



# BOGNOR REGIS TOWN COUNCIL

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

Dear Sir/Madam,

## **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 11<sup>th</sup> JULY 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 11<sup>th</sup> July from members of the public not able to attend the Meeting in person, will be read by the Chairman during this adjournment.

**DATED THIS 4<sup>th</sup> JULY 2022**

**TOWN CLERK**

### **THE AGENDA and BUSINESS to be TRANSACTED is:**

1. Chairman's Announcement and Apologies for Absence
2. Declarations of Interest:  
Members and Officers are invited to make any declarations of Disclosable Pecuniary, 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

3. To APPROVE the Minutes of the Meeting held on 16<sup>th</sup> May 2022
4. Adjournment for public questions and statements
5. Clerk's Report
6. To consider the Terms of Reference for the Events, Promotion and Leisure Committee and to make any necessary recommendations on proposed changes to the Policy and Resources Committee – deferred from last meeting Min. 8 refers
7. Update on proposals for Events Programme for 2022 including ratification of decisions where required
8. Proposal from Drewitts Events regarding a Punch and Judy Man Commemorative 2-day event in 2023 – Min 27.1 of the Meeting held 13<sup>th</sup> September 2021 refers
9. To receive an update on Christmas Illuminations and agree any action required (if available) – Min. 10 refers
10. Consideration of a proposal by Cllr. Mrs. Daniells to review the 'Follow the Ducks' Campaign - Min. 12 refers
11. Consideration of a proposal by Cllr. Mrs. Daniells to consider and explore developing a simple BRTC smartphone App - Min. 13 refers
12. Items for Future Agenda
13. Correspondence

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



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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 16<sup>th</sup> MAY 2022**

### **PRESENT:**

Cllrs: K. Batley (Chairman), J. Brooks,  
B. Waterhouse, P. Woodall and Mrs. J. Warr

### **IN ATTENDANCE:**

Mr. M. Hall (Projects Officer)  
Miss. K. Fitzpatrick (Events Officer) (part of  
meeting)  
Mrs. J. Fogarty-Smith (Committee & Event Support  
Officer)  
2 members of the public in the gallery

*The Meeting opened at 6.32pm*

### **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**

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

It was **NOTED** that Cllr. K. Batley was elected Chairman and Cllr. P. Woodall was elected Vice-Chairman of this Committee at the Annual Town Council Meeting held on the 9<sup>th</sup> May 2022.

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

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

Apologies for absence were given by the Projects Officer, on behalf of Cllr. Mrs. Daniells due to annual leave, and Cllr. Reynolds due to work commitments. No apologies were received from Cllrs. Erskine and Jones.

### **3. 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 Interest should Members discuss the 'Sussex by the Sea' website due to owning one of the two web cameras***

4. **TO APPROVE THE MINUTES OF THE MEETING HELD ON 21<sup>st</sup> MARCH 2022**

Cllr. Brooks drew attention to Min. 79 of the meeting held on 21<sup>st</sup> March 2022, in relation to the following sentence: -

***"The Chairman stated that should wind speeds exceed a certain measurement (30mph), then the bandstand should not be used."***

He explained that this was not what he had meant, whilst chairing the last meeting, and that the Minutes should be amended to read as follows: -

***"The Chairman stated that should wind speeds exceed a certain measurement (30mph), then the windshields should not be used."***

The Committee **RESOLVED** to **AGREE** and approve the Minutes as amended of the Meeting held on 21<sup>st</sup> March 2022 as an accurate record of the proceedings and the Chairman signed them.

## 5. **ADJOURNMENT FOR PUBLIC QUESTIONS AND STATEMENTS**

### ***The Chairman adjourned the Meeting at 6.37pm***

A member of the public commented on the advertising of the Jubilee Celebrations for Bognor Regis and that these were fragmented, compared with those of Littlehampton and Arundel. The Events Officer stated that as well as being advertised on Bognor Regis Town Council's website, the details of all Jubilee Celebrations could be located on Love Bognor Regis and Bognor Regis Business Improvement District websites. Additionally, the member of the public thought that this would be an ideal opportunity to hang Union flags on flagpoles in the Town Centre, as previously done in 1999. The final comment made was in relation to funding that is made available to committees as part of the Town Council's annual budget. The member of public felt that individual committees would benefit from having responsibility for their own budgets, as opposed to seeking approval from the Policy and Resources Committee. The Chairman confirmed that flagpoles are being looked into, however due to the short timescale he could not confirm this would be possible, he also thanked the member for his suggestion regarding funding and that he would speak with the Committee Clerk as to whether this is possible.

A Committee Member expressed disappointment that the red, white and blue bunting used was not Union flags and her feeling was that the Town Council should make a special effort considering the importance of the Queen's Jubilee Celebrations.

The Events Officer confirmed that the hanging of large flags from the catenary wires is being investigated, however stress testing of the wires will need to be carried out. She also advised that due to the growth of the trees in London Road, the flags can no longer be centralised, as done in previous years.

Another member of the public asked whether elongated Union Flags, could be hung in the banner holders, in the absence of flagpoles and also made comments on the aesthetics of the work being done on the Place St. Maur and whether the project would be completed on time. The Events Officer confirmed that the work has been delayed and no final completion date has been given by Arun District Council.

### ***The Chairman reconvened the Meeting at 6.45pm***

## 6. **CLERK'S REPORT**

### 6.1 **Update on Butlin's poster locations – 21<sup>st</sup> March 2022 – Min. 74.3 refers**

At the Events, Promotion and Leisure Committee Meeting held on the 21<sup>st</sup> March 2022, the Projects Officer advised that contact had been made with

the PA of Butlin's Director Jeremy Pardey on 14<sup>th</sup> February 2022 for an update on this matter. Butlin's had advised on 23<sup>rd</sup> February 2022, that they are reviewing their poster policy. Despite numerous attempts to progress this matter further, there has still been no response from Butlin's.

- 6.2 Update on lamp post banners – 21<sup>st</sup> March 2022 – Min. 74.4 refers**  
A Pre-Planning Application was previously submitted to Arun District Council and further work is being carried out by the Projects Officer to progress this matter.

As stated at the Events, Promotion and Leisure Committee Meeting held on the 21<sup>st</sup> March 2022, 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.

**7. APPOINTMENT OF THE ALLOTMENTS SUB-COMMITTEE**

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

Members **NOTED** the appointment of the Allotments Sub-Committee, of which all Members of the Events, Promotion and Leisure Committee are Members.

It was **NOTED** that Cllr. P. Woodall was elected Chairman and Cllr. B. Waterhouse was elected Vice-Chairman of this Sub-Committee, at the Allotments Sub-Committee Meeting on 16<sup>th</sup> May 2022 (Min. 1. Refers).

The Members **AGREED** 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 2022/2023 and **NOTED** their appointment at the Allotments Sub-Committee Meeting on 16<sup>th</sup> May 2022.

**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**

The Projects Officer's report, including the related appendices, detailing the Terms of Reference were **NOTED**.

A Member questioned the Function of Committee, Column 1.1, Producing and managing Newsletters / websites / webcams / Facebook / twitter and other social media and who the Delegation of Functions falls to, as he stated it was confusing and that everything appears to fall under the responsibility of the Policy and Resources Committee.

Another Member agreed that the Events, Promotion and Leisure Committee should investigate ways to make the process simpler, and the Chairman confirmed this would be discussed at the next meeting on 11<sup>th</sup> July 2022.

Members **AGREED** to **DEFER** the Terms of Reference for the Events, Promotion and Leisure Committee, to the next Events, Promotion and Leisure Committee Meeting.

Members further **AGREED** to **RECOMMEND** the Terms of Reference for the Allotments Sub-Committee, with no amendments to the circulated copy, to the Policy and Resources Committee.

## **9. UPDATE ON PROPOSALS FOR EVENTS PROGRAMME FOR 2022 INCLUDING RATIFICATION OF DECISIONS WHERE REQUIRED**

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

Members **NOTED** that further contact with M&Co had been made by the Events Officer regarding their offer to be involved in the Beacon Lighting event. However, a response was still awaited.

Members had agreed at the last meeting that the Events Officer should sign up for BRTC to take part in the Platinum Jubilee Story QR based Trail through Bognor Regis (Min. 77.3 refers). It was **NOTED** the Events Officer had subsequently established that there was a cost to take part and unfortunately not enough budget remained to enable this to proceed.

### **9.1 Beacon Lighting - 2<sup>nd</sup> June 2022**

The Committee **NOTED** the issues that had arisen with the 'overbooking' of Arun District Council land. The Events Officer confirmed that as a compromise the fair would close at 9.00pm. The Chairman expressed his gratitude to the Events Officer for the work involved in achieving this compromise. The Events Officer also thanked Coles funfair for their co-operation in this matter.

A message from a Member not in attendance was read out by another Member which expressed concerns that the Beacon Lighting was the only Bognor Regis Town Council event, compared with Rustington's two week celebration. It was asked whether £2,750 should have been spent on fireworks especially when considering the environmental impact of fireworks. The Events Officer referred to the meeting of 29<sup>th</sup> April 2021, Min. 159, at which Members unanimously agreed to hold a one-day event on the 2<sup>nd</sup> June 2022 to celebrate Her Majesty The Queen's Platinum Jubilee, lighting the Beacon if required and further unanimously agreed to support Sarah Boote-Cook's proposal for a street party and enter a Town Council float in the Carnival.

The Events Officer stated she had been transparent in the reporting of the Beacon event and given that the event would be held in the evening the options of choice were limited, hence fireworks being organised to maximise attendees. Additionally, the Events Officer stated that at no point did Members put forward alternative event ideas despite being offered the opportunity to do so.

A Member stated that there was no dispute in terms of any lack of transparency on behalf of the Events Officer.

Members also raised concerns regarding the promotion of events and the Events Officer stated that Bognor Regis Town Council cannot advertise events until Arun District Council give approval.

The Chair allowed Cllr. Goodheart who was seated in the public gallery to provide an update that Arun District Council staff would have the Bullnose, located at the base of the Beacon, painted and sandblasted in time for the Jubilee Celebrations and it would remain covered until the date for a timely unveiling.

The event schedule and budget breakdown as detailed in the Events Officer's report were **NOTED**.

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

The Events Officer reported that 100 vehicles have booked to date.

#### **9.3 Proms in the Park - 3<sup>rd</sup> September 2022**

Members **NOTED** that the date for this event has been changed from 17<sup>th</sup> September to 3<sup>rd</sup> September, in the hope of more favourable weather.

Vocalist Sylvia Rota and the Bognor Regis Town Concert Band, have been booked to close the event.

Members were unable to agree a genre for the second band to perform at the Proms and stated they would email their preferences to the Events Officer by the end of the week.

In response to a Members query, the Events Officer confirmed there was no additional budget for the bands and agreed to email the amount allocated for bands at this event around to the Committee.

#### **9.4 Funshine Days**

Members **NOTED** that unfortunately, the donkey rides were not approved by Arun District Council, due to the lengthy transportation of the donkeys, so an alternative attraction will be investigated and an update given at the next meeting.



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

There was no further information to report.

**9.6 Christmas Illumination Switch-On - 26<sup>th</sup> November 2022**

A budget for the projection element of the Switch-On has been secured at £12,500 in addition to the £3,500 for the Switch-On event, Members were provided with two options from the Events Officer to choose from.

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 **AGREED** to Option 2, due to the fact that it would give more people the opportunity to see the projection.

***The Events Officer left the Meeting at 7.25pm***

**10. TO RECEIVE AN UPDATE ON CHRISTMAS ILLUMINATIONS AND AGREE ANY ACTION REQUIRED**

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

Members **AGREED** to make the 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 **AGREED** that an alternative location for the lights planned for the Christmas tree outside of the Railway Station should be investigated and a report made back to a future meeting.

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

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

A Member read out the proposal from Cllr. Mrs. Daniells to outsource the Christmas Lights Switch-On event.

Following some discussion, Members all **RESOLVED** that this should not be the approach for the Christmas Lights Switch-On event, to which the Chairman supported this and stated that the Events Officer has successfully implemented this event each year and only 2021 was due to unforeseen circumstances.

It was however suggested by a Member to create a Working Party to consider supporting future Switch-On events. The Chairman then suggested a meeting in order to ascertain who would have the relevant expertise and knowledge to support this.

**NOTE:** The Projects Officer will liaise further with the Chairman in relation to this matter.

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

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

After a lengthy discussion from Members several ideas were discussed, such as a new mascot, working with local businesses; Arun District Council, Bognor Regis BID and reinventing the 'Follow The Duck' campaign.

It was **AGREED** that the item would be deferred to the next Events, Promotion and Leisure Committee Meeting for further consideration.

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

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

Member discussed the item but felt that it was important to **DEFER** to the next Events, Promotion and Leisure Committee Meeting in order for Cllr. Mrs. Daniells to present her proposal to the Committee.

**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**

The Projects Officer's report including the related appendices, detailing the proposal were **NOTED**.

Cllr. Brooks presented to the Committee his view that should organisations wish to use any element of Bognor Regis Town Council Brand or Official Title then they should approach the Town Council in the first instance. It was commented that the use of these elements provides organisations with the opportunity to draw either monetary gain and/or promoting themselves without the endorsement of Bognor Regis Town Council.

Members **AGREED** that a watching brief should be kept and that this matter be revisited as and when required.

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

The Projects Officer's report including the related appendix were **NOTED**.

Cllr. Brooks read out the following extract from the Poster Policy;

*"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."*

Cllr. Brooks then asked that the Committee Members consider amending the paragraph to read as follows;

*"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 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."*

Members **AGREED** to the changes suggested by Cllr. Brooks to be submitted to the next Policy and Resources Committee to be held on 14<sup>th</sup> June 2022.

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

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

Cllr. Brooks presented to the Committee the potential new sites as detailed in the Projects Officer's report to the west of the Promenade, should the Town Council be oversubscribed with posters to display. In addition to the new sites Cllr. Brooks stated the existing shelters could potentially be adapted to allow for 3 more poster panels per shelter. It was commented that any additional poster sites would require permissions to be sought from the owners of the buildings/shelters which would most likely be Arun District Council.

Members **AGREED** that the Projects Officer contact Arun District Council/owners of the suggested locations to seek their permission and report back to this Committee. Subject to permissions being agreed, Members **RESOLVED** to put a proposal to the Policy and Resources Committee to earmark funding of £2,000, which could be utilised for either additional sites or adapting the existing shelters.

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

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

Members questioned the cost of the NALC Coastal Communities Zoom meetings and asked if all Members were required to attend. There is no cost associated with the NALC Zoom meetings that 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.

Members **AGREED** that, with the exception of annual leave or work commitments, all Members would attend the forthcoming NALC Coastal Communities Zoom meetings, and also requested that the Projects Officer be in attendance at these meetings.

**18. ITEMS FOR FUTURE AGENDA**

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

Members **AGREED** not to include the outsourcing of any Bognor Regis Town Council events as a future agenda item.

**19. CORRESPONDENCE**

The Committee noted receipt of correspondence previously circulated.

***The Meeting closed at 8.20pm***

**BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING  
11<sup>th</sup> JULY 2022**

**AGENDA ITEM 6 – TO CONSIDER THE TERMS OF REFERENCE FOR THE EVENTS, PROMOTION AND LEISURE COMMITTEE AND TO MAKE ANY NECESSARY RECOMMENDATIONS ON PROPOSED CHANGES TO THE POLICY AND RESOURCES COMMITTEE – DEFERRED FROM LAST MEETING MIN. 8 REFERS**

**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.

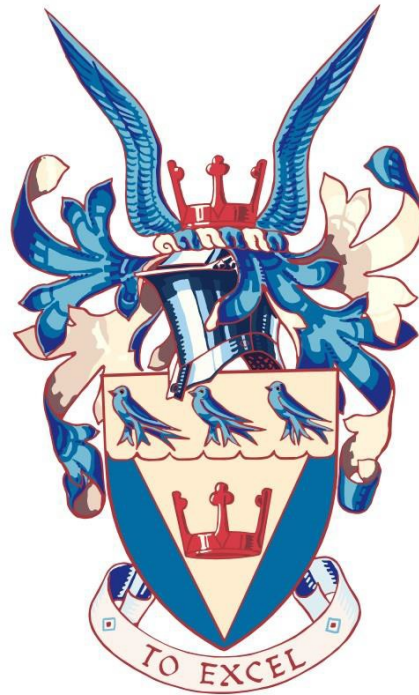
At the Events, Promotion and Leisure Committee Meeting held on 16<sup>th</sup> May 2022, when considering the Committee's Terms of Reference, a Member questioned the Function of Committee, Column 1.1, Producing and managing Newsletters / websites / webcams / Facebook / twitter and other social media and who the Delegation of Functions falls to, as he stated it was confusing and that everything appears to fall under the responsibility of the Policy and Resources Committee, and that the process should be made simpler. Members, therefore, agreed to defer the Terms of Reference to be further considered.

Standing Order 4.d(i) states that Committee Terms of Reference shall be determined by Council upon recommendation from the Policy and Resources Committee. Should Members be minded to propose any changes to the Terms of Reference for the Events, Promotion and Leisure Committee then the process regarding recommendation and determination remains unchanged.

A copy of the Terms of Reference for the Events, Promotion and Leisure Committee is attached for consideration as **Appendix 1**.

**DECISIONS**

Members are asked to review the Terms of Reference for the Events, Promotion and Leisure Committee and **RESOLVE** to **RECOMMEND** to the Policy and Resources Committee so 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**

## BOGNOR REGIS TOWN COUNCIL

### TERMS OF REFERENCE: EVENTS, PROMOTIONS AND LEISURE COMMITTEE

**9 Members of the Authority**

**Quorum = 3**

Function of Committee Column 1	Delegation of Functions Column 2
<p><b>1. Events, Promotions, Publicity &amp; Marketing</b></p> <p>1.1 To consider and make recommendations on the publicity and promotion of the town, its environs and attractions, and to determine the Town Council's Events Strategy for the coming year, or other time frame as agreed by Council including:</p> <p>Promotion and protection of the Brand Image including advertising campaigns</p> <p>Issuing of press releases, press features, promotional copy and reports</p> <p>Producing and managing Newsletters / websites / webcams /Facebook / twitter and other social media</p> <p>Reviewing literature available for visitors including Visitor Guide</p> <p>Devising marketing logos and strap-lines</p> <p>Managing Town boundary signs, poster sites and Town map boards</p> <p>To work in partnership with others to promote the Bognor Regis brand</p> <p>1.2 To advise Policy and Resources Committee on relevant aspects of Communications &amp; Marketing Policy, particularly Town Council events.</p> <p>1.3 To agree an Events Programme that caters for a wide range of tastes and differing age ranges and appeals to both residents and visitors</p> <p>1.4 To consider the impact the agreed Events Programme would have on the Town Council from a financial, organisational and administrative point of view</p> <p>1.5 Recognise the value of volunteers and external organisations and establish the level of support to be given to them by the Town Council. This will include Events Sponsorship and support for cultural activities and events from Council officers or Town Force.</p> <p>1.6 To agree budget expenditure for each event under delegated powers within the overall budget allocation approved by the Events Committee and ensure adherence at all times to the Town Council's Standing Orders relating to contracts.</p> <p>1.7 To ensure that all necessary licences are obtained and all appropriate application forms for events run by the Council are completed in time and forwarded to appropriate agency.</p>	<ul style="list-style-type: none"> <li>• Committee strategic overview within policy</li> <li>• Town Clerk for management and promotion of events, marketing &amp; public relations within policy and approved programme, subject to reporting on progress.</li> <li>• Grants to Policy and Resources Committee</li>   <li>• Committee</li>   <li>• Committee</li>   <li>• Committee</li>   <li>• Committee</li>   <li>• Town Clerk</li> </ul>



<p>1.8 To ensure all events are run with due consideration to Health &amp; Safety issues and that Management Plans and Risk Assessments are completed for each event and activity as appropriate. Health &amp; Safety will be the overriding consideration when determining whether an event proceeds</p> <p>1.9. Develop and deliver a marketing strategy for all Town Council events, ensuring that an appropriate marketing budget is allocated</p> <p>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</p>	<ul style="list-style-type: none"> <li>• Town Clerk</li> </ul>
<p><b>2 Entertainment &amp; the Arts outdoors</b></p> <p>2.1 Power to provide entertainment and support of the arts, Local Government Act 1972, S145</p> <p>2.2 Power to promote lotteries, Gambling Act 2005</p>	<ul style="list-style-type: none"> <li>• Committee within policy</li> <li>• Grants to Policy and Resources Committee</li>   <li>• Committee within policy</li> <li>Operational management to Town Clerk</li> </ul>
<p><b>3. Markets</b></p> <p>3.1 Any matters concerning markets including power to operate markets. Food Act 1984 s50-61 or any charters</p>	<ul style="list-style-type: none"> <li>• Strategic overview to Committee within policy &amp; budget</li> <li>• Operational management to Town Clerk</li> </ul>
<p><b>4. Leisure &amp; Recreation</b></p> <p>4.1 Power to maintain land for open spaces, Public Health Act 1875, S164; Open Spaces Act 1906, S9 &amp;10</p> <p>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, &amp; 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</p> <p>4.3 Management &amp; enhancement of Play areas</p>	<ul style="list-style-type: none"> <li>• Committee for strategic overview</li> <li>• Town Clerk for operational management</li>   <li>• Acquisition to Council</li> <li>• Strategic Management &amp; development to Committee within budget &amp; policy</li> <li>• Town Clerk for operational management</li>   <li>• Strategic Management &amp; development to Committee within budget &amp; policy</li> <li>• Town Clerk for Operational management</li> <li>•</li> </ul>
<p><b>5. Allotments</b></p> <p>5.1 To provide and manage allotments, improve land and let rights under S 23, 26, &amp; 42 of the Small Holding &amp; Allotments Act 1908.</p>	<ul style="list-style-type: none"> <li>• Operational Management to Town Clerk</li> <li>• Strategic overview &amp; development to Committee</li> </ul>
<p><b>6. Christmas Lights</b></p> <p>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</p>	<ul style="list-style-type: none"> <li>• Committee within budget for overview</li> <li>• Town Clerk for operational management</li> <li>• Grants to Policy &amp; Resources Committee</li> </ul>
<p><b>7. Meteorological Office</b></p> <p>7.1 Maintenance of the Town Meteorological Office</p>	<ul style="list-style-type: none"> <li>• Committee within budget</li> <li>• Operational management to Town Clerk</li> </ul>
<p>8. Power to market the Town</p>	<ul style="list-style-type: none"> <li>• Committee within Policy and Budget</li> </ul>

**BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION AND LEISURE COMMITTEE  
11<sup>th</sup> JULY 2022**

**AGENDA ITEM 7 - 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

BUDGET BEACON LIGHTING	
BUDGET	£5,000.00
EXPENDITURE	
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
	£4,717.67

*The Beacon Lighting was very well attended with over 2000 people coming out to mark the Queens Platinum Jubilee, the weather was perfect, and the performances and fireworks well received. The event space was not ideal due to the overbooking of the Esplanade, which meant that the sound did not carry well to those who had congregated behind the Beacon itself, as the audience was due to be situated on the Esplanade.*

*The recent refurbishment and decoration of the bullnose was very well received, and the Events Officer recommendation is that a letter of thanks be sent to Arun District Council and Falcon for the exceptional collaboration on making it come to fruition.*

**FOR DECISION:**

**Do Members agree to write a letter of thanks to Arun District Council and Falcon?**

**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.

*The event was very well attended, and the weather was perfect, and lots of lovely feedback has been received from those exhibiting and*



*visiting, that it was nice to see the Drive Through Time back after a 2-year break due to Covid.*

*The big screen that was originally booked unfortunately had a break down, and the spare part required could not be sourced in time for the event, so the screen providers sent another smaller screen in place of the original. To compensate for this, they have offered a much larger screen for the event in 2023 at a much lower price.*

## **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.

***As no suggestions for Genre for remaining bands were received from Members, the Events Officer has finalised the programme, as follows:***

*Vintage Trio – three female vocalists (1950's / 1960's / Rock & Roll / Soul & Motown)*

*ZHL Strings – String Quartet (Classical)*

*Bognor Regis Concert Band with Vocalist – Brass Band (Proms Classics)*

*The Rock Choir will also be performing during the half an hour interval.*

## **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.

*A drumming workshop has booked to replace the donkeys.*

### **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.

*There is currently no further update.*

### **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.

***As Members agreed on Option 2 in the previous meeting, Min 9.6 refers, the Events Officer has approached Double Take Projections, the company who produced the projection on the Santander building during Covid, for 12.5k they can offer:***

- 30 day show with 2 minutes of looping content with customisable options included the inclusion of Bognor Regis branding, town references - using x1 20,000 lumen projector (same projector utilised in 2020)***

***The Events Officer has approached two other projection mapping companies for like-by-like quotes, to date only one has been received and the 'estimate' came back in at £20,146.25. Members are asked to note that this is an estimate and not a quote, a full quote cannot be obtained without a site visit at a cost of £500.00.***

***It is the Events Officers recommendation that Double Take Projections very competitive rate be booked in, and work can commence on building the content immediately.***

***The Events Officer will be arranging a meeting in the coming weeks with Bognorphenia, Rox Music & Arts, Alexander Theatre and V2 Radio, all of whom will be working together on the event.***

*Members are asked to note that the Spillers Pantomime this year is Beauty & The Beast, and they are asked if they would like the Switch-On to be themed to match this.*

**FOR DECISION:**

**Do Members agree to book in Double Take Projections to do the digital mapping element of the Switch-On Event?**

**Would Members like the Switch-On event to be themed to the Spillers Pantomime of Beauty and the Beast?**

**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

*Unfortunately, the first concert in the park was cancelled due to heavy rain.*

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**AGENDA ITEM 8 – PROPOSAL FROM DREWITTS EVENTS REGARDING A PUNCH AND JUDY MAN COMMEMORATIVE 2-DAY EVENT IN 2023 – MIN. 27.1 OF THE MEETING HELD 13<sup>th</sup> SEPTEMBER 2021 REFERS**

**REPORT BY THE PROJECTS OFFICER**

**FOR DECISION**

At the Events, Promotion and Leisure Committee Meeting, held 13<sup>th</sup> September 2021, Members were invited to place a proposal from Drewitts Events to run a Punch and Judy Man Commemorative Event on a future Agenda – Min 27.1 refers.

The event will be a 2-day event to be held in Bognor Regis in 2023 to celebrate 60 years since the release of the Tony Hanock film "Punch and Judy Man", released in 1963.

Information about the event proposed can be found in **Appendix 1** attached to this report.

**DECISION**

How do Members wish to proceed?

## Proposal for The Punch and Judy Man Gala Commemorative Event 2023

A 2-day event to be held in Bognor Regis in 2023 to celebrate 60 years since the release of the Tony Hancock film "The Punch and Judy Man". Released in 1963.

The film focuses on the events leading up to a celebration for 60 years of Piltdown Bay – a fictional seaside town, in which Tony Hancock plays the titular Punch and Judy Man, Walter Pinner. Hancock's portrayal of an easy-going beach performer, with his wife Delia (played by Sylvia Syms) who longs to climb the social ladder, is hailed as a classic British comedy. The film featured a sparkling cast of celebrities of the time: John Le Mesurier, Hattie Jacques, Ronald Fraser, Barbara Murray, Hugh Lloyd, Mario Fabrizi and Peter Vaughan.

The film depicts the events of 3 days in the life of Walter Pinner, Piltdown's Punch and Judy man, which opens with Walter Pinner about to embark on his usual routine, leading the viewer to understand that Pinner, and vicariously his wife and friends, are stuck in a rut. However, as the unexpected events begin to stack up, Hancock's comedic timing shines through. The typical British weather (heavy rain showers and gale force winds) intervenes in Walter's daily routine and forces him first into the local pub where he antagonises the councillors, then into an ice cream parlour in the role of guardian to one of his young fans who is caught in the rainstorm. In the meantime, unbeknownst to him, Walter's wife has accepted the thinly veiled inducement from the Lady Mayoress to convince Walter to perform his Punch show at the gala event the following evening. Knowing Walter's disdain for high society, Delia gently convinces him to go ahead with the performance on the understanding that she will be able to meet the guest of honour, Lady Jane Caterham. Unfortunately the gala events do not quite follow through as planned, and without spoiling the ending for those who desire to watch the film, Hancock concludes with the observation that aspiring to the society elite is no equivalent for a happy marriage.

The film introduces a variety of supporting characters: Hugh Lloyd as Walter's assistant and money collector, the optimistic Edward Cox. John Le Mesurier plays the stoic sand sculptor, Charles Arthur Ford. Sylvia Syms as Walter's long suffering and social climbing wife, Delia. The ambitious Mayor played by Ronald Fraser, assisted by his slightly pompous councillors who include Peter Vaughan, Norman Bird and his wife the Lady Mayoress, played by Pauline Jameson. Hattie Jacques of Carry On fame appears in the cameo role of palmist and clairvoyant, Dolly Zarathusa, and Mario Fabrizi rounds off the cast as the bothersome but lovable society photographer, Neville Shanks. Walter's softer side is drawn out by the sweet, if demanding, young Punch and Judy fan Peter, played by Sylvia Syms' nephew Nicholas Webb. The events of the film draw to a spectacular close with the arrival of Lady Jane Caterham who epitomises the high society lifestyle that Delia wishes to emulate, played to perfection by Barbara Murray.

The physical Punch and Judy performances were originally staged behind the scenes by Professor Joe Hastings, the resident entertainer for Chessington Zoo. The inception of the film premise was born at Chessington Zoo, after Tony Hancock saw Joe Hastings performing there (having gone there ostensibly to watch the zoo penguins) and invited Joe to join him as the behind scenes performer for the film. Tragically Professor Hastings died before filming could be completed and was replaced by Professor Percy Press Snr, widely acknowledged in the profession today as the uncrowned King of Punch and Judy.



This proposal aims to formulate a working relationship with Punch and Judy performers including David Wilde who has the original Joe Hastings script and puppets used in the film, Arun District Council and Bognor Regis Town Council to discuss the following event and fund raising for the activities suggested. The event to be held at the time depicted in the film over a weekend of August and the beginning of September before the schools return after the summer holiday.

### Event Proposal

#### **Day 1 ( Saturday ):**

The event to start at 10:00 a.m. as directly referenced in the film's opening scene.

A parade along the sea front ( route to be decided ) and return led by the Lea-Francis Coventry car carrying Punch and Judy props to open the event. The Superior Jazz Band, and a stilt walker dressed as Punch followed by performers holding their Punch figures as we do in Covent Garden annually, also local societies etc . After the parade performers to return to their positions and the car parked on the prom as an exhibit with the owner taking charge.

Punch and Judy shows performed throughout the course of the day – booths to be set up on the promenade? Potential for 4-5 shows by different invited performers throughout the day.

A reproduction of the film set booth to be set up on the seafront at the same location as in the film depending on tide, with shows performed there each day.

Photo opportunity with a Lea Francis Coventry car model as seen in the film suitably loaded with Punch and Judy props. Car static on prom with owner taking charge.

An evening dinner or black tie to be held at the Royal Norfolk Hotel followed by illuminations ( staying true to the film ) or a fireworks display. These items are open to discussion.

#### **Day 2 (Sunday):**

All arrangements as Day 1. No parade.

Photo call for all performers and organisers by beach booth.

To close the Event a lasting tribute to the film and Tony by placing a bench in the gardens near the Royal Hotel where Tony sat during the film. A plaque on the bench to commemorate 60<sup>th</sup> anniversary etc maybe this could be unveiled by the Mayor and Tony Hancock society also Sylvia Syms if she is agreeable.

Conclusion of the events in Bognor Regis.

### Peripheral Event Support

Ice cream parlours and kiosks to sell ice creams named in the film, specifically the Piltdown Glory which is discussed in detail.

Semi - permanent display in the local museum and public places to pre publicise event during summer.

The Punch and Judy Man film to be shown in the Picturedrome Cinema-frequency of showings to be decided and maybe during the early part of the summer to publicise the event.

Sand sculptors to work on the beach.

Organ grinder on the prom as in the film.

Donkey rides and traditional seaside attractions.

Guided walking tours of filming locations, and open top bus tours – subject to agreement from property owners. This will include the Royal Hotel, the pier, the seafront booth, the souvenir shop run by Delia Pinner in the film, the Town Hall, the shopping arcade and Edward's garage. Location trail around Bognor, A5 flyer maps distributed in certain places and available online to take people on a self - guided walking tour. A3 foamex signs with images from the film can be displayed in the locations.

Superior Jazz Band, stilt walker dressed as Punch, and Punch and Judy performers for parade as used in the May fair annually in Covent Garden.

Existing funfair and attractions i.e clairvoyants.

Reenactor photographer to offer costume photos.

Hiring of a Lea-Francis Coventry (as depicted in the film).

Invitation to cast members and extras from the locality to sign autographs or participate in photo calls – Put out an appeal to the local papers and radio etc before the event to find anyone who contributed to the film or was an extra ?

Daniel Hanton, a Punch Performer and also graphic designer will be happy to assist with design of publicity etc.

Event to be filmed and photographed.

### **Potential Wet Weather Program**

Using the space in Studio 1, 2 or 3 for Punch and Judy shows if the beach is inaccessible or any where else that can accommodate the shows.

### **Additional notes.**

Friday before the weekend as a possibility of showing the film followed by a talk by David Wilde who owns the Punch and Judy figures used in the film followed by Q&A and performance by David Wilde. To be attended by members of the Tony Hancock society and British Film Institute and local Civic Party and Arun District Council.

Monday afterwards a service of thanksgiving at the grave of Joe Hastings – Ockley, Surrey.

Laying of flowers at the memorial plaque for Tony Hancock- Cranford Park, London.

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**AGENDA ITEM 9 – TO RECEIVE AN UPDATE ON CHRISTMAS ILLUMINATIONS AND AGREE ANY ACTION REQUIRED (IF AVAILABLE) – MIN. 10 REFERS**

**REPORT BY THE PROJECTS OFFICER**

**FOR DECISION**

At the Events, Promotion and Leisure Committee Meeting, held 16<sup>th</sup> May 2022, Members **AGREED** to contribute £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 also **AGREED** to an alternative location for the lights planned for the Christmas tree outside of the Railway Station should be investigated – Min. 10 refers.

**Festoon Lighting in The Queensway**

The Projects Officer has confirmed to the BID that Bognor Regis Town Council have agreed £1,400. The BID Coordinator has confirmed that all businesses occupying premises in the four Fitzleet Estate Houses are in support of the festoon lighting proposal. The BID Coordinator is currently waiting on confirmation from Fitzleet Estate to approve access to the electricity supply to ensure the smooth running of Christmas and festoon lights placed in the Queensway.

**Town Visit from Christmas Illuminations Contractor**

On 17<sup>th</sup> June 2022, the Projects Officer met with the Site Supervisor from the Christmas illuminations contractor. This was the initial review of the Town Centre and the West End shops in Aldwick Road to ascertain if there were issues regarding power supply to the Christmas/festoon lights, alongside the condition of brackets and catenary wires. A further visit to carry out the necessary works in Aldwick Road and a full electrical survey is scheduled to take place mid-July.

**Alternative location for Christmas Tree Lights – first year of contract only**

At the last meeting Members were asked to consider an alternative location for the Christmas tree lights intended for a tree outside of the railway station. It is Officer recommendation to utilise these lights by displaying them inside The Arcade.

**DECISION**

Do Members **AGREE** with the Officer recommendation that the Christmas tree lights, intended for a tree outside of the railway station, be installed in The Arcade (2022 only)?

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**AGENDA ITEM 10 - CONSIDERATION OF A PROPOSAL BY CLLR. MRS. DANIELLS TO REVIEW THE 'FOLLOW THE DUCKS' CAMPAIGN - MIN. 12 REFERS**

**REPORT BY THE PROJECTS OFFICER**

**FOR DECISION**

At the Events, Promotion and Leisure Committee Meeting held 16<sup>th</sup> May 2022, Members agreed to defer the proposal from Cllr. Mrs. Daniells to review the 'Follow the Ducks' Campaign - Min. 12 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?

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11<sup>th</sup> JULY 2022**

**AGENDA ITEM 11 - CONSIDERATION OF A PROPOSAL BY CLLR. MRS. DANIELLS TO CONSIDER AND EXPLORE DEVELOPING A SIMPLE BRTC SMARTPHONE APP - MIN. 13 REFERS**

**REPORT BY THE PROJECTS OFFICER**

**FOR DECISION**

At the Events, Promotion and Leisure Committee Meeting held 16<sup>th</sup> May 2022, Members agreed to defer the proposal from Cllr. Mrs. Daniells to consider and explore developing a simple BRTC smartphone app - Min. 13 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.

<p><b>DECISION</b></p>
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<p>How do Members wish to proceed?</p>
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**AGENDA ITEM 12 – ITEMS FOR FUTURE AGENDA**

**REPORT BY THE PROJECTS OFFICER**

**FOR INFORMATION**

The Clerk is not aware of any new items coming forward to be considered at this time.

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**AGENDA ITEM 13 – CORRESPONDENCE**

**REPORT BY THE PROJECTS OFFICER**

**FOR INFORMATION**

1. Email regarding Place to Visit Sussex – Summer – December proposal