a Disclosable Pecuniary Interest, and therefore must leave the room for the discussion and vote, whether they will be exercising their right to speak on this matter under Public Question Time
3. To approve the Minutes of the Meeting held on 14th September 2020
 4. Adjournment for the Chairman to read public questions and statements submitted in accordance with the requirements noted above
 5. Clerk's report from previous Minutes
 6. Update on Christmas Projections
 7. Further consideration of the utilisation of the 12 poster sites on the seafront promenade including:
 - Amendments, as proposed by Cllr. Brooks, to the draft policy which was agreed at the Meeting on the 14th September 2020 - Min. 92 refers
 - Consideration of a proposal to produce a set of generic posters for display on any unutilised sites and to agree a budget for associated costs
 8. Consideration of purchasing replacement lockable frames for the 12 poster sites on the Seafront and any associated costs as proposed by Cllr. Brooks
 9. Update on Lamp Post Banner Sites (Upper Bognor Road and High Street by Hotham Park) - Min. 93 refers including:
 - Consideration of using LED displays including details of costs and permissions
 - Size and type of banners
 - Building ongoing costs into sponsorship opportunities by securing all year-round sponsorship
 10. Consideration of a proposal by Cllr. Brooks to undertake a review of promotion opportunities including:
 - Identifying new banner sites
 - Overview of Social media platforms and the Website
 11. Consideration of a proposal by Cllr. Brooks regarding "brand protection" and the use of "official title" by other commercial organisations
 12. Consideration of a proposal by Cllr. Brooks to compile a stock picture/photo library for promotional use and to review the current permissions form to allow use of any images that include individuals

13. Consideration of a proposal by Cllr. Brooks to produce a freestanding poster/display in Butlin's and to further identify any associated budgetary requirements
14. To note correspondence

ALL MEMBERS OF THE PUBLIC ARE WELCOME TO ATTEND REMOTELY



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MINUTES OF THE ONLINE MEETING OF THE EVENTS, PROMOTION AND LEISURE COMMITTEE HELD ON MONDAY 14th SEPTEMBER 2020

PRESENT ONLINE:

Cllr. K. Batley (Chairman); Cllrs; J. Brooks,
Mrs. S. Daniells, J. Erskine, S. Goodheart,
Mrs. S. Staniforth, M. Stanley and
Mrs. J. Warr

IN ATTENDANCE ONLINE:

Mrs. S. Hodgson (Projects Officer)
Mrs. S. Norman (Hosting the Meeting)
Ms. K. Fitzpatrick (Events Officer) (until Min.
92)
11 members of the public
1 Councillor: Cllr. J. Barrett

The Meeting opened at 6.33pm

84. CHAIRMAN'S ANNOUNCEMENT AND APOLOGIES FOR ABSENCE

The Chairman welcomed everyone to the Online Meeting being held in accordance with The Local Authorities (Coronavirus) (Flexibility of Local Authority Meetings) (England) Regulations 2020 and reminded Members that the meeting was being recorded by Bognor Regis Town Council and may also be recorded or filmed by any member of the public.

The Chairman advised that in the event of any loss of internet coverage or power cuts, steps would be taken to recover the connection. However, if connection could not be re-established the meeting would stand adjourned at the point of loss of connection to be reconvened and continued at a publicised time in the future.

Apologies for absence had received from Cllr. Smith, who was unwell.

It was stated at the time that no apologies had been received from Cllr. Cunard. Although it was later established that Cllr. Cunard is no longer a Member of the Events, Promotion and Leisure Committee.

85. DECLARATIONS OF INTEREST

The Chairman addressed each participating Member in alphabetical order to ask if they wished to confirm any declarations of Disclosable Pecuniary and/or Ordinary Interests that they may have in relation to items on this Agenda.

Members were informed that should they be required to temporarily leave the Meeting for any Interest, they would be contacted by telephone and invited to re-join the meeting at the appropriate time.

Members and Officers should make their declaration by stating:

- a) the item they have the Interest in
- b) whether it is a Disclosable Pecuniary or Ordinary Interest
- c) the nature of the Interest
- d) if it is an Ordinary Interest whether they intend to temporarily leave the meeting for the discussion and vote
- e) if it is a Disclosable Pecuniary Interest, and therefore must temporarily leave the meeting for the discussion and vote, whether they will be exercising their right to speak on this matter under Public Question

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.

Members were reminded that it is their responsibility to notify the Monitoring Officer of all Disclosable Pecuniary Interests or Ordinary Interests notifiable under the Council's Code of Conduct, not already recorded on their Register of Interests Form, within 28 days.

The Chairman reminded Members to declare their Interests as any arise or again at the relative point in the meeting if they have already.

Cllr. Brooks declared an Ordinary Interest in Agenda item 9, however, if the item became Pecuniary he would re-state his interest at the time

Cllr. Goodheart declared an Ordinary Interest for Agenda items 7 and 10 due to his association with ROX. However, if the item became Pecuniary he would re-state his interest at the time

86. TO APPROVE THE MINUTES OF THE MEETING HELD ON 10th FEBRUARY 2020

Members were asked if there were any objections to the Minutes of the last Committee Meeting, held on the 10th February 2020. It was noted that the Minutes had been forwarded to the Chairman and once agreed and duly signed, would be returned to the Town Clerk.

There being no objections, the Committee **APPROVED** the Minutes of the Meeting held on 10th February 2020 as an accurate record of the proceedings and the Chairman duly signed them.

87. ADJOURNMENT FOR THE CHAIRMAN TO READ PUBLIC QUESTIONS AND STATEMENTS SUBMITTED IN ACCORDANCE WITH THE REQUIREMENTS

The Chairman adjourned the Meeting at 6.38pm to read out correspondence received from members of the public

The Chairman reported that there had not been any questions received by members of the public and read out the following statement:

"As Members will be aware this Committee does not have an item for Questions to the Chairman. However, two Committee Members have submitted questions to me which I assume that they wish to ask under Public Question Time. I therefore ask Cllr. Goodheart and Brooks to read out their questions."

Cllr. Brooks did not read out his question and stated he was happy for the Chairman to reply to his question by email.

However, the Chairman took the opportunity to comment advising Cllr. Brooks he was aware of his request for future items to be discussed and these would be addressed over the following two meetings.

Cllr. Goodheart asked the Chairman for his comments on sponsorship for planters and new locations for planters in the Town. The Chairman declined to comment as planters and sponsorship are the remit of the Policy and Resources Committee and therefore requested Cllr. Goodheart to refer the questions to the appropriate Committee.

Cllr. Goodheart further asked the Chairman to comment on lamp post banner sites and the formation of a Working Group for the "selfie project". The Chairman reminded Cllr. Goodheart that these items would be referred to later in the meeting and he would make any relevant comments at that time.

The comments were duly **NOTED**.

The Chairman reconvened the Meeting at 6.44pm

88. CLERK'S REPORT FROM PREVIOUS MINUTES

88.1 Invitation to the ADC Events Officer to attend a Meeting of the Town Council's Events, Promotion and Leisure Committee - 9th December 2019 (Min. 55.1 refers)

It was intended to invite the ADC Events Officer to the April meeting that was, of course, postponed. This item will now be deferred until a suitable future meeting.

88.2 Update on proposal to look at the formation of a joint-partnership/tourism board for event organisers - 9th December 2019 (Min. 64 refers) - deferred from Meeting of 10th February 2020

This project is being led by the BID who produced an initial scoping paper outlining a number of proposals which was previously circulated to Members for their comments and feedback. The BID Co-ordinator has confirmed that this project will be re-instated and further investigated at a more suitable date in the future.

88.3 Update on letter to the Sussex Police & Crime Commissioner - 10th February 2020 (Min. 73 refers)

A letter was sent to the PCC Office on the 19th December 2019 with an acknowledgement of receipt email received on the 14th January 2020. At the meeting of this Committee on the 10th February 2020, as there had still not been any response from the PCC or from her Office, Members requested a follow up letter to be sent. This letter was sent on the 3rd March 2020 and to date there has still been no response.

88.4 Update on Events Guide/Leaflet for 2020 including decision on Design and Format - 10th February 2020 (Min. 76 refers)

With the outbreak of Covid-19, the subsequent lockdown and cancellations of all events, production of an Events Guide/Leaflet was cancelled.

88.5 Further consideration of possible utilisation of the Beacon - 10th February 2020 (Min. 80 refers) including:

- **Costings for a 30-minute burn**
- **Further consideration of a "selfie" opportunity**

Establishing the costing for a 30-minute burn requires carrying out a test burn to gauge the gas usage of the new burner. This will be done later in the season. There is currently a concession located by the Beacon which prevents access to the Beacon area and from a Health & Safety perspective it would be better to carry out the testing when there are less people on the promenade. Therefore, this item will be deferred to a future Agenda. Officers are still awaiting information on requirements regarding permission from ADC.

88.6 Update on progress of E-Bulletin via emails - 10th February 2020 (Min. 81 refers)

Members are asked to **NOTE** that the E-Bulletin is now fully operational with over 200 members signed up to receive the updates.

A request had been received by the Council to provide some Town Force time to assist with a ParkVision 2020 event. Members are asked to **NOTE** that this item is no longer required for consideration.

A request had been received by the Council for an outside organisation to use the Town Council's gazebo for an event. Members are asked to **NOTE** that this item is no longer required for consideration.

88.7 Consideration of proposals from Cllr. Brooks

The following four items have been proposed by Cllr. Brooks for consideration. In view of the length of the Agenda and in consultation with the Chairman these items will be referred to the next scheduled meeting with the exception of the last proposal, which Cllr. Brooks has confirmed will not need to be considered until next year.

- *Consideration of a proposal to install a more efficient lock up system for the 12 poster sites on the seafront promenade including, confirmation of agreement from ADC and identification of any associated budget*
- *Consideration of a proposal to identify and include more poster sites and to incorporate into any agreed future policy*
- *Consideration of a proposal for a permissions form to allow photos for use in promotional material*
- *Consideration of a proposal by a Member for the "West End" (Aldwick Road Shops) to hold a separate switch-on event of the Town Council's Christmas Lighting Display in that area*

The Clerks Report was duly **NOTED**.

89. TO NOTE BUDGETS FOR 2020/21

The Projects Officer's report was **NOTED**.

90. UPDATE ON EVENTS PROGRAMME FOR 2020 INCLUDING: RATIFICATION OF DECISIONS WHERE REQUIRED; CHANGES/CANCELLATIONS TO THE EVENTS TIMETABLE; BUDGETS INCLUDING REALLOCATION OF UNSPENT FUNDS

The Events Officer's report was **NOTED**.

The Chairman and other Members thanked the Events Officer for all her hard work and effort in adapting to the difficult situation that had forced the events to be cancelled and changes made to the event programme this year.

Members welcomed the Events Officer's proposal for a Christmas Projection Mapping Light Show but would like to have an input on the storyboard. The Events Officer will liaise with Members as she progresses the arrangements.

It was proposed and seconded that a contingency amount of £2,000 be built in for the display, should it be required.

Following discussion, Members unanimously **AGREED** to proceed with the projection display as detailed in the report. It was further **AGREED** to **RECOMMEND** to the Policy and Resources Committee that the additional funds of £6,500 plus a contingency amount of £2,000 be vired from the unused 2020/21 Events Budget, totalling £8,500 towards the costs of the projection display.

91. CONSIDERATION OF EVENTS PROGRAMME FOR 2021 INCLUDING REQUIRED BUDGETS

The Events Officer's report was **NOTED**.

The Chairman and other Members congratulated the Events Officer in proposing an exciting programme of events for 2021. They were especially pleased with World Oceans Day and the changes and variations incorporated to the former Drive Through Time event to make it more sustainable and eco-friendlier.

Members unanimously **AGREED** to the proposals presented by the Events Officer for the programme of events for 2021 and further **AGREED** to **RECOMMEND** to the Policy and Resources Committee the following proposed budgets for funding to be identified in the 2021/22 Budget.

91.1 Book Day - 14th April 2021

Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee to set a budget of **£4,000** for this event.

91.2 World Ocean Day - Bognor H2O - 31st May 2021

Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee to set a budget of **£2,000** for this event.

91.3 Proms in the Park - 5th June 2021

Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee to set a budget of **£2,500** for this event.

91.4 Drive Through Time - 11th July 2021

Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee to set a budget of **£4,000** for this event.

91.5 Funshine Days - 2nd August to 27th August 2021

Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee to set a budget of **£7,000** for this event.

91.6 Christmas Switch-On Event - 27th November 2021

Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee to set a budget of **£3,500** for this event.

The Events Officer left the Meeting

92. TO RECEIVE AND AGREE A PROCESS FOR THE UTILISATION OF THE 12 POSTER SITES ON THE SEAFRONT PROMENADE – DEFERRED FROM MEETING OF THE 10th FEBRUARY 2020 AND TO NOTE THE DRAFT POLICY

The Projects Officer's report was **NOTED**.

A Member had circulated an email prior to the meeting outlining some proposed changes to the draft policy. The Chairman reported that as the email had not been received by all Members of the Committee and the changes did not form part of the report it would not be possible to discuss. However, changes and amendments could be considered at the next meeting and incorporated into the document. The Member confirmed he was happy with this solution.

Members therefore unanimously **AGREED** to adopt the formal process, as laid out in the draft Policy for the 12 poster sites on the 3 seafront shelters along the promenade and for the management of the sites to be overseen by the Town Council.

Members further **AGREED** to **RECOMMEND** the draft Seafront Promenade Shelter Poster Site Policy to the Policy and Resources Committee as presented.

*It was **NOTED** later in the meeting that the decision relating to a proposal to produce a set of generic posters for display on any unutilised sites and to agree a budget for associated costs had not been determined. Therefore, these items will also be considered at the next meeting along with a further proposal to review the Primary List of other event organisers.*

93. UPDATE ON THE LAMP POST BANNER SITES (UPPER BOGNOR ROAD AND HIGH STREET BY HOTHAM PARK) - MIN. 55.2 REFERS

The Projects Officer's report was **NOTED**.

During the discussion that followed, further suggestions were put forward, such as:

- using LED panels instead of banners
- building ongoing costs into sponsorship opportunities by securing all year-round sponsorship
- using larger banners
- using wind resistant banners

These suggestions along with any others will be further considered at the next meeting.

A Member also stated that he was disappointed to learn that a contractor he had been in contact with on another matter had not been approached to tender. The Committee Clerk advised that as per the report the costings provided were supplied from quotations from a previous project and that new and up-to-date costings will be sought prior to recommendation to the Policy and Resources Committee and further direction from this Committee as to what the requirements are.

Following the discussion Members unanimously **AGREED** to proceed with overseeing the management of **all** of the lamp post banner sites as detailed on the circulated map, and furthermore, **AGREED** that a **RECOMMENDATION** be made to the Policy and Resources Committee to not only allocate funding from the Promotions Earmarked Reserves to meet the costs of this exercise, estimated to be £4,201.34 in Year One, but also make an allowance in future budgets for the costs of the annual stress testing that will be required.

Members also unanimously **AGREED** to allow other event organisations to utilise the sites in line with the Seafront Promenade Poster Policy.

As Members agreed to allow other event organisations to utilise the sites they were further asked to consider if they wished to re-charge any associated costs.

Following discussion, Members requested an amendment which was proposed and seconded and **AGREED** as follows:

Members agree that other organisations may use the sites, but the Town Council Reserve the Right to recharge any associated costs.

Further discussion on this will take place at a future meeting and be incorporated into the policy.

94. UPDATE ON PROPOSAL BY A COUNCILLOR TO CREATE POP-UP SPACES FOR ART DISPLAYS AND EXHIBITIONS – DEFERRED FROM MEETING 10th FEBRUARY 2020 – MIN. 66 REFERS

The Projects Officer's report was **NOTED**.

A Member felt that there was scope to include outdoor pop-up events as well as using empty shop units. Another Member felt the Town Council deliver projects more successfully if it works independently while others felt that partnership working should be embraced and that there was room for both. There were also comments made about the need to fill empty shop fronts with something and working with the BID would be the best way to do this.

Following discussion Members **AGREED** to support and work with the BID and other groups on collaborative projects.

95. **UPDATE ON CHRISTMAS LIGHTS INCLUDING SITUATION WITH SSE AND SSEN REGARDING A POWER SUPPLY FEED**

The Projects Officer's report was **NOTED**.

Members were disappointed to hear of the lack of response and co-operation from SSEN and the Projects Officer was thanked for her perseverance in this matter.

96. **CONSIDERATION OF ANY OFFERS TO RE-HOUSE BILLY BULB AND FURTHER CONSIDERATION OF ANY ASSOCIATED BUDGETARY REQUIREMENTS**

The Projects Officer's report was **NOTED**.

A Member raised his concern over what he felt was a "smoke and mirrors" situation regarding the future options for the storage of Billy Bulb.

Cllr. Erskine left the Meeting

The Committee Clerk assured Members that there would be no loss of revenue to the Town Council and the only cost would be £50 for a new sign to be displayed on the Central Reservation to be funded from the Billy Bulb Maintenance Budget.

Cllr. Erskine returned to the Meeting

Following discussion and consideration of all the offers detailed in the report, Members **AGREED** to accept the offer from F&G for the continued storage of the Billy Bulb Mascot and further **AGREE** to the expenditure of £50 plus VAT to purchase a sponsorship sign funded from the Billy Bulb Maintenance Budget.

Members further requested and **AGREED** for a letter of thanks be sent to other parties who had given offers of help to store Billy Bulb.

97. TO RECEIVE A REPORT ON THE RECENT REQUEST FOR A BIG WHEEL TO BE LOCATED IN BOGNOR REGIS AND CONSIDERATION OF RESPONSE TO THE ADC DECISION FOR IT TO BE SITED IN LITTLEHAMPTON

All Members were disappointed that the request for a big wheel to be sited in Bognor Regis resulted in the ADC decision to site it in Littlehampton. Members acknowledged there were difficulties regarding weight and locating a suitable space within Bognor Regis. However, they would have welcomed some input and a chance to discuss.

- 97.1** Members **RESOLVED** to extend the meeting by 15 minutes in accordance with S.O. 3aa.

Cllr. Stanley declared an Ordinary Interest as a Cabinet Member of Arun District Council at which this item had been discussed.

- 97.2** Members unanimously **AGREED** that a letter be sent to ADC raising these concerns and seeking assurance that should a similar situation arise, all consideration is given to Bognor Regis and that Members of this Committee are given the opportunity to consult.

98. REVIEW OF EVENT CHARGING POLICY FOR RECOMMENDATION TO THE POLICY AND RESOURCES COMMITTEE FOR ADOPTION

The Projects Officer's report was **NOTED**.

Following discussion Members unanimously **AGREED** to **RECOMMEND** the draft Event Charging Policy to the Policy and Resources Committee for adoption.

99. TO NOTE OFFER FROM THE FRIENDS OF HOTHAM PARK OF UNWANTED EVENT EQUIPMENT FOR BRTC AND COMMUNITY EVENT ORGANISERS USE

The Projects Officer's report was **NOTED**.

100. TO NOTE CORRESPONDENCE INCLUDING CORRESPONDENCE LIST DEFERRED FROM MEETING 10th FEBRUARY 2020

The Committee **NOTED** receipt of the correspondence list, previously circulated.

The Committee Clerk reported that subsequent correspondence had been received from a member of public regarding the mini funfair at the end of Waterloo Square. Members asked for a copy of this correspondence to be circulated.

The Meeting closed at 8.44pm

**BOGNOR REGIS TOWN COUNCIL
ONLINE EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING
20th OCTOBER 2020**

AGENDA ITEM 6 - UPDATE ON CHRISTMAS PROJECTIONS

REPORT BY THE EVENTS OFFICER

FOR INFORMATION

Christmas Illuminations - 28th November 2020

Budget - £10,000

The Officer recommendation is that, based on previous events and the increasing costs across the board, a budget of £3,500 would be required. However, should Members wish to look at a celebrity attending to turn on the lights then a further £2,000 would need to be added to the budget.

A member of the public contacted the Town Council to request that the date of the Switch-On be changed to the 28th November 2020, please see correspondence.

Due to the current restrictions from Central and Local Government regarding COVID-19 (Coronavirus) and the growing uncertainty about what the Winter season may bring, the Officer recommendation is that there should be no Switch-On event for 2020. The illuminations would have a soft opening, and it is understood that the BID's physical Christmas plans are installation based only and no performers at the weekend running up to Christmas as has been done in previous years, so as to avoid large gatherings in what is considered to be a very vulnerable time as far as the virus is concerned.

Therefore, to bring another dimension to Christmas which would complement the BID's light installations and run alongside the Elves theme they are planning, investigations have been undertaken into buying in a Christmas Projection Mapping Light Show with sound which will be projected onto the upper section of the Santander Building (pending permissions) and run over the Christmas period at set times throughout the day. For example, 4/5 minute projection running four times an hour daily between 4pm and 8pm.

ADC and Santander permissions would need to be sought for usage of the upper part of the Santander building for projection upon and enclosure/wrapping of some windows internally and ADC for projection from the Arcade building upper floors only.

'Projection mapping is a video projection technology in which video is mapped onto a surface, turning common objects – such as buildings, runways, stages and even water – into interactive displays. These surfaces become a canvas, with graphics being projected onto a surface, playing off of the surface's shape and textures to create a delightful experience of light and illusion.'

Cost - £10,000 + VAT

It includes:

- 20,000 lumen projector
- High Quality Sound Equipment
- Media Server with projection mapping software

- 4 minutes of Content for Christmas
- Call out and maintenance costs
- Waterproof Enclosure or Interior Rigging Costs
- Video and photography of each installation to help promote the installation

16th Nov

Projector Installation, Scheduling and Testing

18th Nov to 29th Dec

Christmas Projection Mapping Light Show

4 minutes duration

Production of a festive show through contemporary dance movements

Similar to the Crewe and Norwich Case Studies (found below)

Could include elves in the content

Crewe Town Hall - <https://vimeo.com/398208570>

Norwich Castle - <https://vimeo.com/398235818>

The cost of the activity will be £10,000. It is therefore proposed that, should Members wish to proceed with this then, the required balance of £6,500 be vired from the unused total Events Budgets for this year as referred to earlier on the Agenda.

Any such virement must be by way of a recommendation to the Policy and Resources Committee.

Permissions have now been granted from Santander (subject to appropriate content) and Arun District Council to go ahead with the proposed Digital Projection programme.

The projection company will be visiting Bognor on the 19th October to conduct a site survey noting, the measurements of the façade, material types, window types, obstructions, lighting, power points and security risks. They will also conduct a photo-scan of the building, where the information will allow them to build a template, to create content that will be projected around the geometry of the building; masking out specific areas they don't want to project onto.

Mood boards and storyboards which will form the basis of their designs will then be created, which in turn will create the animations using 2D and 3D software. These mood boards and storyboards will be produced after the site visit and will be circulated to Members via email for any suggestions and feedback. Members are asked to note that up to 3 alteration drafts to the projection content can be provided, as included in the Projection Fee. However, if 3 alteration drafts are exceeded, there will be a charge of £50 + VAT Per Hour to make the new alterations.

The Events Officer will report back to the Committee after the site visit on the 19th October.

BOGNOR REGIS TOWN COUNCIL
ONLINE EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING
20th OCTOBER 2020

AGENDA ITEM 7 - FURTHER CONSIDERATION OF THE UTILISATION OF THE 12 POSTER SITES ON THE SEAFRONT PROMENADE INCLUDING:

- AMENDMENTS, AS PROPOSED BY CLLR. BROOKS, TO THE DRAFT POLICY WHICH WAS AGREED AT THE MEETING ON THE 14th SEPTEMBER 2020 - MIN. 92 REFERS
- CONSIDERATION OF A PROPOSAL TO PRODUCE A SET OF GENERIC POSTERS FOR DISPLAY ON ANY UNUTILISED SITES AND TO AGREE A BUDGET FOR ASSOCIATED COSTS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

Members will recall that at the previous Meeting, Members agreed to recommend to the Policy and Resources Committee a Seafront Promenade Shelter Poster Site Policy (attached as **Appendix 1**). At that Meeting Cllr. Brooks suggested amendments to the Policy but as not all Members had received details of these amendments prior to the Meeting, it was agreed that the amendments would be considered at this Meeting.

Furthermore, decisions regarding generic posters were not considered by Members and this matter is therefore also readdressed in this report.

Proposed Amendments to agreed Seafront Promenade Shelter Poster Site Policy

Attached as **Appendix 2** is the proposal drafted and submitted by Cllr Brooks to amend the Policy agreed by this Committee at the previous meeting (Min. 92 refers).

Members are asked to consider the proposals and agree whether to amend the Policy to be recommended to the Policy and Resources Committee.

Members should note that the different sites for posters/banners and other outdoor display opportunities that may be determined are under different ownership and have different rules and permissions that apply. Therefore, if Members were to combine all sites into one policy the various criteria and conditions would have to be reflected and as a result, individual policies for each type of location may be more suitable.

DECISIONS

Do Members **AGREE** to insert the following at the beginning of the Policy?

This poster policy shall apply to all poster sites, banners and other outdoor display opportunities within the control of Bognor Regis Town Council and recognises the agreement with Arun District Council also permits sponsors of events to be named and websites giving further details also be included.

If Members are minded to make the addition, do Members **AGREE** that the name of the Policy should be amended to Poster, Banner and Outdoor Display Opportunities Policy?

Do Members **AGREE** to the insertion of the following into the Policy?

This policy also recognises that subject to agreement between Arun District Council and Bognor Regis Town Council, promotion of partnership events with commercial organisations will be permitted.

Do Members **AGREE** to the removal of the phrase ". . . and when space is available. . ." from the paragraph referring to generic posters?

Consideration of a proposal to produce a set of generic posters for display on any unutilised sites and to agree a budget for associated costs

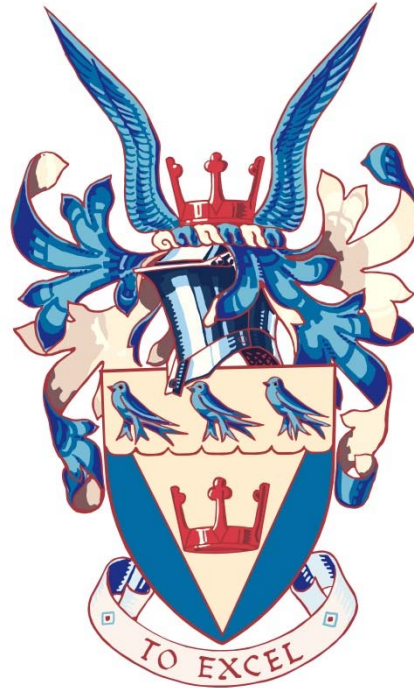
With regard to the use of generic posters as referred to under point IV of the recommended Policy, should Members wish for the Town Council to produce a set of generic posters, they are invited to agree a design and identify a budget for associated costs and make Recommendation to the Policy and Resources Committee if applicable.

DECISIONS

Do Members **AGREE** to produce a set of generic posters for display on any unutilised sites?

And if so;

Members are asked to **AGREE** a Budget for associated costs and make a Recommendation to the Policy and Resources Committee if applicable.



BOGNOR REGIS TOWN COUNCIL

RECOMMEND TO P&R COMMITTEE FOR APPROVAL

BY EP&L 15th SEPTEMBER 2020

SEAFRONT PROMENADE SHELTER POSTER SITE POLICY

Adopted by the Council at its Meeting held on **xxxx**

Bognor Regis Town Council have been granted permission by Arun District Council to oversee the management of the 12 poster sites located on the 3 seafront shelters along the Bognor Regis Promenade.

The following guidelines set within this policy will create a streamlined, efficient and uniformed approach to ensure the best possible use of these sites throughout the year.

- I. That the organisers of the main events be included on a Primary List and contacted to make them aware of the facility to display posters (funded and provided by those event organisers) along the Promenade, and to provide recommended specifications.

The events suggested are: -

- Bognor Regis Town Council Events
- Carnival
- Birdman/Pride
- Seafront Illuminations
- Southdowns Folk Festival
- Rox
- Bognorphenia
- Illuminations Gala

- II. Town Council Officers will be responsible for the administration of the scheme including taking receipt of the posters from organisers, rotation of posters and notification to event organisers if posters become damaged so that a replacement can be provided.
- III. To accept posters from non-profit events, other than those on the Primary List, for display if space allows.
- IV. That generic posters, such as West End Shops This Way/Visit Bognor Regis Old Town etc. are displayed between events and when space is available, so sites are continually filled. These posters would be funded and provided by third party organisations such as the BID or West End Traders Association or any other non-profit or non-commercial enterprise.
- V. Town Force to undertake all necessary works to display signs with these being erected no earlier than 2 weeks leading up to the advertised event and taken down post event to avoid out of date posters being on display.

BRTC AMENDMENT – Jim Brooks

ADD BLUE AT THE TOP OF THE DRAFT POLICY – REMOVE BLUE AT i.v.

*This poster policy shall apply to all poster sites, banners and other outdoor display opportunities within the control of Bognor Regis Town Council and recognises the agreement with Arun District Council also permits **sponsors (why in red)** of events to be named and websites giving further details also be included.*

(Reason: To have one policy for all poster, banner and other sites to save having to bring this back to committee each time. Also it is already accepted that banners should be included as at agenda item 10, so why not include all fixed promotional opportunities controlled by BRTC?)

This policy also recognises that subject to agreement between Arun District Council and Bognor Regis Town Council, promotion of partnership events with commercial organisations will be permitted.

(Reason: We must have an ability to work in partnership with commercial event organisers on occasion, like The Ice Rink, BID, Butlin's etc. providing of course all parties agree. Of course some connections would not be agreed i.e. drink related, gambling etc.)

Remove in blue – unnecessary confusion. iv.

*That generic posters, such as West End Shops This Way/Visit Bognor Regis Old Town etc. are displayed between events **and when space is available** so the sites are continually filled. These posters would be funded and provided by third party organisations such as BID or West End Traders Association, or any other non-profit or non-commercial enterprise.*

'POSTER' AGREEMENT WITH ADC CONFIRMED BY MARGARET MURPHY ON 25.06.19. GREEN text is the reasoning for adding BLUE above

Hi Paul (Broggi)

Following our numerous conversations about poster sites on the shelters on Bognor Regis promenade I'd just like to confirm some elements with you.

*You are happy for Bognor Regis Town Council utilise the 12 poster sites on the shelters to promote Bognor Regis, Town Council events, attractions **and other major events in the town (like the Ice Rink) which we all support.***

You have agreed our proposal to fit interchangeable poster boards so that the posters can be tidily fitted 'inhouse' and better managed by BRTC. I believe proper usage of the poster sites will also discourage graffiti, although if that happens the damaged poster boards can be quickly replaced using the new system.

You made it clear that these posters were not to be used to advertise businesses or promote products or services and certainly no paid advertising of any sort, but it is accepted that some events will have sponsorship attached and that if this is contained in the name of the event, and / or if a sponsor website, Facebook etc or telephone no. is added (for more information / tickets etc.) then that would be permitted.

Of course ADC retains rights to show posters on these sites, working with BRTC.

All work, maintenance etc. will be carried out by BRTC.

Just to add members of BRTC Promotions Committee have now approved the new interchangeable poster design and a budget is presently being sought from BRTC P&R committee. We hope to undertake the work before the Summer Season.

Hopefully I've got all this correct and you will be happy for us to go ahead subject to the above.

Best wishes - Jim Brooks

**BOGNOR REGIS TOWN COUNCIL
ONLINE EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING
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AGENDA ITEM 8 - CONSIDERATION OF PURCHASING REPLACEMENT LOCKABLE FRAMES FOR THE 12 POSTER SITES ON THE SEAFRONT AND ANY ASSOCIATED COSTS AS PROPOSED BY CLLR. BROOKS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

Members are asked to consider a proposal by Cllr. Brooks to purchase replacement lockable frames for the 12 poster sites on the seafront.

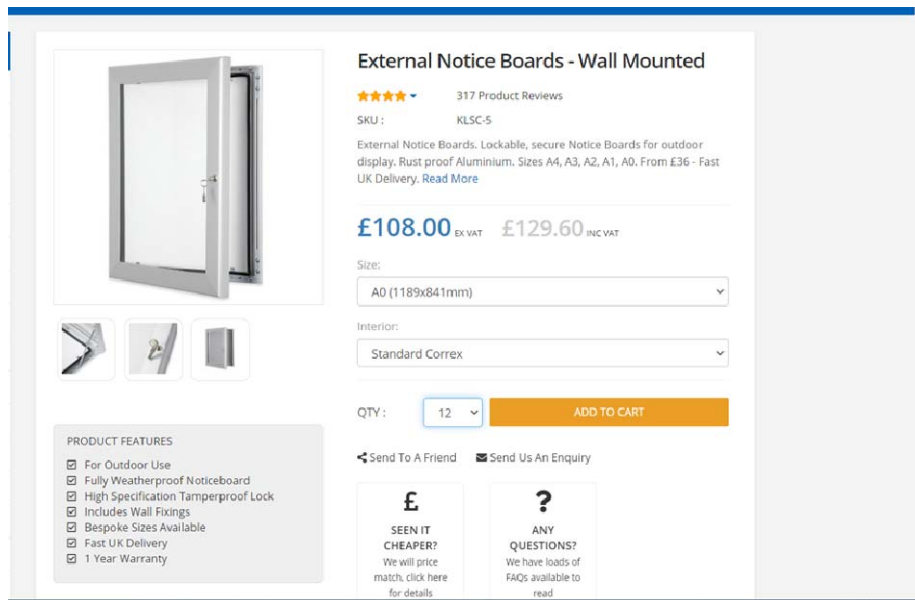
The frames currently in situ were purchased by the Council in 2018 at a cost of £1,073.40 +VAT (see Min. 13.3 of the Committee Meeting held 11th June 2018).

Currently, posters are pasted into the surround with the frame then snap locked into place to cover the edges of the poster. An example of a poster as recently displayed is shown below.



The original plastic protective coverings on the frames were vandalised and have since been removed, only the aluminium outer frames remain. It has also been noticed that all the posters have recently been removed from the poster sites. This removal was unauthorised by the Office and we will be notifying the Police as it is an act of vandalism. We will also see if there is any nearby CCTV that could identify the perpetrators. The webcam operator will also be approached to see if there is any footage available from their camera.

Should Members wish to replace the snap on frames for lockable frames, initial research has found that costs vary depending on the type of frame and interior. The example below is for an AO wall mounted, weatherproof, lockable frame with a standard correx interior and is priced at £108.00 + VAT per frame.



Should Members wish to proceed they are asked to advise exact specification and full quotes will be obtained. Furthermore, Members should note that written agreement for the installation of any new lockable frames would need to be sought from ADC as the owners of the seafront shelters.

Members are further invited to identify a budget for associated costs with any appropriate recommendation to the Policy and Resources Committee as may be required.

DECISIONS

Do Members wish to purchase lockable frames for the 12 seafront poster sites to replace the 12 snap frames that are currently in situ subject to approval by ADC?

If so;

Members are invited to advise the exact specification they require and identify a budget for associated costs with any appropriate recommendation to the Policy and Resources Committee as may be required.

**BOGNOR REGIS TOWN COUNCIL
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AGENDA ITEM 9 - UPDATE ON LAMP POST BANNER SITES (UPPER BOGNOR ROAD AND HIGH STREET BY HOTHAM PARK) - MIN. 93 REFERS INCLUDING:

- **CONSIDERATION OF USING LED DISPLAYS INCLUDING DETAILS OF COSTS AND PERMISSIONS**
- **SIZE AND TYPE OF BANNERS**
- **BUILDING ONGOING COSTS INTO SPONSORSHIP OPPORTUNITIES BY SECURING ALL YEAR-ROUND SPONSORSHIP**

REPORT BY THE PROJECTS OFFICER

FOR DECISION

When considering this item at the last meeting, Members agreed to proceed with overseeing the management of all of the lamp post banner sites but requested further consideration on the following suggestions:

- Using LED panels instead of banners
- Building ongoing costs into sponsorship opportunities by securing all year-round sponsorship
- Using larger banners
- Using wind resistant banners

Using LED panels instead of banners



The images above show the sort of panels that are available. However, before proceeding with quotations and installation costs, it is advisable to obtain the relevant permissions in principle.

Enquires have been made with the following interested parties:

SSE are the owners of the lamp post columns and as such permission would be required by them to allow installation as well as agreement to use their resources for power. The initial response from them is that they require further detail in relation to the intended height, width and weight to determine if the lamp posts in situ are able to support such an installation. Any installation would need to be undertaken by a HERS registered contractor.

Arun District Council, as detailed in the Projects Officer's report of the 14th September, would require planning consent. However, as the lamp posts sit within a Conservation Area, the ADC Conservation Officer has kindly agreed to take an initial look at the proposal to give an indication of any possible concerns regarding harm to the Conservation Area, such as light pollution, and if the installation would be considered out of character for such an area. His response is still awaited however, he has indicated that it would be useful to know the intended dimensions.

The WSCC Highways Officer has also been approached to see if there are any restrictions from their point of view and his response is still awaited.

DECISION

Members are asked how they wish to proceed.

Building ongoing costs into sponsorship opportunities by securing all year-round sponsorship

Members are invited to expand on this and advise how they would like Officers to proceed.

DECISION

Members are asked how they wish to proceed.

Using larger banners and wind resistant banners

The dimension for the banners that were previously installed were 740mm wide x 830mm high.

Members are invited to expand on this and advise how they would like Officers to proceed.

DECISION

Members are asked how they wish to proceed.

**BOGNOR REGIS TOWN COUNCIL
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AGENDA ITEM 10 - CONSIDERATION OF A PROPOSAL BY CLLR. BROOKS TO UNDERTAKE A REVIEW OF PROMOTION OPPORTUNITIES INCLUDING:

- **IDENTIFYING NEW BANNER SITES**
- **OVERVIEW OF SOCIAL MEDIA PLATFORMS AND THE WEBSITE**

REPORT BY THE PROJECTS OFFICER

FOR DECISION

Members are invited to consider Cllr. Brooks proposal as detailed in his report appended to this report. **(APPENDIX 1)**

DECISION

Members are invited to advise how they wish to proceed.

Report from Cllr. Brooks

Cllr Goodheart and I volunteered to look for new opportunities for banner and poster sites to promote BRTC activities and events with a view to bringing possibilities to a future meeting.

These could include working with BID to restore lamppost banners in London Road, two poster sites on the fishermens' hut on the promenade, corner window at the Picturedrome and trailers before the films (previously discussed by members and with the operational manager) plus confirming opportunities and arrangements already within our control like town centre and boundary gateway signs and planters, information boards, catenary banners etc

I would also look again at proposing new LED sign on the corner ground opposite Butlin's and the Uni where the Rife pumping station is. Some years ago the EP&L committee obtained support from WSCC and costings (I believe £18,000 at the time) for this but the project was not taken further.

A review of how our social media is working but particularly improvements to our website visitor information. Members of EP&L some years ago now supported the principle that visitor information and BRTC activities require two different approaches and the result was volunteers Colin Clark (who also designed the logo for community events and BRTC sponsored events) and Clive Mott developed www.bognor.today as a mobile friendly website which is regularly top of Google for events and linked to the pier east webcam, now joined by westcam receiving up to 3,000 hits a week. These important volunteer additions are not presently supported by BRTC although commercial organisations such as BID 'automatically' receive promotion on our media and posters.

Cllr Mrs Daniells' suggestion to look at LED screens on lampposts should also be investigated.

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AGENDA ITEM 11 - CONSIDERATION OF A PROPOSAL BY CLLR. BROOKS REGARDING "BRAND PROTECTION" AND THE USE OF "OFFICIAL TITLE" BY OTHER COMMERCIAL ORGANISATIONS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

Members are invited to consider Cllr. Brooks proposal as detailed in his report appended to this report. **(APPENDIX 1)**

Members should note that the matter of the use of the Town Council logo has been discussed previously by this Committee and extracts from the minutes and associated appendices are attached to this report **(APPENDIX 2 & 3)**

DECISION

How do Members wish to proceed?

Report from Cllr. Brooks

The name Bognor Regis is well-known and commercial organisations produce all manner of printed material claiming their publications are 'official'. Skegness and other councils in the UK take steps to ensure the title 'official' is protected so that businesses that increase their sales or promotion by using the title 'official' have first to come to agreement with their local council which would likely involve money being paid to the council. At present we let others make extra profit from using the title 'official' where we could be accruing extra funds for our council through adopting a more business-like approach.

Similarly I would argue our Town Crest and logo should also be protected against 'misuse'.

Extraordinary Meeting of the Events Promotion and Leisure Committee 24th August 2017

54. CONSIDERATION OF POLICY FOR THE USE OF BOGNOR V BOGNOR REGIS AND TOWN LOGO STYLE

The Chairman reported that he thought there should be guidelines determining the use of both Bognor v Bognor Regis and the Sunniest Bognor Regis Logo.

Members were asked to consider his proposal for guidelines as follows:

With regard to the Sunniest Bognor Regis Logo, the Chairman reported as follows :

"Guidance for the use of Bognor Regis Town Logo on printed matter and social media.

*Details of the logo and advice on correct and incorrect presentation of the logo as detailed in **Appendix 2**.*

Copyright of the logo is owned by Bognor Regis Town Council, having been assigned by the artist.

Whilst a range of different presentation of the logo in line with the attached guidance is permitted, including enlargement and reduction, the proportions of the logo must not be distorted.

Third parties applying to use the logo must submit a proof before use and obtain written permission from Bognor Regis Town Council.

Bognor Regis Town Council may change the logo, or create a new one, as required."

Following discussion, the guidance notes were **AGREED** by those Members present.

With regard to the Use of Bognor Regis V Bognor, the Member reported as follows :

"Many residents are proud of the suffix "Regis" and use it. However, in conversation, they will often just say "Bognor" which they consider more friendly. Some residents believe the suffice was a misguided attempt to "posh-up" our Town and its use or non-use doesn't matter.

Some residents and businesses in our postal district do not put "Bognor Regis" on their address.

Guidance for Councillors and staff on the correct use of our Town name.

Councillors can request third parties to use the Towns full name but cannot insist.

However, we may expect the full name to be used by other authorities, map and guide makers, leading brand businesses, postal services, transport operators, well-known organisations etc. and encourage the use of Bognor Regis by lobbying or correspondence.

We should encourage "Made in Bognor Regis".

When it comes to third party media coverage, we should recognise that "Bognor" is more commonly used. This can also include works of art and names of TV productions i.e. "Bognor of Bust" "Tim Bognor, Detective" and others. We should welcome any publicity without comment on the name which would only be considered as prudish.

All official correspondence issued by Bognor Regis Town Council should use the full name. However, promotional material such as "Go Bananas for Bognor" would not work with the full name, so must be permitted.

When talking to the Press and other agencies about Bognor Regis, Members and staff should always use the full name when discussing "official" matters as a representative of the Council.

When responding to the age-old comment about what King George actually said, I have always said that the King was misheard and when asked to name a good place for convalescence he actually said, "Book at Bognor". Best make a joke of the matter and be positive about our Town with reminders such as Queen Victoria's quote "dear little Bognor" and other positive comments from that era."

During discussions, a Member commented that he thought that it was unnecessary and pedantic, and people should be allowed to use either variation.

*Following discussion, the guidance notes were **AGREED** by those Members present.*

GUIDANCE FOR THE USE OF BOGNOR REGIS TOWN LOGO **ON PRINTED MATTER AND SOCIAL MEDIA**

The following four guidance points were agreed by the Town Council at a meeting of the Events, Promotion and Leisure Committee held on 24th August 2017

- i) Copyright of the logo is owned by Bognor Regis Town Council, having been assigned by the artist.
- ii) Whilst a range of different presentation of the logo in line with the attached guidance is permitted, including enlargement and reduction, the proportions of the logo must not be distorted.
- iii) Third parties applying to use the logo must submit a proof before use and obtain written permission from Bognor Regis Town Council.
- iv) Bognor Regis Town Council may change the logo, or create a new one, as required.

Suggested formats to use depending on the background colour. It's important to keep the same logo format/layout even on different backgrounds as it then becomes recognisable wherever it is used. A logo is the brand mark of any organisation that has one.



The full colour logo used for plain white backgrounds. Original colours used are on the second page of this document.



Using a custom colour overlay to match the content can be a different way of using a logo whilst still retaining a strong logo brand.



A transparent white logo works well on a black or other dark coloured backgrounds. The logo could also be reversed to black on light coloured backgrounds. Either way, the logo still retains the brand.

Example below of using a full colour transparent logo and a white transparent logo - the white stands out better making the brand stronger and instantly recognisable.



Colours

Original colours used when creating the logo:

PRINT colours CMYK

Orange

C - Cyan 0%
M - Magenta 35% Y - Yellow 87%
K - Black 0%

Dark Blue

C - Cyan 99%
M - Magenta 96% Y - Yellow 4%
K - Black 0%

Mid Blue

C - Cyan 87%
M - Magenta 52% Y - Yellow 0%
K - Black 0%

Light Blue

C - Cyan 70%
M - Magenta 15% Y - Yellow 0%
K - Black 0%

WEB colours RGB

Orange

RED - 254
GREEN - 166
BLUE - 28
Hex No. # fea61c

Dark Blue

RED - 20
GREEN - 7
BLUE - 122
Hex No. #14077a

Mid Blue

RED - 41
GREEN - 83
BLUE - 163
Hex No. #2953a3

Light Blue

RED - 79
GREEN - 161
BLUE - 202
Hex No. #4fa1ca

If required, any other formats of the Sunniest logo such as the ones suggested in this document can be supplied on the understanding that Bognor Regis Town Council will own the copyright.

**BOGNOR REGIS TOWN COUNCIL
ONLINE EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING
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AGENDA ITEM 12 - CONSIDERATION OF A PROPOSAL BY CLLR. BROOKS TO COMPILE A STOCK PICTURE/PHOTO LIBRARY FOR PROMOTIONAL AND TO REVIEW THE CURRENT PERMISSIONS FORM TO ALLOW USE OF ANY IMAGES THAT INCLUDE INDIVIDUALS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

Members are invited to consider Cllr. Brooks proposal as detailed in his report appended to this report. **(APPENDIX 1)**

In addition to Cllr. Brooks report, Members are asked to note a BRTC permissions form was produced a while ago and has recently been updated to refer to GDPR. Copies are carried by the Events Officer. **(APPENDIX 2)**

Photographs taken by the Events Officer at any of the BRTC Events which are intended for promotion or marketing purposes are only used with the permissions of those included in the photograph and no names are publicised (unless requested by the press then permissions are obtained). BRTC also have an extensive library of photographs of local images that are regularly catalogued and updated. These images are taken all year round and at varying times of the day to ensure a broad assortment is available.

DECISION

Members are invited to advise how they wish to proceed?

Report by Cllr. Brooks

I would argue that our present stock of images needs updating and point to the present use of the same images used year on year on our website etc. For most promotions it is accepted that pictures with people in are best, but this now involves seeking permission. Arun produced a 'permission' form for this when data protection came in but we still don't have a version for BRTC, even though the wording will probably be the same.



BOGNOR REGIS TOWN COUNCIL

Photography Consent Form

Use of recorded images

To comply with the terms of the General Data Protection Regulation, Bognor Regis Town Council requires permission for images of you/your child to be taken and used for publicity or promotional purposes.

Any photography will be taken by a photographer from Bognor Regis Town Council or one of its partners, and photographic identification will be displayed on that person.

Please answer the questions below to indicate your consent:

1. May we use images of you/your child in publicity for events held by Bognor Regis Town Council or it's partners and other promotional material?

This publicity may include, but is not limited to, items in the local media, the Bognor Regis Town Council Website and Social Media channels, newsletter, or that of its partner's leaflets, flyers, brochures and posters.

Yes/no

2. May we hold the image on our database for a period of up to 5 years?

Yes/no

3. May we use you/your child's full name (to include first name and surname to accompany this image?

Yes/no

I hereby consent /do not consent to my/my child's photograph being taken by a photographer of Bognor Regis Town Council or one of its partners

I understand that any such image may be used for promotional/publicity purposes in connection with Bognor Regis Town Council business or that of its partners. These images will be used expressly for this purpose and not passed on to any third party, except when a third party is working as a contractor on behalf of Bognor Regis Town Council.

Signed Date

Please print your name

Name of child (if applicable)

Address

.....

.....

**BOGNOR REGIS TOWN COUNCIL
ONLINE EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING
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AGENDA ITEM 15 - CONSIDERATION OF A PROPOSAL BY CLLR. BROOKS TO PRODUCE A FREESTANDING POSTER/DISPLAY IN BUTLIN'S AND TO FURTHER IDENTIFY AND ASSOCIATED BUDGETARY REQUIREMENTS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

Members are invited to consider Cllr. Brooks proposal as detailed in his report appended to this report. **(APPENDIX 1)**

In addition to Cllr. Brooks report, Members are asked to note that the Civic and Office Manager sent the following email to the Butlins Resort Director in July but to date has not received any response:

*"At the presentation you gave on Tuesday evening, following a query from Cllr. Jim Brooks, you kindly agreed that some of the poster sites on resort could be used to display promotional material for the local Town.
Are you able to provide details of the number of potential sites available, the dimensions of these sites, and whether Butlin's are able to produce the posters?"*

DECISION

Members are invited to advise how they wish to proceed?

Report from Cllr. Brooks

Butlin's agreed years ago that we could place promotional material for our town's attractions and events within their centre. This has never been followed up even though it is recognised that Butlin's guests are vital to the town's economy. Jeremy Pardey has now agreed to allowing a free-standing leaflet/poster display in Butlin's and we have money in our budget to take this forward. Including an LED screen in the display would mean updating could be 'automatic' via the internet.

**GENERAL CORRESPONDENCE FOR EVENTS PROMOTION & LEISURE
ONLINE COMMITTEE MEETING
20th OCTOBER 2020**

1. Email from member of the public re Mini Golf and noise from funfair
– previously circulated to Members