



# 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](mailto:bognortc@bognorregis.gov.uk)

Dear Sir/Madam,

## MEETING OF THE EVENTS, PROMOTION AND LEISURE COMMITTEE

I hereby give you Notice that a Meeting of the Events, Promotion and Leisure Committee of Bognor Regis Town Council will be held in The Council Chamber, The Town Hall, Clarence Road, Bognor Regis at 6.30pm on MONDAY 16<sup>th</sup> MAY 2022.

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. An opportunity will be afforded to members of the public to put Questions/Statements to the Committee during an adjournment shortly after the meeting has commenced. (NOTE: Members of the public will be asked to provide their name and are encouraged to put questions/statements in advance, in writing. Priority will be given to written questions/statements and these should be restricted to the functions of this Committee.) Any written question received by 9am on Monday 16<sup>th</sup> May from members of the public not able to attend the Meeting in person, will be read by the Chairman during this adjournment.

DATED THIS 10<sup>th</sup> MAY 2022

TOWN CLERK

THE AGENDA and BUSINESS to be TRANSACTED is:

1. To note the appointment of the Chairman and Vice-Chairman as agreed at the Annual Town Council Meeting on the 9<sup>th</sup> May 2022
2. Chairman's Announcement and Apologies for Absence
3. Declarations of Interest:  
Members and Officers are invited to make any declarations of Disclosable Pecuniary, Other Registrable 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, Other Registrable 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 or Other Registrable 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
4. To APPROVE the Minutes of the Meeting held on 21<sup>st</sup> March 2022
  5. Adjournment for public questions and statements
  6. Clerk's Report
  7. Appointment of the Allotments Sub-Committee
  8. To consider the Terms of Reference for the Events, Promotion and Leisure Committee and the Allotments Sub-Committee and to make any necessary recommendations on proposed changes to the Policy and Resources Committee
  9. Update on proposals for Events Programme for 2022 including ratification of decisions where required
  10. To receive an update on Christmas Illuminations and agree any action required
  11. Consideration of a proposal by Cllr. Mrs. Daniells to outsource the Christmas Lights Switch-On event - Min. 83 refers
  12. Consideration of a proposal by Cllr. Mrs. Daniells to review the '**Follow the Ducks**' Campaign - Min. 83 refers
  13. Consideration of a proposal by Cllr. Mrs. Daniells to consider and explore developing a simple BRTC smartphone App - Min. 83 refers
  14. Further consideration of a proposal by Cllr. Brooks regarding "brand protection" and the use of "official title" by other commercial organisations – Min. 120 of the meeting held 16<sup>th</sup> November 2020 refers
  15. Consideration of a proposal by Cllr. Brooks to consider a review of the Bognor Regis Town Council Poster Policy – Min. 83 refers
  16. Consideration of a proposal from Cllr. Brooks to consider new poster sites on the promenade – Min. 83 refers
  17. To further consider a Zoom exchange with similar sized seaside resorts – Min. 74.5 refers
  18. Items for Future Agenda
  19. Correspondence

THERE IS A LIFT AVAILABLE AT THE TOWN HALL FOR ACCESS TO THE  
COUNCIL CHAMBER IF REQUIRED

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 1 – TO NOTE THE APPOINTMENT OF THE CHAIRMAN AND VICE-CHAIRMAN AS AGREED AT THE ANNUAL TOWN COUNCIL MEETING ON THE 9<sup>th</sup> MAY 2022

REPORT BY THE PROJECTS OFFICER

FOR NOTING

At the Annual Town Council Meeting, held on 9<sup>th</sup> May 2022, Members agreed that Cllr. Kenton Batley be appointed as Chairman of the Events, Promotion and Leisure Committee for the 2022/23 municipal year and that Cllr. Phil Woodall be appointed as Vice-Chairman.

DECISION

Members are asked to NOTE the appointment of Cllr. Batley as the Chairman, and Cllr. Woodall as Vice-Chairman, of the Events, Promotion and Leisure Committee for the 2022/23 municipal year.



# 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](mailto:bognortc@bognorregis.gov.uk)

## MINUTES OF THE MEETING OF THE EVENTS, PROMOTION AND LEISURE COMMITTEE HELD ON MONDAY 21<sup>st</sup> MARCH 2022

### PRESENT:

Cllrs: J. Brooks J. Erksine, M. Stanley,  
Mrs. J. Warr, B. Waterhouse and P. Woodall

### IN ATTENDANCE:

Mr. M. Hall (Projects Officer)  
Miss. K. Fitzpatrick (Events Officer) (part of  
meeting)  
Mrs. G. Frost (Town Clerk) in the public gallery  
Cllr. S. Goodheart in the public gallery  
3 members of the public in the gallery

*The Meeting opened at 6.30pm*

### 70. **CHAIRMAN'S ANNOUNCEMENT AND APOLOGIES FOR ABSENCE**

In the absence of the Chairman of the Committee Cllr. Batley, the Vice-Chairman, Cllr. Brooks took the Chair.

**The Chairman welcomed everyone present and read the Council's opening statement.**

Apologies for absence were given by the Projects Officer, on behalf of the Chairman Cllr. Batley due to childcare commitments, Cllr. Mrs. Daniells due to annual leave, and Cllr. Reynolds due to work commitments.

### 71. **DECLARATIONS OF INTEREST**

The Chairman addressed those Members present to ask if they wished to confirm any declarations of Disclosable Pecuniary, Other Registrable and/or Ordinary Interests that they may have in relation to items on this Agenda.

As noted on the Agenda, Members and Officers should make their declaration by stating:

- a) the item they have the Interest in
- b) whether it is a Disclosable Pecuniary, Other Registrable 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 or Other Registrable 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 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 neither take part in discussion, nor vote on the item.

As per the Agenda, it is **each Member's own** responsibility to notify the Monitoring Officer of all Disclosable Pecuniary, Other Registrable 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 as an Arun District Councillor on Agenda items 6, 10 and 12. He also declared an Interest in Agenda items 7 and 8 as his company occasionally hires equipment to events, however none of the events are ones in which Cllr. Brooks stands to gain any financial benefit from. Cllr. Brooks advised if this was to change, he would inform this committee.*

*Cllr. Stanley declared an Ordinary interest as an Arun District Councillor on Agenda items 6, 10 and 12.*

72. TO APPROVE THE MINUTES OF THE MEETING HELD ON 17<sup>th</sup> JANUARY 2022

Members were asked if there were any objections to the Minutes of the Meeting, held on the 17<sup>th</sup> January 2022.

There being no objections, the Committee RESOLVED to APPROVE the Minutes of the Meeting held on 17<sup>th</sup> January 2022 as an accurate record of the proceedings and the Chairman duly signed them.

73. ADJOURNMENT FOR PUBLIC QUESTIONS AND STATEMENTS

*The Chairman adjourned the Meeting at 6.35pm*

A Member, who was seated in the public gallery, asked for clarification on the funding of the Funshine Days to which the Events Officer confirmed the budgets have already been agreed for the current year. The Member then queried the October burning of the beacon and how the money set aside for

this would be used. The Chairman confirmed this topic would be discussed under Agenda item 8 and that the amount of £600 is allotted out of which £187 has been allocated for Town Force hours and potentially more for Officer hours. The Chairman queried whether the Member had any preference of musical genres and in response it was suggested that the Bognor Community Band be considered to play at the event.

Regarding the four Sunday Concerts throughout the year, the Member asked if the budget was set at £2,500 and how these were broken up. The Events Officer informed the Committee that the budget from Bognor Regis Town Council is £1,250 for these events. This was being match-funded by The Rotary Club of Bognor Regis, however not in a monetary sense, and would be through their staff time, planning of the event, promotion, sourcing of the bands, first-aid, security, and marshals.

In response to a final query where the publicity and promotion budget sits, a Member of the Committee confirmed that it falls within the remit of this Committee and the annual amount per year is £1,200 as it has been for the past 3 years.

*The Chairman reconvened the Meeting at 6.45pm*

#### 74. **CLERK'S REPORT**

##### 74.1 Meeting of the Climate Change Topic Team - 17<sup>th</sup> January 2022 - Min. 58 refers

At the previous meeting, a member of the public asked when the next Climate Change Topic Team meeting would be held. As of the 12<sup>th</sup> of April 2021, Members agreed to change the name of the Climate Change Topic Team to the Climate Emergency Focus Group. The Projects Officer is currently seeking agreement from the membership of the Group for a suitable date to meet at the end of March. Members were asked to note that this Group reports directly to the Community Engagement and Environment Committee and not this Committee.

##### 74.2 Test burn of the Beacon - 17<sup>th</sup> January 2022 - Min. 59.1 refers

Town Force carried out a successful test burn of the Beacon on Monday 24<sup>th</sup> January 2022, with Cllr. Brooks, the Town Force Manager and the Projects Officer in attendance.

##### 74.3 **Update on Butlin's poster locations** - 17<sup>th</sup> January 2022 - Min. 59.4 refers

The **Projects Officer contacted the PA of Butlin's Director Jeremy Pardey** on 14<sup>th</sup> February 2022 for an update on this matter. On 23<sup>rd</sup> February 2022 a response was received stating a review of their poster policy is taking place, **and Butlin's will contact Bognor Regis Town Council once this has concluded.** Further attempts have been made to progress this further with Butlin's but, as yet no response has been received ahead of this meeting.

74.4 Update on lamp post banners - 17<sup>th</sup> January 2022 - Min. 59.5 refers A Planning Application is in the process of being submitted to Arun District Council, however due to complex documentation requirements these need to be reviewed by a technical designer and meet National Validation Requirements. Should additional lamp post banner sites be desired then this would incur extra costs and would, therefore, need to be proposed as a future agenda item using the adopted form.

74.5 Zoom exchange with similar sized seaside resorts to share experiences and ideas in relation to promotion  
Contact has been made with town and parish councils in Bridlington, Burnham-on-Sea, Clevedon, Dawlish, Deal, Lymington, Morecambe, and Teignmouth – all of which are similar in size to Bognor Regis. It was explained to these councils that whilst the remit of tourism, and any associated office, falls to our District Council, the Town Council are still keen to play their part in actively promoting our seaside resort and would be interested in hearing how similar councils might promote their parishes as a tourist destination. An invite has been extended to join Bognor Regis **Town Council at an informal Zoom meeting to listen to one another's** experiences and to share ideas on how, as town and parish councils, we can play our part in promoting tourism. Responses were requested by no later than 31<sup>st</sup> March and, to date, two councils have expressed an interest in accepting the invitation.

**In the meantime, the Town Council have signed up to NALC's Coastal Communities Network Forum** allowing for an opportunity to meet online with councils, located in coastal communities, around the country to share best practices.

Members are reminded that any request to sign up to a specific promotions training course, that comes at a cost, will be referred to the Policy and Resources Committee for budget approval.

74.6 Christmas Illuminations Switch-On - 15<sup>th</sup> November 2021 - Min. 50.8 refers  
Back in 2019 the Town Council was approached by ADC to consider match-funding a budget provision of £25k within the 2020/21 financial year to be used for town centre events as part of an initiative to innovate and regenerate town centres. Despite some concern by Members, the Town Council made provision of a one-off allocation of £25k for that financial year. This was not identified as revenue expenditure, as it had not been clear in the initial approach from ADC about this being an annual activity and therefore it was not being met by the parish precept. Members agreed to support the initiative in principle but required further detailed information on what the funds were to be used for before ratifying the decision to release any of the funding. Despite a proposal being put forward for a

project in 2020/21 to utilise £15k of the budget, the Council considered this in detail resulting in a decision not to continue to support and contribute to the ADC proposal. The £25k allocation was therefore removed from the budget and the ADC match-funding lost.

The Town Clerk has recently been made aware that a budget provision for match-funding was also made in 2021/22 by ADC. The Clerk has therefore been in liaison with ADC Officers to establish whether the Town Council could meet the criteria that would allow the release of this funding before it is lost at the end of the financial year.

As Members will be aware, the Town Council has committed a £50,000 budget with a £5,000 contingency to secure a three-year contract for new Christmas displays for the town commencing in 2022. Discussion had also previously taken place about the Committees desire to repeat the very successful digital projection in the Town Centre again for this coming Christmas and that the Events Officer be asked to seek sponsorship for match-funding to enable this enhancement to the Christmas Switch-on event to take place. It was felt by the Clerk that the digital projection may meet the ADC criteria and allow for release of some funding.

The Town Clerk has therefore proposed to ADC that some of this match-funding be used towards enhancing the Christmas Switch-on event to enable the provision of a digital projection once again as was done during the pandemic, which was so well received by so many people. This funding, **alongside the Town Council's significant increase in funding for the Christmas Lights this year and the BID's additional installations and Christmas activities** can only help to promote the town, increase the footfall and boost the economy thereby helping the local traders.

Following further liaison with ADC Officers it has been agreed that this proposal would fulfil their criteria requirements and £12,500 has now been secured, which will allow for the digital projection to take place.

75. FINAL UPDATE AND RATIFICATION OF EXPENDITURE ON EVENTS PROGRAMME FOR 2021

The Events Officer's report was NOTED.

Members NOTED the finances for the main Town Council events in 2021 and RATIFIED the underspend of £3,204.65.

76. CONSIDERATION OF ALLOCATION OF TOWN FORCE TIME FOR THE '2022 JUBILEE STREET PARTY ON THE PROM' EVENT (IF REQUIRED)

The Projects Officer's report was NOTED.



Members noted that 45 hours had been requested for this event by the organisers. The Events Officer confirmed that due to the Street Party being on a Sunday, the Town Force hours would be charged at double time, so the physical time of Town Force availability for the event is essentially 22.5 hours.

Members unanimously AGREED to allocate 45 hours of Town Force time to **the '2022 Jubilee Street Party On The Prom' Event** whilst noting that this would equate to 22.5 man hours.

77. UPDATE ON PROPOSALS FOR EVENTS PROGRAMME FOR 2022 INCLUDING RATIFICATION OF DECISIONS WHERE REQUIRED

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

- 77.1 A Member queried if the Events Officer had any further information on the £50 administration charges now being charged by ADC and whether it was applicable to all Event Organisers. The Events Officer confirmed the charge is per event, commenced in 2022 and there is a full break-down table for Town, County, Parish Councils, Profit, Non-Profit organisers, and the charge is applicable to all. The Member suggested writing to ADC to see if it would be possible to waive this administration charge as ADC had not previously charged and it also goes against ADC support of local businesses. The Committee supported this action and agreed a letter should be sent. It was also suggested that dual hatted Councillors should raise this issue with ADC.

77.2 **Book Day - 13<sup>th</sup> April 2022**

The Book Day was originally taken from the programme due to budget cuts, but the Events Officer was tasked with trying to find another way to fund the event. Due to time constraints, it is unlikely that funds could now be secured to allow this event to run as a standalone event. It is therefore the Officer recommendation that the original proposal of incorporating the popular elements of the Book Day in the Kidszone of Drive Through Time for 2022 only be considered.

To enable the Kidszone to be increased to that of a significant level it is the Officer recommendation that the remaining underspend from the 2021 Events programme (after the purchase of bunting for the **Queen's Jubilee** - Min. 63.2 refers) of £2,386.25 be vired over to the Drive Through Time event.

Members unanimously RESOLVED to vire £2,386.25 from the 2021 event programme underspends to enhance the Kidszone element of the Drive Through Time 2022 event.

77.3 **Celebrations and Commemorations to Mark The Queen's Platinum Jubilee - 2<sup>nd</sup> - 5<sup>th</sup> June 2022**

Members NOTED that Bersted Arts Choir will be performing at the Beacon Lighting. It was further NOTED that a Firework display from the end of the Pier will be replacing the Aerial pyrotechnic display.

Members RATIFIED the expenditure for the bunting of £818.40, and the Chairman asked if Town Force could criss-cross the bunting between the catenary wires as had been done previously.

Following the approach from M&Co as detailed in the report, Members AGREED for the Events Officer to liaise with M&Co on some form of collaboration for the Beacon Lighting Event.

The Chairman allowed Cllr. Goodheart to update Members from the public gallery in connection with his proposal that the bullnose, which houses the beacon brazier, be painted red, white and blue for the Jubilee celebrations. **Cllr. Goodheart confirmed that ADC's Property Department would cover** both the cost of the materials and the labour, and this would be a good opportunity to encourage local artists to take part in this piece of work. A Committee Member confirmed that it would be an ADC led project and stated he would like ADC Councillors to provide updates to this Committee. Cllr. Goodheart confirmed that he will provide further information to this Committee at the next meeting.

Members AGREED with Cllr. Goodheart's proposal for ADC to take this project forward working with others to enhance the bullnose area on the **promenade in time for the Queen's Platinum Jubilee** celebration events in June.

Members noted the information within the report and AGREED to take part in the Platinum Jubilee Story QR based Trail though Bognor Regis.

77.4 **Drive Through Time - 3<sup>rd</sup> July 2022**

There were no updates, however the Chairman stated that previously some Members expressed a wish for this event to relocate to the seafront and Place St Maur, but this could not happen this year due to the works going on around the Regis Centre. As next year marks the 10<sup>th</sup> Anniversary of this event, the Chairman suggested to the Events Officer to potentially make this event bigger to which the Events Officer concurred.

77.5 **Proms in the Park**

Members NOTED the date for the Proms in the Park is 17<sup>th</sup> September and not the 10<sup>th</sup> September, as this date was previously reported incorrectly.

77.6 Funshine Days

Members NOTED the finalised programme of events for the Funshine Days running Tuesday to Thursday on weekdays from 2<sup>nd</sup> to 25<sup>th</sup> August with the first two weeks of the programme taking place on the Prom bandstand.

There were no decisions to make, however the Chairman asked the Events Officer about the possibility of having a list of all Bognor Regis Town Council events in one central location. The Events Officer advised that due to the events taking place on ADC land, permission is first needed before the advertising of the events can take place.

Details of the Funshine Days are also sent out via the Primary Times which goes out in 55,000 school bags across the County.

77.7 **Beacon Lighting to Commemorate Sir Richard Hotham's Birthday** - 5<sup>th</sup> October 2022

The Chairman noted the Town Force hours and materials for the Beacon lighting and noted that should the Events Officer be required at any event then additional hours and administration costs could occur. The conversation then turned to the preference of musical genres for the event and the Events Officer updated the Members on their preferences for Bognor Regis Town Concert Band, a Folk Band, and Soft-Reggae Band.

77.8 Christmas Illuminations Switch-On - 26<sup>th</sup> November 2022

The Events Officer referred to the match-funding which had been secured from ADC for a digital projection and how this now widens the options available for this event. The Events Officer would now put together 2 Gold Packages proposals that would be presented at the next Committee Meeting for Members consideration.

77.9 Sunday Afternoon Concerts, series of events over the Summer - TBC

The Events Officer gave a brief overview on the series of Sunday Afternoon Concerts as detailed in her report, which is presently waiting for approval from ADC. A Member asked if any of the performances could take place at the Bandstand, to which the Events Officer said that would be investigated. In answer to a query regarding whether it would be possible to have 2 genres of music for each event, the Events Officer advised Members that each concert would have 1 vocal and 1 instrumental performance.

*The Events Officer left the meeting*

78. TO RECEIVE ANY SUGGESTIONS FROM COUNCILLORS TO BE INCLUDED AS PART OF A STRICTER BRIEF TO BE DRAWN UP AND CIRCULATED TO COMMUNITY-BASED ARTISTS IN RELATION TO SEAFRONT POSTERS AND TO IDENTIFY AND AGREE A BUDGET FOR ASSOCIATED COSTS FOR THE PRODUCTION – MIN. 64 REFERS

The Projects Officer's report and appendices were NOTED.

The Chairman advised the Committee Members that 2 proposals were submitted for this item, 1 from Cllr. Mrs. Daniells and 1 from Cllr. Brooks and a member of the public.

The Chairman highlighted the focus of the item is for Members to agree to the specifications to aid members of the public to provide artwork/photographs that will meet the requirements in terms of size, quality, QR codes etc for their work to be accepted as submissions of work. The Chairman commented that whilst the 2 proposals were from 2 different sources, they are very similar, and the only difference was that Cllr. Mrs. Daniells proposed to only use photographs but stated the proposal from himself and a member the public allows for artwork and photographs. Furthermore, the Chairman stated the previous Projects Officer had prepared photo permission forms that would allow the use of photographs of the public without the need to blur faces/cover identity.

A Member acknowledged the work by Cllr. Brooks and a member of the public and wanted to clarify that the proposal presented is for 3 different types of layout, these being; the attractions (of Bognor Regis), community artwork and lastly event-based posters. The Member was in support of the proposal on the proviso that serious thought would go into where each type would go but the main theme would be attraction and community art, with events posters coming over the top as and when required. He would like to see if more emotive subject matters could be incorporated.

In terms of production, the Member did raise awareness to what the posters would be made from going forward and to highlight this as potentially a future agenda item. Furthermore, consideration should also be given to the potential opportunity to take ownership of these poster sites, in terms of maintenance of the whole poster site structures, for a more streamlined process and whether Bognor Regis Town Council would be able to take this on. The Chairman agreed that this should be investigated at another meeting.

Another Member stated he felt the Committee should not be limited by only using photographs but did concur they do lend themselves to creating more evocative imagery. He spoke in support of Cllr. Mrs. Daniells proposal on layouts, use of negative space but gave caution on the use of too much text over imagery and his preference for specific layouts over others.

The Chairman highlighted that using the proposal from himself and a member of the public gives a wider option of layouts and was welcoming to any changes such as font size and ensuring there is consistency across all poster sites. In addition to this the Chairman also answered a query on how the QR codes work.

Following the discussion Members AGREED the final brief and design in line with the proposal presented by the Chairman and a member of the public for the seafront posters for the coming season.

Members further AGREED to RESOLVE that the associated costs for the production of the artwork be funded from the remainder of the current **year's Publicity/Promotions Budget with any shortfall being covered from the new 2022-2023 budget.**

A Member suggested that the Chairman write to the member of the public to thank them for their work.

79. TO RECEIVE A PRESENTATION OF NEW DESIGN IDEAS BEING TAKEN TO ADC FOR THE PROMENADE BANDSTAND WIND SHIELDS AND TO CONSIDER WHETHER A LETTER PERTAINING TO THESE SHOULD BE SENT TO ADC IN SUPPORT – MIN. 67 REFERS

The Projects **Officer's report** and appendices were NOTED.

The Chairman gave a brief overview of the current limitations of the renovated bandstand, with there being no accessible PA system, no stackable chairs, and the lack of wind shields. He then presented to the Committee images of the 4 strong clear sheeting windshields which are currently held at the Town Force lockup and expressed the view that a letter should be sent to ADC stating these shields would be available for use at the bandstand. In answer to a query as to how these would attach to the bandstand, Members were provided with details of the suggested clip fittings that could be used to replace the current ratchet straps. The Chairman stated that should wind speeds exceed a certain measurement (30mph), then the bandstand should not be used.

A Member asked for clarification as to whom members of the public or organisers looking to use the bandstand would need to contact to use the suggested windshields. It was advised that this would need to be through the Town Council office. A point was also raised that as the suggested windshields would be the property of Bognor Regis Town Council, then it would be down to Town Force to fit the windshields due to the insurance liability. This would also be subject to Town Force Members availability

Following further discussion, Members AGREED **to make the Town Council's** windshields available for hire by event organisers with an increased deposit cost suggested as £350 at the previous meeting, Min. 67 refers. It was further AGREED that a letter be sent to ADC to advise ADC of the Committees decision.

NOTE: *Prior to making the windshields available to event organisers, confirmation will first need to be sought from ADC as the responsible*

*authority, that they are in agreement for the windshields to be used on the newly renovated bandstand.*

80. PROPOSAL TO PRODUCE A TOWN MAP DISPLAY BOARD WITH PAPER DISPENSER AND SUBJECT TO AGREEMENT TO PROCEED, TO CONSIDER THE ASSOCIATED COSTS AND IDENTIFY A BUDGET – MIN. 59.3 REFERS

The Projects **Officer's report** and appendices were NOTED.

The Chairman allowed Cllr. Goodheart to introduce this item from the public gallery and he advised that there is currently a map produced by the BID which could be used within this project. The map could potentially be sold to members of the public at a cost of £1 via a dispenser attached to several fixed map locations throughout Bognor Regis Town.

Comment was made that that there are currently several large-scale maps in situ, and it was questioned whether this project would duplicate the work already taken on by other stakeholders such as the BID and wayfinding projects. It was also noted that Chichester has dispensing maps which are free, but they are often left as litter on the streets, and this directly goes against creating a better environment policy when smartphones could enable the public to environmental wayfinding in the Town.

From the public gallery, it was suggested that all stakeholders need to be working together to avoid duplication and this project could be put on hold until the wayfinding proposal currently being worked on has been progressed. It was noted that the Executive Director of The Bognor Regis Regeneration Board, was already in discussion with the Town Clerk about attending a meeting to talk to Members about the wayfinding proposal. It was therefore AGREED that no further action should be taken at this time to allow for the wayfinding proposals to be considered first. There could then be further discussion by the Committee at a future meeting to decide the best way to proceed with this proposal.

81. TO DISCUSS THE RECENT CHANGES MADE TO THE SUSSEX BY THE SEA WEBSITE AND TO CONSIDER AND AGREE ANY NEXT STEPS – MIN. 66.1 AND 68 REFER

*Cllr. Brooks declared an Ordinary Interest as he sponsors the webcam to the west of the pier.*

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

The Chairman gave Members a thorough overview to the recent updates to the Sussex By The Sea website, to which Members had a lengthy conversation on the merit of having the links to the Bognor Regis Town Council website, and webcams reinstated.

Following the discussion, Members AGREED to send a letter to Arun District Council to call for reinstatement of the **'Sunniest Bognor Regis' logo, Town crest, and links to the Town Council's website and Facebook pages** on the **'Sussex by the Sea' website**.

The Chairman advised that he would draft a letter and circulate this to Members of the Committee for agreement before submission.

82. TO CONSIDER THE REVISED QUOTATION FOR BOGNOR REGIS CHRISTMAS ILLUMINATIONS 3-YEAR CONTRACT 2022/24 FROM LITE AND AGREE HOW TO PROCEED – MIN. 38 REFERS

The Projects **Officer's report** and the appendix detailing the four package options for the new 3-year contract for Christmas Illuminations was NOTED.

**As detailed in the Projects Officer's report the increase in prices since the original quote from the vendor was noted.** Some Members were interested in cost savings to reduce the annual fee; however, it was commented that the overall savings would be minimal over the 3-year contract period and as there is the budget for Option 1, this would ensure a consistent lighting theme throughout the Town.

Members AGREED in principle to Option 1, under the proviso that the BID be approached to come to an arrangement to cover the lights for The Queensway.

83. ITEMS FOR FUTURE AGENDA

**The Projects Officer's report** and the appendix was NOTED.

Members AGREED to include the following proposals on the next Events, Promotion and Leisure Committee Meeting Agenda: –

Proposal from Cllr. Mrs. Daniells to outsource the Christmas Lights Switch-On event.

A Councillor queried whether any other Town Council events should also be considered.

**Proposal from Cllr. Mrs. Daniells to review the 'Follow the Ducks' Campaign.**

Proposal from Cllr. Mrs. Daniells to consider and explore developing a simple BRTC smartphone App.

Proposal from Cllr. Brooks to consider a review of the Bognor Regis Town Council Poster Policy.

Proposal from Cllr. Brooks to consider new poster sites on the promenade.

84. CORRESPONDENCE

The Committee noted receipt of correspondence previously circulated.

*The Meeting closed at 8.26pm*



BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 7 – APPOINTMENT OF THE ALLOTMENTS SUB-COMMITTEE

REPORT BY THE PROJECTS OFFICER

FOR NOTING

At the Annual Town Council Meeting held on 9<sup>th</sup> May 2022, Members were appointed to Committees, and it was noted that the membership of the Allotments Sub-Committee comprised of all Members of the Events, Promotion and Leisure Committee.

Members are asked to note that the appointment of the Chairman and Vice-Chairman of this Sub-Committee will be undertaken at the first meeting, to be held prior to the meeting of the Events, Promotion and Leisure Committee. The Clerk will provide a verbal update to Members, confirming the appointments.

Co-opted Members (not entitled to vote): At the Allotments Sub-Committee Meeting to be held prior to the meeting of the Events, Promotion and Leisure Committee, Members will be invited to approve the ratification of the appointment of Mr. G. Delurey, Mr. C. Penfold, Mrs. L. Russell and Mr. S. Slater as non-voting Members of the Allotments Sub-Committee. The Clerk will provide a verbal update of the recommendation from the Allotments Sub-Committee to the Events, Promotion and Leisure Committee.

DECISIONS

Members are asked to NOTE the appointment of the Allotments Sub-Committee, of which all Members of the Events, Promotion and Leisure Committee are Members?

Members are asked to NOTE that the appointment of the Chairman and Vice-Chairman of Allotments Sub-Committee will be undertaken at the first meeting.

Do Members AGREE to RECOMMEND to Council the appointments of: Mr. G. Delurey, Mr. C. Penfold, Mrs. L. Russell and Mr. S. Slater as Allotment Tenant Representatives for 2022/23?

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 8 – TO CONSIDER THE TERMS OF REFERENCE FOR THE EVENTS, PROMOTION AND LEISURE COMMITTEE AND THE ALLOTMENTS SUB-COMMITTEE AND TO MAKE ANY NECESSARY RECOMMENDATIONS ON PROPOSED CHANGES TO THE POLICY AND RESOURCES COMMITTEE

REPORT BY THE PROJECTS OFFICER

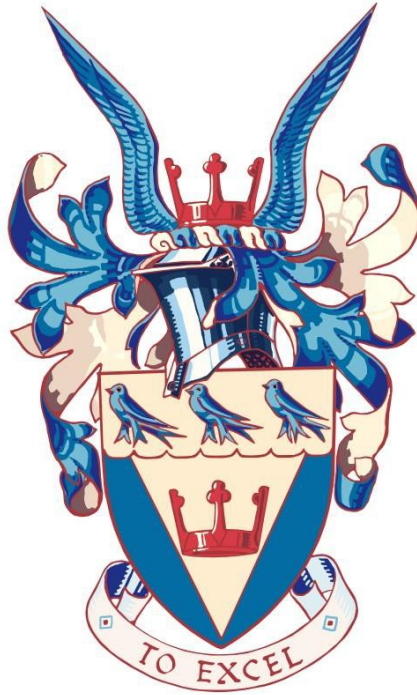
FOR DECISION

Each Town Council Committee considers their Terms of Reference, and those of any Sub-Committees, at the first meeting after the Annual Town Council Meeting and makes recommendations to the Policy and Resources Committee of any amendments they wish to make. The Policy and Resources Committee then consider any amendments and then recommends approval of the Terms of Reference for each Committee to the Council.

A copy of the Terms of Reference for the Events, Promotion and Leisure Committee and the Allotments Sub-Committee are therefore attached for consideration as Appendix 1 & 2.

DECISIONS

Members are asked to review the Terms of Reference for both the Events, Promotion and Leisure Committee and the Allotments Sub-Committee and RESOLVE to RECOMMEND to the Policy and Resources Committee that these be adopted, subject to any additions that the Committee may feel appropriate.



# **BOGNOR REGIS TOWN COUNCIL**

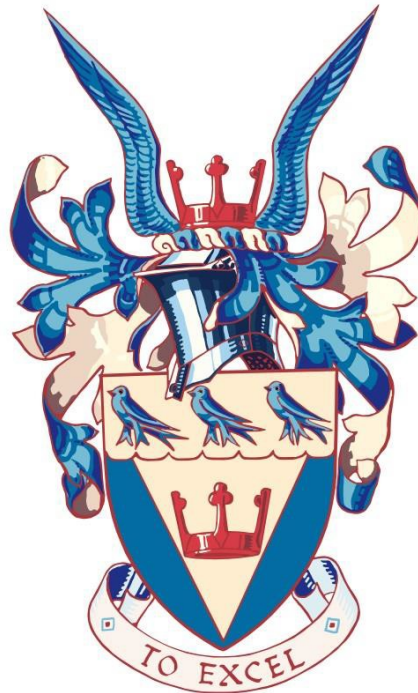
## **TERMS OF REFERENCE**

### **EVENTS, PROMOTION AND LEISURE COMMITTEE**

Adopted by the Council at its Meeting held on **6<sup>th</sup> September 2021**



1.8	To ensure all events are run with due consideration to Health & Safety issues and that Management Plans and Risk Assessments are completed for each event and activity as appropriate. Health & Safety will be the overriding consideration when determining whether an event proceeds	• Town Clerk
1.9.	Develop and deliver a marketing strategy for all Town Council events, ensuring that an appropriate marketing budget is allocated	
1.10	To support local tourism initiatives to promote the town of Bognor Regis including the allocation of funding, providing each project is reported to and agreed by the Events, Promotion and Leisure Committee	
<b>2</b>	<b>Entertainment &amp; the Arts outdoors</b>	
2.1	Power to provide entertainment and support of the arts, Local Government Act 1972, S145	• Committee within policy • Grants to Policy and Resources Committee
2.2	Power to promote lotteries, Gambling Act 2005	• Committee within policy Operational management to Town Clerk
<b>3.</b>	<b>Markets</b>	
3.1	Any matters concerning markets including power to operate markets. Food Act 1984 s50-61 or any charters	• Strategic overview to Committee within policy & budget • Operational management to Town Clerk
<b>4.</b>	<b>Leisure &amp; Recreation</b>	
4.1	Power to maintain land for open spaces, Public Health Act 1875, S164; Open Spaces Act 1906, S9 &10	• Committee for strategic overview • Town Clerk for operational management
4.2	Power to acquire land for or to provide recreation grounds, public walks, parks, pleasure grounds and to manage and control them. Power to provide gymnasiums, playing fields, & boating pools; Local Government Act 1972, Sch 14; Public Health Acts Amendment Act 1890, S44, Local government (Miscellaneous Provisions) Act S19; Public Health Act 1961, s54	• Acquisition to Council • Strategic Management & development to Committee within budget & policy • Town Clerk for operational management
4.3	Management & enhancement of Play areas	• Strategic Management & development to Committee within budget & policy • Town Clerk for Operational management •
<b>5.</b>	<b>Allotments</b>	
5.1	To provide and manage allotments, improve land and let rights under S 23, 26, & 42 of the Small Holding & Allotments Act 1908.	• Operational Management to Town Clerk • Strategic overview & development to Committee
<b>6.</b>	<b>Christmas Lights</b>	
6.1	Provision, directly or indirectly of Christmas lights, Local Government Act 1972. s 144, including sponsorship and maintenance of the High Street Pea Lights	• Committee within budget for overview • Town Clerk for operational management • Grants to Policy & Resources Committee
<b>7.</b>	<b>Meteorological Office</b>	
7.1	Maintenance of the Town Meteorological Office	• Committee within budget • Operational management to Town Clerk
8.	Power to market the Town	• Committee within Policy and Budget



# **BOGNOR REGIS TOWN COUNCIL**

## **TERMS OF REFERENCE**

### **ALLOTMENTS SUB-COMMITTEE**

Adopted by the Council at its Meeting held on **6<sup>th</sup> September 2021**

**BOGNOR REGIS TOWN COUNCIL**  
**TERMS OF REFERENCE: ALLOTMENTS SUB-COMMITTEE**

**This is a Sub-Committee of the Events, Promotion and Leisure Committee**

**9 Members of the Authority and co-opted Members**

**Quorum = 3**

<b>Function of Sub-Committee Column 1</b>	<b>Delegation of Functions Column 2</b>
<ol style="list-style-type: none"><li>1. To maintain good liaison between the Council and Allotment Tenants</li><li>2. To promote the sensible use and advancement of the Allotments within the 5 Wards of Bognor Regis</li><li>3. To promote the use of Allotments by young people who live within the 5 Wards of Bognor Regis</li></ol>	<ul style="list-style-type: none"><li>• Sub-Committee as directed by Committee</li><li>• Town Clerk for operational management</li><li>• Sub-Committee as directed by Committee</li><li>• Town Clerk for operational management</li><li>• Sub-Committee as directed by Committee</li><li>• Town Clerk for Operational management</li></ul>

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE  
16<sup>th</sup> MAY 2022

AGENDA ITEM 9 - UPDATE ON PROPOSALS FOR EVENTS PROGRAMME  
FOR 2022 INCLUDING RATIFICATION OF DECISIONS WHERE  
REQUIRED

REPORT BY THE EVENTS OFFICER

FOR INFORMATION  
& DECISION

The following report by the Events Officer includes updates on event planning since the previous meeting shown in green.

Members are asked to note that ADC administration fees are now being charged to BRTC at £50.00 per event, this was not taken into consideration when budget planning for the 2022 BRTC event programme. The Event Officer will try and absorb the cost back into the individual event budgets; however, this may not be possible for all events.

Book Day - 13<sup>th</sup> April 2022 - Hotham Park

FUNDING FOR THIS EVENT TO BE OBTAINED BY THE EVENTS OFFICER

Budget for 2021- £4,000

Members are asked to advise what book theme they would like for the 2022 Book Day and to agree the budget for the 2022 event. The Officer recommendation is that, based on the 2021 event the same budget of £4,000 would be required.

Book Day has historically fallen in the May Half Term week, but as this week will be filled with Jubilee Celebrations for 2022, so as not to conflict with these events it is the Officer's recommendation that the Book Day for 2022 is moved to the Easter Holidays and held on 13<sup>th</sup> April 2022.

At the previous meeting, the Town Clerk had advised Members that in view of the level of funding recommendations received from other Committees, having liaised further with the Events Officer regarding the level of budgets required, a revised set of recommendations had been prepared to allow for a saving to be made across events. This resulted in the proposal that Book Day could be incorporated into the Drive Through Time Kidszone, saving the budget of £4,000, Min. 50.3 refers.

However, the Events Officer will be looking into alternative forms of funding or sponsorship to enable this event to take place in its entirety, subject to her being able to secure sufficient alternative funding.



Due to time restraints for completion of EMPs within the ADC timeframe the date of the 13<sup>th</sup> April was no longer a feasible option for the possibility of sourcing funding. The only other viable option for the Book Day would have been in June, with this being the month of the Queen's Platinum Jubilee it is already heavy with events and would be lost.

Because of the unlikelihood of securing funding to allow this event to run as a standalone event, due to time constraints and the Events Officer's workload, it is the Officer recommendation that the original proposal of incorporating the popular elements of the Book Day in the Kidszone of Drive Through Time for 2022 only be considered.

To enable the Kidszone to be increased to that of a significant level it is the Officer recommendation that the remaining underspend from the 2021 Events programme (after the purchase of bunting for the Queen's Jubilee - Min. 63.2 refers) of £2,386.25 be vired over to the Drive Through Time event.

### Celebrations and Commemorations to Mark The Queen's Platinum Jubilee - 2<sup>nd</sup> - 5<sup>th</sup> June 2022

#### Agreed budget for 2022 £5,000

Members are asked to note the time change of the Beacon Lighting, taking place on the 2<sup>nd</sup> June, from 21:00 to 21:45, this is following the National Guidelines and the time change has been put in place by the Pageant Master.

The Piper has been booked to perform, and Aerosparx will be doing an aerial display over the sea after the beacon has been lit with planes, smoke and pyrotechnics, pending necessary paperwork and confirmation.

Historically events surrounding the Royal Family has resulted in red, white and blue bunting being placed within the High Street and London Road on the catenary wires used for the Christmas Illuminations. Members are asked if they would like bunting to be purchased and if so, to identify a budget to do so. This has incurred an approximate cost of £800.00 in the past.

If Members are minded to support this, then it is the Officer recommendation that liaison be undertaken with the Town Council's Accountant to establish if funding for this could come from any underspends in the current year's Events budget in the first instance. If this is not possible then consideration will need to be given at the next meeting to an alternative source of funding being identified.

It was verbally reported at the last meeting that discussions were taking place with a local choir group, in relation to them singing a song that has been especially written for the occasion. The Events Officer can confirm that she has had a meeting with the Bersted Arts Choir and they will be performing at the Beacon Lighting.

Members are asked to note that a Firework display from the end of Pier will now be replacing the Aerial pyrotechnic display that had previously been reported.

Bunting has been purchased at a cost of £818.40 as previously agreed (Min. 63.2 refers) and will be delivered mid-March in time for installation before Easter.

*BRTC have been approached by M&Co, please see below:*

*To whom it may concern,*

*M&Co has been at the heart of local high streets up and down the country for nearly 70 years, and to coincide with the Queen's Jubilee this year we want to work with you to bring the local community together to celebrate this historic event.*

*We're planning our own National Bunting Challenge, where we'll invite families, local community groups and schools to design bunting to be hung in the local M&Co Bognor store. We'll also be hosting a tea party in store over the Bank Holiday weekend itself. Using both our local store Facebook pages as well as our national social media channels, we're keen to spread the word about local events.*

*We'd be delighted to work with you and your local event plans, whether that's volunteering staff or providing goody bags, so please do get in touch with me and we'd be happy to get involved. I look forward to hearing from you.*

*Members are invited to consider whether they would like the Events Officer to liaise with M&Co to see how they could work with BRTC on the Beacon Lighting Event*

Members are asked to consider a proposal from Cllr. Goodheart that the bullnose, which houses the beacon brazier, be painted red, white, and blue for the Jubilee celebrations.

Cllr. Goodheart has already approached Mr. Paul Broggi, the Property, Estates and Facilities Manager at ADC as the responsible authority for the seafront area regarding his proposal. Mr. Broggi has indicated his support and thinks **it's** a great idea and a worthy project to move forward. He also feels this could be a fantastic opportunity for a community art project that would get others involved. Mr. Broggi has also confirmed that ADC are able to fund the work or paints etc, if community art is the way forward, so they just need to agree the specifics with Cllr. Goodheart.

However, before proceeding with the project, ADC are seeking confirmation from the Town Council that they would be in agreement for them to take this project forward.

*BRTC have been approached to see if they would like to take part in the Platinum Jubilee Story-Trail. Please see the following press release:*

# Over 100 Communities Celebrate the Platinum Jubilee with a Free Family Story-trail

**This Spring, families in over 100 communities across the UK will be able to celebrate the Platinum Jubilee and have a great day out with this augmented reality story-trail.**

UK, 03/03/2022

As part of national plans to celebrate the Queen's Platinum Jubilee, High Street Safari, a geogaming experience company, are partnering with at least 100 communities to run a free story-trail running from April 30th until June 12th. This innovative experience let's family choose what happens on the story-trail and is completely contactless, with anyone with a smartphone being able to take part. Players will not only discover cute characters along the route, but they also get to see them burst to life in augmented reality and take selfies and record videos with them.

The idea behind the story-trail is to give families a free day out with a safe, socially distanced and ambitious event. It has been designed in conjunction with the Platinum Jubilee Pageantmaster, Bruno Peek, to be as accessible to as many communities as possible with over 100 having already signed up. On the trail, shopping parents will love being able to get the kids on board with an amazing experience and families looking for a relaxing day out can encourage kids to have a screen-time break, do some walking and get rewarded at the end.

The Queen's Platinum Jubilee Beacon Trail is located at seven story-points around each location, positioned so that families can discover hidden parts of the town, city, park or shopping centre. Families will be guided on their trip by Sir Barnaby Beacon as he visits seven memorable and magical friends, like Charlie Crown or Theadora Throne, who have come to life from Buckingham Palace and gone on a day trip.

The trail takes about forty-five minutes to complete but can be completed in more than one visit. It's completely free for families and groups to take part in and they win a free, digital fun pack at the end. Schools are also being sent colouring sheets to enter a competition to have their works displayed on the trail, with gift vouchers being awarded to ten lucky national winners, as well as their winning entry printed as a specially designed commemorative poster.

The trail works without the need for families to download or sign up to anything. With safety in mind, it has been designed so that there is no need to go inside the venues, but some participating businesses are offering discounts and vouchers to come in while players visit.

Not only is the trail an innovative and fun day out for players, but they can also choose to donate to Help for Heroes to support our veterans and their families. Melanie Waters, chief executive of the charity said:

"We're thrilled to be the charity partner for the Queen's Platinum Jubilee Beacons Trail and really looking forward to taking part in this innovative, community-based activity, as part of our plans to celebrate the Queen's Jubilee this year."

The trail runs from the April bank holiday weekend on the 30<sup>th</sup>, right through to the June Spring half term on the 12<sup>th</sup>. To see the full list of locations and find out more about the trail, visit the website:

[www.jubileebeacontrail.com](http://www.jubileebeacontrail.com)

ENDS

**Media Pack available at:** <https://1drv.ms/u/s!AnU-HkJvn4Yng9ghP1ym9QdgogcO5w?e=Nt5dVV>

### **About High Street Safari:**

High Street Safari is a project being coordinated by Martin Blackwell, former CEO of Assoc. of Town & City Management (ATCM) and the Charity Retail Association. It was set up to create a unique high street family experience that aimed to raise significant sums for local good causes.

The trails work by utilising QR codes, without the need for players to download or sign up to anything. The trail consists of 7 vinyl window characters with QR codes that local businesses, as well as cultural and public venues, will host.

Families will be able to start the trail by scanning any of the characters. For families on the trail they will be able to engage with the experience by scanning each character's QR code and learning their names and stories and seeing them in AR. Younger children will delight in spotting the cute and colourful characters in window corners and older (and grown-up children) will engage by learning more about them. Everyone will have fun taking silly selfies in augmented reality. They can do this in their own time and pace, if it takes a week it doesn't matter.

After spotting all 7 characters, families will be rewarded with a free, e-book that concludes the story.

### **About Help for Heroes:**

Help for Heroes believes those who serve our country deserve support when they're wounded. Every day, men and women have to leave their career in the Armed Forces as a result of physical or psychological wounds. The Charity helps them, and their families, to recover and get on with their lives. It has already supported more than 26,500 people and won't stop until every wounded veteran gets the support they deserve.

*At the last E,P&L meeting in March, Members agreed for the Events Officer to go ahead and sign up BRTC to take part in the Platinum Jubilee Story QR based Trail though Bognor Regis (Min. 77.3 refers).*

*However, when the Events Officer started the process of doing so, it became apparent that there was a cost involved, of £499.00, to take part. Unfortunately, there was not enough budget remaining in the Beacon Lighting event to continue with signing up to the trail, and the deadline has now passed to do so (21<sup>st</sup> April).*

*Members also agreed for the Events Officer to liaise with M&Co regarding their email and invitation to take part in the Beacon Lighting event (Min. 77.3 refers). The Events Officer contacted M&Co and advised them of the decision but is still awaiting a response.*

*Members are asked to note that BRTC were advised on the 3<sup>rd</sup> May that there had been an apparent 'overbooking' of ADC land, and the same road closure had been approved for two separate events on the same day and time. This has resulted in the Events Officer spending a great deal of time trying to work out a way in which the Beacon Lighting can go ahead with a Funfair in situ on the Esplanade. As the Esplanade was due to house the audience of the Beacon Lighting within a road closure, this has meant that there has been significant alterations to the original plans that were put in place.*

*The stage will now be situated to the left-hand side of the beacon on the decking, as opposed to in front of the beacon and bullnose, as to*

close the prom for any significant time with the Esplanade not passable would not allow for emergency services access.

Coles Funfair have been exceptional in working with the Events Officer to reach a compromise to overcome the difficult situation, and have kindly agreed to close the Funfair down fully at 21:00 hours, so there will be no visual or audio impact on the Beacon Lighting.

Members are asked to note that ADC are currently sandblasting the bullnose surrounding the Beacon Brazier ready for painting. Two large planters will also be moved to either side of the plinths at the end of the month to house two large cordyline plants.

The event schedule for the Beacon Lighting event and budget breakdown are as follows:

21:35 **'Diu Regnare' by a lone piper**

21:40 **'Majesty' will be played by a lone bugler**

21:45 WW1 Beacons of Light – The beacon will be lit accompanied by Bersted Arts Choir

21:50 Fireworks from the end of the pier

22:00 Event Close

<b>BUDGET BEACON LIGHTING</b>	
<b>BUDGET</b>	<b>£5,000.00</b>
<b>EXPENDITURE</b>	
PIPER	£500.00
TRUMPET / BUGLER	£225.00
FIREWORKS	£2,750
SOUND TECH	£250.00
FIRST AID / SECURITY	£444.00
MARSHALLS FOR FIREWORKS	£432.00
ADC ADMIN FEE	£50.00
GAS FOR BEACON	£66.67
	<b>£4,717.67</b>

### Drive Through Time - 3<sup>rd</sup> July 2022

### Agreed budget for 2022 £4,000

The 2021 Drive Through Time was not able to go ahead due to the ongoing Covid mitigation and Government restrictions in place at the time of organising this event.

For 2021 it was agreed that the event be relocated from West Park to the Esplanade and Place St Maur. However, given the current regeneration work taking place at Place St Maur and the current staffing issues within BRTC, it is the Officer recommendation that for 2022 the event remain at West Park to ensure a seamless event, and that the relocation to the Esplanade take place for 2023, which will also coincide with the 10<sup>th</sup> Anniversary of the event.

The Officer recommendation is that, based on the 2021 event the same budget of £4,000 would be required.

Members are asked to note the date change from the 2<sup>nd</sup> July to the 3<sup>rd</sup> July.

The Big Screen that will broadcast the Formula 1 has been booked, all other elements of the event are still in planning, a full further update will be given at the next meeting.

Members had requested in a previous meeting that the final decision for the location of the Drive Through Time be deferred until an update on the Place St Maur works could be obtained (Min. 50.4 refers).

Due to the timescales in place, and the need to book ADC land and commence advertising of the event (which begins at the end of January) West Park has been booked for the 2022 event.

It is impossible to ensure that the work on Place St Maur will be completed in time. It is also impossible to ascertain at this time how much of it, if any will be useable as an event space until completion.

*There are currently over 100 vehicles booked in to attend the Drive Through Time.*

### Proms in the Park – 3rd September 2022

#### Agreed budget for 2022 £3,000

Budget for 2021 - £2,500 with £2,000 vired from the Drive Through Time Budget.

Due to the additional event of the Queen's Platinum Jubilee in June and the Drive Through Time being held in July there is not the capacity to hold the Proms in the Park earlier in the year as hoped. Therefore, Members are asked to AGREE for the Proms in the Park for 2022 to be held in September.

The Budget for 2021 was increased by £2,000, as the Drive Through Time event did not run due to Covid-19, and this amount was vired over to enhance the Proms making the 2021 larger in size and content than previous years, boosted by this budget increase.

To find a middle ground for the 2022 event, and so as to not disappoint those who attended the 2021 event, the Officer recommendation is that the budget be increased to £3,000.

As agreed at the previous meeting, Min. 50.5 refers, the Proms event will now take place on the 10<sup>th</sup> September.

Members are asked to note the date for the Proms in the Park is 17<sup>th</sup> September and not the 10<sup>th</sup> September, as this date was previously reported incorrectly.

*Members are asked to note that the date for the Proms in the Park event has changed to the 3<sup>rd</sup> September, this is primarily to hopefully obtain better weather at the start of the month as opposed to the end.*

*The Bognor Regis Town Concert Band and local vocalist Sylvia Rota have been booked to perform to close the event.*

*Members are asked if they have a specific genre they would like the Events Officer to book for the other band / bands set to perform.*

#### DECISION

Members are asked to AGREE a genre for the second band / bands to perform at the Proms.

#### Funshine Days

2<sup>nd</sup> - 4<sup>th</sup>, 9 - 11<sup>th</sup> AUGUST - PROM BANDSTAND

16<sup>th</sup> - 18<sup>th</sup>, 23<sup>rd</sup> - 25<sup>th</sup> AUGUST - HOTHAM PARK BANDSTAND

#### Agreed budget for 2022 £5,000

Due to Covid mitigation, the Funshine Days were relocated to Hotham Park Bandstand from the Prom Bandstand for 2021, to enable more space for social distancing. This proved to be very successful for a number of the day activities, however there were a few that lent themselves to be located on the Prom, Punch & Judy for example. With this in mind, it is Officer recommendation that the Funshine Days programme for 2022, be split across the two locations, with the first two weeks being located on the Prom Bandstand and the remaining two weeks on the Hotham Park Bandstand.

World Oceans Day for 2022 falls on the 8<sup>th</sup> June, which is a weekday and school day. Therefore, as attendance is likely to be minimal, Members are asked to AGREE that World Oceans Day be incorporated into the first two weeks of the Funshine Days and be located on the Promenade Bandstand. The budget for World Oceans Day for 2021 was £2,000 with £1,000 of this budget used instead to allow for the virtual Half Term events to take place. It is the Officer recommendation that £1,000 is incorporated into the Funshine Days budget to allow for the World Oceans Day to be larger than the standard Funshine Days, as per 2021.

The Officer recommendation is that, based on the 2021 event a budget of £8,000 would therefore be required.

As agreed at the previous meeting, Min. 50.6 refers, the Funshine Days will now run for three days a week for four weeks, as opposed to five days a week for four weeks. World Oceans Day will also be incorporated into the first two weeks of Funshine Days.

The Funshine Days programme has been finalised, the weeks will run Tue - Thurs, as historically Mondays and Fridays have a lower footfall due to Butlin's changeover days. The first two weeks of the programme will take place on the Prom bandstand. The programme is currently with ADC awaiting confirmation of land use.

TUESDAY 2<sup>nd</sup> AUGUST

WEDNESDAY 3<sup>rd</sup> AUGUST

THURSDAY 4<sup>th</sup> AUGUST

STREET DANCE WORKSHOP

FUN FIT WORKSHOP

DONKEY RIDES

(WORLD OCEANS DAY)

TUESDAY 9<sup>th</sup> AUGUST

SANDCASTLE COMPETITION

PUNCH AND JUDY

PADDLEBOARDS

WEDNESDAY 10<sup>th</sup> AUGUST

THURSDAY 11<sup>th</sup> AUGUST

SAMURAI SWORD WORKSHOP

TAI CHI & YOGA WORKSHOP

TUESDAY 16<sup>th</sup> AUGUST

WEDNESDAY 17<sup>th</sup> AUGUST

THURSDAY 18<sup>th</sup> AUGUST

CIRCUS SKILLS AND SLACKLINE

HULA HOOP WORKSHOP

CLOWN SHOW

TUESDAY 23<sup>rd</sup> AUGUST

WEDNESDAY 24<sup>th</sup> AUGUST

THURSDAY 25<sup>th</sup> AUGUST

BALLOON MODELLING

STORYTELLING

MAGICIAN SHOW

*Members are asked to note that ADC have declined to give permissions for the donkey rides, which had been booked in for the 4<sup>th</sup> August, the Events Officer is currently sourcing something else to go in its place, and an update will be available at the next meeting.*

Beacon Lighting to Commemorate Sir Richard Hotham's Birthday - 5<sup>th</sup> October 2022

Agreed budget for 2022 £600

Members requested the beacon to be lit to mark the birthday of Sir Richard Hotham, as a prelude to a possible annual civic event to light the beacon in remembrance of the passing of Bognor Regis residents who have made a contribution to the Town - 13<sup>th</sup> September 2021 - Min. 26 refers.

The above budget would cover an hour-long event, with a live band of some sort and the lighting of the Beacon Brazier. Members are asked to note that



this cost does not include a road closure of the Esplanade. The event would take place on the Promenade and the surrounding area of the Beacon.

Associated Town Force costs are as follows:

Town Force time 3¾ Hours x 2 men = 7½ Hours	= £165.00
Propane Gas	= £ 17.50
Diesel	= £ 5.00
Total	= £187.50

Members are asked to note that any Town Council Event requires the attendance of the Events Officer, and her time will need to be factored in along with any associated administration costs.

Members are asked what genre of music they would like at the event, and any other suggestions.

Following the **cancellation of the Mayor's Civic Service** in December 2021, at which a **children's choir from a local school were due to perform, it was** proposed, and seconded, that they be invited to sing at the Beacon Lighting event **to commemorate Sir Richard Hotham's birthday**. Suggestions of what genre of music Members would like at the event included the Bognor Regis Town Concert Band, a Folk Band, and Soft-Reggae Band.

It was also suggested that when the Events Officer is in the planning stages for this event that the Town Crier be considered as MC.

### Christmas Illuminations Switch-On - 26<sup>th</sup> November 2022

Agreed budget for 2022 £3,500 (with members requesting the Events Officer to obtain Sponsorship to take it to the Silver Package of £7,500)

Members asked for three options for the 2022 Switch-On, a bronze, silver and gold package (Min. 30 refers).

Bronze: Could include similar to past Switch-On events, grotto, stilt walkers, funfair rides, magicians, craft workshops, and the lights being switched on by the Pantomime performers from the Regis Theatre and the Town Mayor.

Silver: All of the above, with a large stage and road closure, with live performances and a B list celebrity to assist the Pantomime performers and Mayor in switching the lights on.

Gold #1: All of the above with a personalised digital projection for the Switch-On illuminating one of the buildings in the Town Centre.

Gold #2: Five buildings around the Town illuminated with a personalised digital projection for the duration of the Christmas Illuminations being in place.

It was agreed at the previous meeting Min. 50.8 refers, to proceed with the Bronze Package, at a cost of £3,500 and for the Events Officer to seek sponsorship for match-funding to enable a Silver Package level of event to take place.

*At the previous E,P&L meeting it was noted in the Clerks Reports that £12,500 of match-funding had been secured from ADC for a digital projection as part of the Christmas Light Switch-On (Min. 77.8 Refers). This funding will only fund the projection element of the Switch-On and the original budget of £3,500 still remains for the other elements of the Switch-On itself.*

*The Events Officer advised in the last E,P&L Meeting that she would propose two options for the Switch-On event (Min. 77.8 refers).*

*Option 1:*

*Run a large, bespoke, digitally mapped projection on an entire building or buildings within the Town Centre, ideally within the area of the Switch-On. Content to incorporate all BRTC partners and the current agreed branding. This projection will only run for the day of the Switch-On event.*

*The day of the Switch-On, BRTC to work in partnership with Rox Music & Arts and Bognorphenia to create a day of live music, acts, arts and a full celebration of Christmas, culminating in the switching on of the brand new display of Town illuminations.*

*Option 2:*

*Run a smaller, bespoke, digitally mapped projection on an area of a building within the Town Centre, as was done over the Covid period when outside gatherings were still not permissible. This projection will run for the full time the illuminations are in situ, from the 26<sup>th</sup> November to the 6<sup>th</sup> January.*

*The day of the Switch-On, BRTC to work in partnership with Rox Music & Arts and Bognorphenia to create a day of live music, acts, arts and a full celebration of Christmas, culminating in the switching on of the brand new display of Town illuminations.*

*Members are asked if they would prefer option 1 or 2, and full breakdown of options and costs will be provided at the next meeting.*

**DECISION**

Members are asked if they AGREE to option 1 or 2?

## Sunday Afternoon Concerts, series of events over the Summer – TBC

### Agreed budget for 2022 £1,250

BRTC have been approached by the Rotary Club to work collaboratively on a series of events throughout the Summer to revive the very popular Sunday Afternoon Concerts that BRTC used to run on Hotham Park/Promenade bandstand, along with some extra events as detailed in the attached report (Appendix 1.)

It is the Officer recommendation that a budget of £2,500 be sought for these series of events in collaboration with the Rotary Club.

At the previous meeting, Members AGREED to work collaboratively with the Rotary Club on a series of events throughout the Summer and supported the Officer recommendation that the Rotary Club match-fund the amended budget of £1,250 (Min. 50.9 refers).

Working in collaboration with the Rotary Club there will be five Sunday afternoon concerts held in the Hotham Park / Prom Bandstand between 1400 – 1630, pending confirmation of land use and availability from ADC. These concerts will be once a month and will be a different genre each performance, with up to two acts performing on each day. A full detailed programme will be available at the next meeting.

The programme for the Summer Sunday Afternoon Concerts is now detailed below: -

Sunday May 15<sup>th</sup> Performance times 14.00 - 16.30 Music genre Jazz

Sunday July 17<sup>th</sup> Performance times 14.00 - 16.30 Music genre Country

Sunday August 14<sup>th</sup> Performance times 14.00 - 16.30 Music Genre 60's Rock & Roll

Sunday September 11<sup>th</sup> Performance times 14.00 - 16.30 Music genre Covers or Tribute

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 10 – TO RECEIVE AN UPDATE ON CHRISTMAS  
ILLUMINATIONS AND AGREE ANY ACTION REQUIRED

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held 21<sup>st</sup> March 2022, Members AGREED in principle to Options 1 under the proviso that the BID be approached to come to an arrangement to cover the lights for the Queensway (Min. 82 refers).

A meeting was held on 5<sup>th</sup> April 2022 between Bognor Regis Town Council Officers and the BID, to discuss lights for The Queensway, at which point it came to light that the BID still have one year left on their lighting contract and is committed to £1,743 costs for the final year of hire and maintenance charges for the red and white festoon at Kinrara and Richmond House. In justifying the financial loss there would need to be a demonstrable beneficial outcome for BID businesses. However, the BID recognises that the proposed BRTC Christmas Illuminations is extremely impressive and that the inclusion of Kinrara and Richmond House within the Bognor Regis Town Council scheme would be more advantageous to BID businesses than seeing out the existing lighting contract.

One of the BID's key objectives is to stimulate the evening and night-time economy, with the resulting delivery priority being an investment in lighting to improve illumination which reduces opportunities for anti-social behaviour, increase visibility and sense of personal safety.

In order for Bognor Regis Town Council to install Christmas Illuminations for The Queensway, to include Gordon, Queensway, Richmond and Kinrara House as detailed in the Option 1 quotation agreed by Members of Events, Promotion and Leisure Committee, the BID is proposing that the four sets of red and white festoon currently installed at these locations be replaced with all white bulbs which would meet their delivery priority to improve illumination. The festoon lighting would remain in situ whilst the Christmas Illuminations are on display and the contractor has confirmed to Bognor Regis Town Council that the icicle displays can be attached below the existing festoon lighting.

To offset the loss incurred by the BID abandoning the third year of its lighting hire contract the BID are seeking an agreement from Bognor Regis Town Council to cover the cost of the electricity supply to all four locations to the end of the 2022-23 financial year, and a contribution towards the cost of replacing the red bulbs with white, totalling £1,400 which could come from Earmarked Reserves. They are also asking that Town Force time be donated to carry out the work to replace the existing red bulbs with white bulbs at all four locations, which the Town Force Manager has estimated to be valued at £330.

During the meeting with the BID, the Town Council became aware that the final year of the BID's lighting contract also includes the installation of the illuminated Christmas bauble outside of the Railway Station this year meaning that it will not be possible for a tree to be placed at this site. The Option 1 quote chosen by Events, Promotion and Leisure Members included lights for a 25ft Christmas tree ("supplied, installed and removed by others") outside of the Railway Station at a cost of £1,594.50. Since it will not be possible to have a Christmas tree outside of the Station for 2022, Members are asked to consider whether the lights planned for this tree should go into storage for this year or whether the possibility to display these lights in a different location (for one year only), such as the Arcade, should be investigated.

The other Christmas tree included in the Option 1 quote is located outside the William Hardwicke. With the pub recently coming under new management, preliminary discussions have been had with the Landlord who has stated that they have every intention of sponsoring a tree this year and would remove the recently installed pagoda at the front of the property should it be in the way of the tree pit.

As a point of information, the order was placed with the Christmas Illuminations contractor chosen by Members on Tuesday 26<sup>th</sup> April 2022.

## DECISIONS

Do Members AGREE to make a contribution of £1,400 to the BID towards the cost of the electricity supply at the four locations in Queensway, as detailed in the report, and to replace the red bulbs in the festoon lighting with white bulbs, to allow for the Town Council's Christmas Illuminations to be installed as planned?

Members are invited to AGREE whether an alternative location for the lights planned for the Christmas tree outside of the Railway Station should be investigated, and reported back at a future meeting, or that these lights go into storage for this year.

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 11 - CONSIDERATION OF A PROPOSAL BY CLLR. MRS. DANIELLS TO OUTSOURCE THE CHRISTMAS LIGHTS SWITCH-ON EVENT - MIN. 83 REFERS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held 21<sup>st</sup> March 2022, Members considered a proposal from Cllr. Mrs. Daniells to outsource the Christmas Lights Switch-On event - Min. 83 refers.

Members are asked to note that whilst considering Cllr. Mrs. Daniells proposed item for a future Agenda, at the meeting held in March, a Councillor queried whether any other Town Council events should also be considered. However, as this suggestion went beyond the scope of the original proposal, the consideration of outsourcing other Town Council events will be proposed as a future Agenda item later in the Meeting.

Cllr. Mrs. Daniells proposal is that, instead of holding the Christmas Lights Switch-On event in-house, we award a community group funding to organise and run the event which, it's suggested, would be in keeping with our community engagement strategy. Cllr. Mrs. Daniells is of the opinion that this worked very well in 2021 when, owing to extremely difficult circumstances beyond our control, the Town Council were unable to run the Switch-On event themselves.

Since Bognor Regis Town Council funded the Carnival for example, rather than running it in-house, Cllr. Mrs. Daniells feels that it has gone from strength to strength and believes that there is evidence from the 2021 Switch-On event that would suggest that outsourcing would similarly successful, 'freeing up' staff resources, and enabling the community, and Councillors, to be more involved in the event.

The proposal from Cllr. Mrs. Daniells suggested that outsourcing this event could potentially save time, money and resources, bring a fresh and new approach to the event and potentially attract more sponsorship towards it from businesses who can often appear to be reluctant to sponsor Town Council run events.

Cllr. Mrs. Daniells has suggested that, if Members are minded to outsource the Christmas Lights Switch-On event, that approaches be made to community groups such as the Bognor Regis Carnival Association, Rox Music & Arts, Bognor Regis BID and other community groups who might be interested in involvement too.

Officer Recommendation

The outcome of the Christmas Switch-On in 2021 arose from exceptional circumstances beyond Officers control, with Members making the decision that the event be outsourced, and funds handed over, rather than cancelled all together.

Staff resources are now back to 100%, including a newly recruited Event Support Officer, so Officers have every confidence in organising another successful Christmas Switch-On event, as they have many times in the past, on behalf of the Town Council. BRTC have collaborated successfully with many different organisations over the years with the Christmas Switch-On event, and the proposals are to do the same this year, in conjunction with the projection.

Outsourcing of events will inevitably result in BRTC losing control over the content of these events and there is also a risk that the quality of outsourced events, associated with BRTC, will fall below the expectation of the public which could be damaging to the Town Council's reputation.

It is naturally Officer recommendation that none of the current BRTC events that are run in-house be outsourced. The highly successful events programme that has been run for the past decade has been enjoyed by thousands and has incorporated many partnerships with community organisations and has evolved over the time to remain different, fresh and up to date.

## DECISION

How do Members wish to proceed?

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 12 - CONSIDERATION OF A PROPOSAL BY CLLR. MRS. DANIELLS TO REVIEW THE 'FOLLOW THE DUCKS' CAMPAIGN - MIN. 83 REFERS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held 21<sup>st</sup> March 2022, Members considered a proposal from Cllr. Mrs. Daniells to review the 'Follow the Ducks' Campaign - Min. 83 refers.

The 'Follow the Ducks' Campaign was well received by the public and created marketing opportunities by releasing hundreds of plastic ducks in various locations around Bognor Regis, alongside other duck related activities. Cllr. Mrs. Daniells is of the opinion that while the campaign was a fun initiative, it may have become irrelevant in terms of audience participation through social media channels and that the use of plastic has significant negative environmental implications.

The proposal from Cllr. Mrs. Daniells is that Members consider a new approach which would capture and engage people and create a positive public image for Bognor Regis Town Council.

Suggestions from Cllr. Mrs. Daniells (but limited to) are to use a/the 'Seagull', for which there is already a costume, to use 'Billy Bulb' as a main attraction piece, creating a 'character' to coincide with the June Jubilee celebrations, all having the potential benefit of using existing materials/resources to implement the campaign.

Should Members wish to proceed with any of Cllr. Mrs. Daniells' proposals, she also wanted to highlight the importance of boosting the Town Council social media presence on a national scale and that any campaign should be in line with existing marketing and branding strategies such the BID's.

DECISION

How do Members wish to proceed?



BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 13 - CONSIDERATION OF A PROPOSAL BY CLLR. MRS. DANIELLS TO CONSIDER AND EXPLORE DEVELOPING A SIMPLE BRTC SMARTPHONE APP - MIN. 83 REFERS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held 21<sup>st</sup> March 2022, Members considered a proposal from Cllr. Mrs. Daniells to consider and explore developing a simple BRTC smartphone app - Min. 83 refers.

It has been suggested by Cllr. Mrs. Daniells that, in order for the Town Council to communicate more efficiently with the residents of Bognor Regis, the development of a mobile app, such as the case from [Hook Parish Council](#), would be advantageous.



*Screenshot example of Mobile App developed by Hook Parish Council*

It is suggested by Cllr. Mrs. Daniells that, due to the rise in smartphone owners in the UK and relatively simple nature of navigating apps, this would represent an interactive way for residents to locate information and report incidents to the Town Council. This could prove useful for promoting events and therefore reduce the need to produce paper copies of leaflets and maps which would align with the Town Council's Climate Emergency status.

By producing a dedicated Town Council mobile app as a resident focus communication tool, it offers the opportunity to provide residents with fresh and current content straight to their smartphones. It should be noted that this would require a significant investment to develop, however may benefit the Town Council with long term benefits, such as the cost of printing and distributing event guides, the opportunity for local businesses to pay for advertising, and tourists wanting on-the-go information about Bognor Regis.

Statistics provided by Cllr. Mrs. Daniells to support this consideration: –

87% of adults in the UK owned smartphones in 2020.

The mobile internet penetration rate in the UK was 72% in 2020.

An average person in the UK spends 148 minutes each day on a smartphone.

Smartphones make up to 47.3% of online traffic in the UK.

## DECISION

How do Members wish to proceed?

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 14 – FURTHER CONSIDERATION OF A PROPOSAL BY CLLR. BROOKS REGARDING “BRAND PROTECTION” AND THE USE OF “OFFICIAL TITLE” BY OTHER COMMERCIAL ORGANISATIONS – MIN. 120 OF THE MEETING HELD 16<sup>th</sup> NOVEMBER 2020 REFERS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held 16<sup>th</sup> November 2020, Members considered a proposal from Cllr. Brooks regarding “Brand Protection” and the use of “Official Title” by other commercial organisations. Cllr. Brooks stated at the meeting that, in his opinion, the Council should be protective of its brand as it is a valuable item. He asked that Members consider protecting the brand to ensure that it is not used by organisations without prior permission, so that the Town Council gets every associated benefit.

During the discussion that followed a Member suggested that the Town Crest and ‘Sunniest Bognor Regis’ logo could be made available to other organisations, as part of their promotion of Bognor Regis, via the Town Council’s website. The Committee Clerk reminded Members that the Committee had previously agreed for Cllr. Brooks, in association with other Members and Officers, to undertake a review of the Town Council’s website, to include Brand Protection, and report back - Min. 120 refers.

Members received an update at the Events, Promotion and Leisure Committee Meeting held 23<sup>rd</sup> March 2021 and subsequently agreed not to proceed with a review of the website, for recommendation to the Policy and Resources Committee with whom the remit of the website sits – Min. 149 refers.

Whilst Members agreed not to review the website, the matter of Brand Protection remains. Members are therefore asked to reconsider the proposal from Cllr. Brooks and are invited to review the details provided in his report (Appendix 1) alongside the extracts from previous Events, Promotion and Leisure Committee Meetings (Appendices 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 24<sup>th</sup> 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 24<sup>th</sup> 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  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 15 – CONSIDERATION OF A PROPOSAL BY CLLR. BROOKS TO CONSIDER A REVIEW OF THE BOGNOR REGIS TOWN COUNCIL POSTER POLICY – MIN. 83 REFERS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

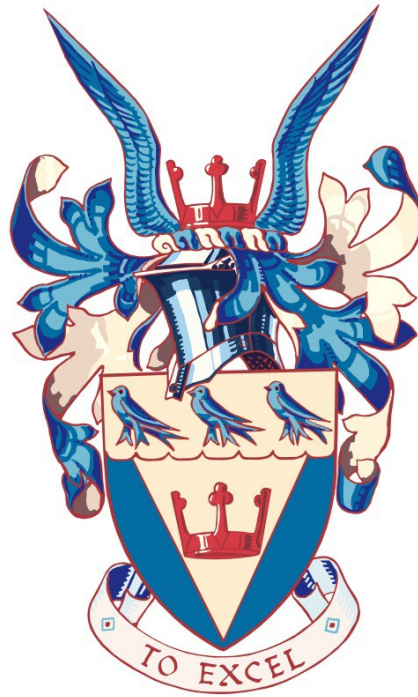
At the Events, Promotion and Leisure Committee Meeting, held on 20<sup>th</sup> October 2020, having considered amendments suggested by Cllr. Brooks, Members agreed to recommend the Poster, Banner and Outdoor Display Opportunities Policy (attached as Appendix 1) to the Policy and Resources Committee, which was subsequently adopted following the meeting held 19<sup>th</sup> January 2021.

Review of the poster policy, including connected photo permission forms and Met Office WOW presence and recent sunshine readings. Cllr Brooks to present.

At the Events, Promotion and Leisure Committee Meeting held on 21<sup>st</sup> March 2022, Cllr. Brooks requested a review of the Poster Policy and this was agreed by Members – Min. 83 refers.

DECISION

How do Members wish to proceed?



# **BOGNOR REGIS TOWN COUNCIL**

## **POSTER, BANNER AND OUTDOOR DISPLAY OPPORTUNITIES POLICY**

**Adopted by the Council at the Meeting of the Policy and Resources  
Committee held on 19<sup>th</sup> January 2021**

This 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. 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.

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

With regard to Lamppost banner sites, other organisations may use the sites, but the Town Council Reserve the Right to recharge any associated costs.

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), 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
- Blakefest

- 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, so sites are continually filled. These posters would be funded and provided by third party organisations such as the BID or West End Shops and Traders or any other non-profit or non-commercial enterprise.
- v) Town Force or its appointed agents 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.

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 16 – CONSIDERATION OF A PROPOSAL BY CLLR. BROOKS TO  
CONSIDER NEW POSTER SITES ON THE PROMENADE – MIN. 83 REFERS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held 21<sup>st</sup> March 2022, Members considered a proposal by Cllr. Brooks to consider new poster sites on the promenade – Min. 83 refers.

In order to install additional poster sites along the promenade, ownership of the sites would first need to be established and permission sought from the relevant parties.

A selection of potential sites has been identified by Cllr. Brooks as below.



Subject to permission from the owner of the proposed site/s, the previous costings to this Committee for an A0 sized wall mounted, weatherproof, lockable frame with a standard correx interior is priced at £108.00 + VAT per frame. There would also be the requirement for installation of each frame from Bognor Regis Town Force staff.

Should permission be granted, Members would need to identify a budget for approval from Policy and Resources Committee Meeting which will be held on 14<sup>th</sup> June 2022.

## DECISION

How do Members wish to proceed?

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 17 – TO FURTHER CONSIDER A ZOOM EXCHANGE WITH  
SIMILAR SIZED SEASIDE RESORTS – MIN. 74.5 REFERS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held 21<sup>st</sup> March 2022, it was reported that only two Council's had responded to the invitation to take part in an informal Zoom meeting to listen to one another's experiences and to share ideas on how, as town and parish councils, we can play our part in promoting tourism.

It was further reported that the Town Council had signed up to NALC's Coastal Communities Network Forum, which provided Councillors an opportunity to meet online with councils, located in coastal communities, around the country to share best practices such as promotion and tourism. Meetings are scheduled to take place on 21<sup>st</sup> July, 27<sup>th</sup> September and 24<sup>th</sup> November 2022, for which details about signing up will be circulated when received closer to the time.

Officers have carried out research into externally available training that might meet the requirements of Cllr. Brooks, who first suggested promotions training.

Alison.com offer a free, certified 'Tourism - Marketing and Promotion' online course, that can be completed in 1.5 - 3 hours. In brief, the course teaches the do's and don'ts of a promotional tourism campaign, teaching you how to identify a target audience, and understand your customers. Further details can be found here: - [Tourism - Marketing and Promotion Online Course](#).

Slides, provided by the National Coastal Tourism Academy, from 'Experiential Tourism Workshops' previously held may also provide some insight into promotion and can be found here: - [Experiential Tourism Workshops slides](#).

Members are reminded that any request to sign up to a training course, that comes at a cost, will be referred to the Policy and Resources Committee for budget approval.

With little interest shown from other councils invited to a Zoom meeting, it would be Officer recommendation that Members first participate in NALC's Coastal Communities Network Forum and consider the free resources listed above. Should Members subsequently feel that their requirements for promotions training have gone unmet then this matter could be brought back to a further meeting upon request.

DECISION

How do Members wish to proceed?

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 18 – ITEMS FOR FUTURE AGENDA

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held on 21<sup>st</sup> March 2022, when considering the proposal from Cllr. Mrs. Daniells to outsource the Christmas Lights Switch-On event, a Member queried whether any other Town Council events should also be considered – Min. 83 refers.

DECISION

Do Members AGREE to include outsourcing any other Town Council events as a future Agenda item?

BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
16<sup>th</sup> MAY 2022

AGENDA ITEM 19 – CORRESPONDENCE

REPORT BY THE PROJECTS OFFICER

FOR INFORMATION

1. Email regarding a Silent Open Air Cinema event during the summer in Bognor Regis.