



# BOGNOR REGIS TOWN COUNCIL

TOWN CLERK: Glenna Frost, The Town Hall, Clarence Road  
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Dear Sir/Madam

## MEETING OF THE EVENTS, PROMOTION & PUBLICITY COMMITTEE

I hereby give you Notice that a Meeting of the Events, Promotion & Publicity Committee of the Bognor Regis Town Council will be held at The Town Hall, Clarence Road, Bognor Regis at **6.30pm** on **MONDAY 15<sup>TH</sup> JUNE 2015**

All Members of the Events, Promotion & Publicity 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** to the Committee during an adjournment shortly after the meeting has commenced. (NOTE: Members of the public will be asked to provide their names and addresses and are encouraged to put questions in advance, in writing. Priority will be given to written questions. Questions should be restricted to the functions of this Committee.)

Refreshments will be available and any donations to the Mayor's Charity will be gratefully received.

CLERK TO THE COUNCIL

DATED THIS 9<sup>TH</sup> JUNE 2015

## AGENDA AND BUSINESS

1. To Note the Appointment of Chairman and Vice-Chairman as agreed at the Annual Meeting
2. Chairman's Announcements and Apologies for Absence
3. Declarations of Interest
4. To approve the Minutes of the Meeting held on 20<sup>th</sup> April 2015
5. Adjournment for public question time
6. Matters Arising from the Minutes which are not separate Agenda Items
7. To consider current Terms of Reference and make any necessary recommendations on proposed changes to the Policy and Resources Committee
8. Consideration of update on Events programme for 2015
9. Update on Strategy for promotion of the town

10. Consideration of way forward for delivery of Corporate Strategy Priority 1 – to ‘promote and advertise the Bognor Regis Brand and Town Area’, including the setting up of a Working Group and proposed Terms of Reference
11. To consider purchase of new stock of car window stickers – Sunniest Bognor Regis
12. Consideration of proposal for a Town Promotion budget– for recommendation to the Policy & Resources Committee – verbal report from Chairman
13. Consideration of issue of event advertising on the highway – referred from Policy & Resources Committee meeting of 8<sup>th</sup> June 2015
14. To note correspondence
15. Date of next Meeting Monday 10<sup>th</sup> August 2015

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



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

HELD ON MONDAY 20<sup>TH</sup> APRIL 2015

**PRESENT:** Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, P. Dillon, Mrs. J. Warr and P. Wells (from Minute. 76)

**IN ATTENDANCE:** Mrs. S. Holmes (Head of Street Scene and Leisure Services)  
Mrs. L. Gill (Committee Clerk)  
Miss. K. Fitzpatrick (Events Officer)  
2 Members of the public

*The Meeting opened at 6.30 p.m.*

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

The Chairman welcomed those present. Apologies had been received from Cllr. R. Nash.

### **73. DECLARATIONS OF INTEREST**

Members and Officers were reminded to make any declarations of Disclosable Pecuniary and/or Ordinary Interests that they may have in relation to items on this Agenda

Members and Officers should declare an interest by stating:-

- a) The item they have an interest in
- b) Whether it is an Ordinary Interest and the nature of the interest
- c) Whether it is also a Disclosable Pecuniary Interest

They then need to re-declare their interest and the nature of the interest at the commencement of the item or when the interest becomes apparent. They should request that it be recorded in the Minutes that they will leave the meeting and will neither take part in discussion, nor vote on the item.

In accordance with good practice, individual forms were available to those Councillors present in order that they could personally record their interests - both Disclosable Pecuniary and Ordinary. These forms should be returned to the Committee Clerk at the end of the meeting to enable all declarations of interest to be accurately recorded in the Minutes. Members were reminded that it is their responsibility to notify the Monitoring Officer of all Disclosable Pecuniary Interests, not already recorded on their Register of Interests Form, within 28 days.

*Cllr. Brooks declared a Disclosable Pecuniary Interest in Agenda item 6, the A Drive Through Time event with regard to the provision of a big screen, Armed Forces Day with regard to the possible provision of a stage and also in Agenda item 14 regarding the Football Clubs scoreboard.*

### **74. TO APPROVE THE MINUTES OF THE MEETING HELD ON 16<sup>TH</sup> FEBRUARY 2015**

The Minutes of the Meeting held on Monday 16<sup>th</sup> February 2015 were **AGREED** as an accurate record and were signed by the presiding Chairman.

**75. ADJOURNMENT FOR PUBLIC QUESTION TIME**

*There were no public questions at this point of the Meeting.*

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

- 76.1 16<sup>th</sup> February. Min. 69. Banners in London Road.** A Member asked if banners were going up soon as the lamp posts have been there for nearly a year. The Head of Street Scene and Leisure Services responded that the Town Centre Manager had all the information now and would be organising the banners.

**77. UPDATE ON EVENTS FOR 2015**

The Street Scene and Leisure Services report on Events 2015 was **NOTED**. (Appended to the Minutes as Appendix 1.)

**78. NALC STAR COUNCILS: DIGITAL COMMUNICATIONS OF THE YEAR AWARD - BRTC ENTRY**

NALC has announced their Star Councils Awards 2015. In light of the work being done by the Council on Facebook, Twitter, Streetlife, the new website and the conversion to digital communication for meeting paperwork, it is proposed the Council enter for the Digital Communications of the Year award. The report was **NOTED**.

**79. UPDATE ON STRATEGY FOR PROMOTION OF THE TOWN**

The Head of Street Scene and Leisure Services reported on the activity on Facebook, Twitter and Streetlife. A company had offered a photo banner at the top of their information map free of charge to the Council. It is planned to place these in shops and sites around the town and neighbouring areas. This had been accepted and artwork agreed. Requests from TV companies seeking contestants for their programmes had been assisted and promoted as appropriate.

A Councillor reported that the live webcam which is sponsored by the Council has had 29,000 “hits” which helps promotion of the town.

The report was **NOTED**.

**80. UPDATE ON 2015 VISITOR GUIDE**

The Visitor Guide has been printed and the first distribution has occurred. Copies have been sent to the VICs and TICs in the South East some of which have requested further copies. The Guide is also available on the website as a downloadable pdf. The report was **NOTED**.

**81. CONSIDERATION OF ADVERTISING IN COACH MONTHLY MAGAZINE AND YEARBOOK FOR 2015/16 INCLUDING OFFER TO EXTEND ADVERTISING DEAL AT A COST OF £599 + VAT**

The Council has for 3 years taken an advertising package from the Coach Drivers Club for an 1/8 page in the South east section in the CDC Yearbook, plus 12 6x1 ads from July 2014-June 2015 to include 200 words of editorial and a colour image within a South East feature in July.

This package had been offered to the Council for the year starting July 2015/June 2016 at the same rate as 2014/15 £599 + VAT. Further communication with the company has taken place and this offer has now been discounted to £558 + VAT.

Following discussion Members **RESOLVED** to **AGREE** to renew the advertising package at £558 + VAT. It was suggested that the Market could be advertised when there are less events and they could possibly be approached to contribute towards the cost. The new cafe in

Hotham Park could also be approached to provide a drivers incentive in order to be able to gauge the efficacy of the advert.

## **82. REVIEW OF THE TOWN COUNCIL'S WEBSITE LINKS POLICY**

In 2011 the Town Council agreed a Website Links Policy.

In line with the other Town Council Policies, this now needs to be reviewed. Members were asked to consider the policy and decide if any amendments or additions should be made.

Following discussion it was **AGREED** to amend items:

**3.4** to read "Specific business websites providing public information, such as Checkatrade, at the discretion of the Town Clerk"

**3.8** to read "Websites such as The Best of Bognor Regis and other local websites. Links to include local PCSOs (if available), West Sussex Credit Union and local sporting sites. Inclusion of local groups will be at the discretion of the Town Clerk"

**3.13** to read "Our website contains links to these other sites to provide information and for the convenience of the public. Bognor Regis Town Council does not control these sites and so cannot guarantee that the information is up to date or correct. Bognor Regis Town Council does not endorse any of the content of any businesses linked to the website nor any advertising linked to these websites."

With these amendments the Committee **RESOLVED** to **RECOMMEND** to Council to **APPROVE** the Town Council's Website Links Policy.

## **83. CONSIDERATION OF ADDITIONAL EVENTS TO MARK:**

### **83.1 VE DAY CELEBRATIONS**

Friday 8th May is the anniversary of VE Day. Notification has also been received that 100 beacons will be lit on Friday 8th May, at the going down of the sun, to mark the event. The Town Council has not been invited to take part in this but should Members wish to light the beacon, this can be investigated. Discussion took place and Members expressed concern at the additional staff resources required and asked if it would be necessary for event staff to attend. The Head of Street Scene & Leisure Services confirmed that a member of staff would be required as it would be necessary to use the portable PA equipment and Town Force could not be responsible for this as well as for lighting the beacon. Following the discussion it was **AGREED** that the beacon would be lit however there would be no official additional event as such and the Mayor would be asked to light the beacon.

### **REQUEST FOR BEACON TO BE LIT**

An email had been received from the Town Council's Chaplain requesting that the Church be allowed to light the beacon as part of their Pentecost service. Following discussion it was **AGREED** to allow the beacon to be used. However there will be a charge for Town Force time to set up and assist which will need to be met in order for this to progress. The Chaplain will be informed of this decision.

### **30TH BIRTHDAY OF BOGNOR REGIS TOWN COUNCIL**

The Town Council, in its present form, began in 1985 as a Parish Council and the term Town Council was adopted on 13th May of that year. The Town Council therefore celebrates its 30th birthday in 2015.

Members were asked if they wished to consider running an event or ceremony to mark this occasion. Alternatively, a banner could be applied to official Town Council paper during the

“birthday” year. Following discussion Councillors **AGREED** that a banner on the headed paper would be appropriate and a birthday cake to mark the occasion.

**84. CONSIDERATION OF INFORMATION REGARDING THE SLCC GREAT BRITISH HIGH STREET COMPETITION FOR POSSIBLE ONWARD REFERRAL TO TOWN CENTRE MANAGER**

The Council has received details from the Society of Local Council Clerks of the second Great British High Street competition. Members **NOTED** the report and following discussion **AGREED** to pass the information on to the Town Centre Manager, offering assistance where possible.

**85. CONSIDERATION OF REQUEST FOR SPONSORSHIP FOR MEMORIAL FOOTBALL MATCH IN JULY**

*7.40 p.m. Cllr. J. Brooks declared a Disclosable Pecuniary Interest regarding the provision of a scoreboard screen at the football club and left the Meeting.*

An email had been received from Bognor Regis Town Football Club regarding a Memorial Match they are organising on Sat 4<sup>th</sup> July, enquiring whether the Town Council would consider sponsoring the event. Following discussion it was **RESOLVED** to sponsor the match by purchasing a full page advert in the programme for £100 funded from Earmarked Reserves.

*7.42 p.m. Cllr. J. Brooks returned to the Meeting*

**86. TO NOTE CORRESPONDENCE**

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

- 86.1** UK Point of Sale - Sales Information on frames
- 86.2** Boldscan Ltd - Sales Information on Watastands and A Boards
- 86.3** Mindblowers - Sales Information on Rugby Player Stilt Walkers, acts to book for World Cup Events
- 86.4** Paine’s Plough’s Roundabout at Regency Square - Brighton Festival

The Head of Street Scene and Leisure Services drew Members attention to a letter regarding Arun, Adur and Worthing Joint Arts Project which is looking to develop the arts and cultural offer across the region.

**87. DATE OF NEXT MEETING MONDAY 15TH JUNE 2015**

The date of the next meeting was **NOTED**.

*The Meeting closed at 7.50 p.m.*

**BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 15<sup>TH</sup> JUNE 2015**

**AGENDA ITEM 7 – TO CONSIDER TERMS OF REFERENCE AND MAKE ANY NECESSARY RECOMMENDATIONS ON PROPOSED CHANGES TO THE POLICY & RESOURCES COMMITTEE**

Each Town Council Committee considers their Terms of Reference 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 consider any amendments and then recommends approval of the Terms of Reference for each Committee to the Council

As a result of reviewing the Council's governance over the last few months, and owing to the drive by Government for councils to become more transparent, a new layout for the Terms of Reference is being proposed for Council and each Committee that will assist the Town Council in complying with this requirement. This also fits in with the style of the Council's new Constitution that has recently been adopted. The new layout gives Members and the public a clear picture of the powers that are available to the Council, some of which are currently used and others which are not.

A copy of the Terms of Reference for the Events, Promotion & Publicity Committee in the proposed new format are therefore attached for consideration at **Appendix 1**. A copy of the original Terms of Reference for these Committees is also attached for ease of reference at **Appendix 1a**.

**For Decision:**

**Members are asked to review the new Terms of Reference 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, PROMOTIONS & PUBLICITY COMMITTEE**

XX July 2015

9 Members of the Authority

**Quorum = 3**

<p align="center"><b>Function of Committee Column 1</b></p>	<p align="center"><b>Delegation of Functions Column 2</b></p>
<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 &amp; 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> <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 over-riding</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 &amp; Resources Committee</li>   <li>• Committee</li>   <li>• Committee</li>   <li>• Committee</li>   <li>• Committee</li>   <li>• Committee</li>   <li>• Town Clerk</li>   <li>• Town Clerk</li> </ul>

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## AGENDA ITEM 7 APPENDIX 1

<p>consideration when determining whether an events 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 &amp; Publicity Committee</p>	
<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, Lotteries &amp; Amusements Act 1976,S7</p>	<ul style="list-style-type: none"> <li>• Committee within policy</li> <li>• Grants to Finance &amp; Policy 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. Community Engagement</b></p> <p>4.1 To promote the social wellbeing of the Town and to facilitate and support local community and voluntary organisations</p> <p>4.2 To support a CAB for the Town, Local Government Act 1972, s 142</p>	<ul style="list-style-type: none"> <li>• Grants to Policy &amp; Resources Committee</li> <li>• Promotion &amp; other support to Committee/ Town Clerk in accordance with Policy</li> <li>• Committee under the direction of Council</li> <li>• Grants to Policy &amp; Resources Committee</li> </ul>

**TR6 EVENTS, PROMOTIONS AND PUBLICITY COMMITTEE**

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:
  - Promotion and protection of the Brand Image including advertising campaigns
  - Issuing of press releases, press features, promotional copy and reports
  - Producing and managing Newsletters / websites / webcams / Facebook / twitter and other social media
  - Reviewing literature available for visitors including Visitor Guide
  - Devising marketing logos and strap-lines
  - Managing Town boundary signs, poster sites and Town map boards
  - To work in partnership with others to promote the Bognor Regis brand
2. To agree an Events Programme that caters for a wide range of tastes and differing age ranges and to appeal to both residents and visitors
3. To consider the impact the agreed Events Programme would have on the Town Council from a financial, organisational and administrative point of view
4. 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.
5. 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.
6. 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.
7. 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 over-riding consideration when determining whether an events proceeds
8. Develop and deliver a marketing strategy for all Town Council events, ensuring that an appropriate marketing budget is allocated
9. 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 Publicity Committee.
10. The Committee will deal under delegated powers with the above decision-making issues within the budget and policies approved by the full Council.

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## **AGENDA ITEM 7 APPENDIX 1a**

11. In the event of a dispute with another Committee that cannot be resolved by the two Committees, the matter shall be referred to the Policy and Resources Committee for arbitration and the P&RC's decision on the matter shall be final.
12. Where the Committee proposes actions or policies outside of agreed Council policy, it shall make recommendations to the Council.
13. The Committee shall refer any proposals which would incur non-budgeted expenditure or would reduce by more than £500 budgeted income to the Policy and Resources Committee which shall make recommendations to the Council on the matter.
14. The Committee may vire monies within its approved budget between heads provided that any virement which would exceed more than 5% of the Committee's budget would be referred to the Policy and Resources Committee for consideration of any purely financial implications of such a change.
15. Where acting under delegated authority the Committee may decide, by a simple majority of Councillors present and voting (abstentions counting as a vote), to refer the matter for decision to full Council and shall make recommendations as appropriate.
16. The Committee will take representations from the public on an agenda item if it is notified to them prior to the meeting and with the majority agreement of the meeting.

**BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 15<sup>TH</sup> JUNE 2015**

**AGENDA ITEM 8 – CONSIDERATION OF UPDATE ON EVENTS PROGRAMME FOR 2015**

**27<sup>th</sup> May - A Day in the Park /Jungle Book Day**

The Jungle Book Day was extremely successful, with an estimated 9,000 people in attendance. The hits on the Events Facebook page prior to the event totalled over 17,000 and an advert had also been placed in the Primary Times, which goes out in primary school book-bags before the holidays.

The feedback has been extremely positive, both from parents and also from the businesses supplying services. The sweet stall was busier than they would normally be for a 2 day weekend festival and the climbing wall had to draft in an extra member of staff to deal with demand.

As all of the activities were run by outside providers, and not Town Council staff, the event required less event staff to be in attendance.

This is the third ‘book’ day that the Council has run in Hotham Park and each one has been extremely popular and seen the park full of people. This year the Jungle Book Day also coincided with the judging for the Park Green Flag award and Arun staff felt that having so many people using the park would have strengthened their bid.

**13<sup>th</sup> June - Proms in the Park**

We have now had further information from the local concert band and the sing-along section for Sound of Music will be slightly shorter than planned – it will now be about 10 minutes. The programmes will include the lyrics for this section, as well as the usual Land of Hope & Glory, Jerusalem etc.

As the new café is not yet open, caterers will be brought in to supply sausages in baps and tea and cake. This has been discussed with the new café proprietor, who was happy for this to happen as they were not likely to be open in time for the event.

**21st June - Armed Forces Day**

The programme for the day will begin with the Parade march-on at 9.50, followed by the Parade & Drumhead Service at 10.00. VIPs will gather at the RAFA Club and then move into position on the seafront.

The service will be followed by the presentation of medals and then the re-dedication of HMS St Barbara (the Pier). The entertainment programme will begin at 11am and will continue all day. There will be flying displays from a Harvard and Mustang from the Boutbee Flying Academy and the Hurricane from the RAFs Battle of Britain Memorial Flight.

Although much of the event is organised by the Armed Forces Day Committee, which includes the RAFA, the British Legion and various cadet groups, the Town Council takes responsibility for the event management and Health & Safety on the day.

**5<sup>th</sup> July - A Drive Through Time**

Currently 170 entries have been received from vehicles for the event but the number is likely to be 200 on

**Continued.....**

## **AGENDA ITEM 8**

the day. The Rotary Club will provide marshals who will assist with parking the vehicles on the day and also managing the public parking area at the back of the park. Catering concessions will be providing food and drink on the day.

The week before the event the ropes which mark out the parking spaces for each vehicle are prepared, with class numbers being fixed in place. The classes run in date order and the numbers correspond to those sent to each entrant. This means on the day each vehicle can drive into its allotted space, in the correct date order.

Staff will begin work at West Park at 6am on the day, so that the event area can be marked out ready for when the first vehicles arrive at approximately 9am. All entries, concessions, entertainment and stall holders must be in place by 11am, which is the official opening time for the event.

The number of entries for the craft and charity fair is up on last year and this area will be full. There will be music on the Rotary stage and the Grand Prix will be shown on the big-screen TV.

The vehicles tend to start moving off mid afternoon and the park should be cleared by 6pm.

### **27<sup>th</sup> July to 21<sup>st</sup> August - Funshine Days**

The content of the 4 weeks of free activities for children on the seafront are still being finalised. But will include:

**SEASIDE CLASSICS 27<sup>th</sup> – 31<sup>st</sup> July**

Five days of classics that you would expect to find at the seaside, everything from donkey rides to Punch & Judy shows.

**PERFORMANCE & ART 3<sup>rd</sup> – 7<sup>th</sup> August**

A Pirate Day, Lost & Sound on the beach and the longest Mad Hatters tea party along the prom to celebrate the 150<sup>th</sup> Anniversary of Alice in Wonderland (Lewis Carroll holidayed here in Bognor Regis).

**BOGNOR H<sub>2</sub>O 10<sup>th</sup> - 14<sup>th</sup> August**

Celebrating all things water...in it, on it and beside it. Everything from Marine Conservation & Environmental Awareness, to Beach Cleans, Art from Rubbish and Surf & SUP board demonstrations.

**MUSIC AND MOVEMENT 18<sup>th</sup> – 22<sup>nd</sup> August**

Move it and shake it for the final week: Jiggle with the Jiggy Wrigglers, Rox Music workshops and, in conjunction with The Base Skatepark, on the 21<sup>st</sup> something 'wheely' special will be taking place, trying to break a world record (the number of wheels on the Prom at any one time).

These activities take place on the promenade/seafront around the bandstand area. If conditions are too windy some can be transferred to Hotham Park. The theatre has also been used in the past when weather conditions are too bad to run the events outside.

These activities will be promoted via the Town Council's Facebook page but adverts will also be placed in Primary Times and Raring to Go, both publications aimed at parents with primary school age children.

### **Christmas Illuminations Switch on event**

The Environment & Leisure Committee have decided that the Christmas illuminations should be switched on on Saturday 28<sup>th</sup> November. Detailed planning will begin once the bulk of the summer events are over. Spirit FM have approached the Council and offered to be part of this event, without charge. This will be pursued.

**Continued.....**

**Other activities**

**VJ Day Celebrations**

The Armed Forces Day Committee have requested details of what the Town Council plans to do to mark the VJ (Victory in Japan) Day celebration. It was agreed to mark VE Day with the beacon lighting, as this was part of a national event. Looking on official websites, the 15<sup>th</sup> August is the date of the VJ celebrations but there does not seem to be any detail as to what the official events are likely to be. From the information that is available, it seems that quite a lot will take the form of a service of remembrance. As the next E P & P Committee meeting does not take place until 10<sup>th</sup> August, how do Members wish to proceed? The 15<sup>th</sup> is a Saturday but perhaps a remembrance service could be arranged for the Sunday, 16<sup>th</sup> August.

**For Decision:**

**Do Members wish to run an event to mark VJ Day?**

**If Members do wish to mark this Day, what form should the celebrations take?**

**Sussex Day**

The Council has received a communication from one of the founders of Sussex Day, asking if the Town Council will be flying the Sussex Flag on 16<sup>th</sup> June. The Council does not currently own a Sussex Flag, so is not able to take part on this occasion. It is unknown at this stage whether Arun District Council will be flying the Sussex flag. Do Members wish to investigate this further?

**For Decision:**

**Do Members wish to investigate the cost of purchasing a Sussex Flag so that this can be flown in future years?**

**BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 15<sup>TH</sup> JUNE 2015**

**AGENDA ITEM 9 – UPDATE ON STRATEGY FOR PROMOTION OF THE TOWN**

The events team continue to promote the town via details of its events and also photographs and posting about the weather.

For example a set of beach photos recently had a post reach of 2,139 and generated the following comments:  
“The beach is one of the best things about Bognor Regis town”  
“Great photos – makes me want to go to the beach”  
“Brilliant photos”.

The team is also using Twitter and have a good record on re-tweets. The number following the Events Twitter page is 850 and the Town Council page 360.

The photo stock continues to grow – beach, weather and events. Once the work in the precinct is completed and the cleaning process done, then photos of the main shopping areas can be taken.

**BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 15<sup>TH</sup> JUNE 2015**

**AGENDA ITEM 10 – CONSIDERATION OF WAY FORWARD FOR DELIVERY OF CORPORATE STRATEGY PRIORITY 1 – TO ‘PROMOTE AND ADVERTISE THE BOGNOR REGIS BRAND AND TOWN AREA’, INCLUDING THE SETTING UP OF A WORKING GROUP AND PROPOSED TERMS OF REFERENCE**

Priority 1 of the Corporate Strategy is ‘Promoting the Bognor Regis brand and Town Area’. This has a budget of £10,000 over 4 years but nothing was done in 2014/2015. Therefore the sum of £5,000 is available this financial year for the delivery of this project. A further £2,500 will then be available for the financial years 2016/2017 and 2017/2018.

As branding is a complex issue it may be better that this should be considered by a Working Group, who can put forward some suggestions for consideration by this Committee. Members are therefore asked to consider the following:

**For Decision:**

**Do Members wish to set up a Working Group to deal with the issue of Branding and to consider the use of the budget available?**

**If Members agreed to such a Working Group, to consider and APPROVE 5 Town Councillor appointments**

**If the Working Group is agreed, then draft Terms of Reference need to be proposed.**



**BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 15<sup>TH</sup> JUNE 2015**

**AGENDA ITEM 11 – TO CONSIDER PURCHASE OF NEW STOCK OF CAR WINDOW STICKERS –SUNNIEST BOGNOR REGIS**

In 2011 the Town Council agreed to use the Sunniest Bognor Regis logo as an alternative to the Town Crest, where appropriate, eg on publicity materials for events.

In April 2012 the Town Council agreed to purchase 500 Sunniest car window stickers, at a cost of £314. These were given out at events and with Town Guides etc.

It is proposed that the Committee consider purchasing another stock of these window stickers. A quote has been received to produce 1,000 with the Sunniest Bognor Regis logo, plus the Facebook, Twitter and website details. The cost will be £329 to produce, plus £44.00 for artwork – a total of £373.

The available Promotion & Publicity budget is £1,000 and of this £558 has been agreed for the Coach Drivers Yearbook and magazines. This leaves a balance of £442.

**For Decision:**

**Members are invited to consider the purchase of 1.000 car window stickers at a cost of £373 from the 2015/2016 Promotion and Publicity budget.**

**BOGNOR REGIS TOWN COUNCIL  
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 15<sup>TH</sup> JUNE 2015**

**AGENDA ITEM 13 – CONSIDERATION OF ISSUE OF EVENT ADVERTISING ON THE HIGHWAY – REFERRED FROM POLICY & RESOURCES COMMITTEE MEETING OF 8<sup>TH</sup> JUNE 2015**

The issue of event advertising on the highway was raised at the Policy & Resources Committee meeting of 8<sup>th</sup> June.

A report on this issue had previously been given to the Events, Promotion & Publicity Committee in December 2014 and a copy of the report, which was noted at the meeting, is given below:

“Following issues that arose from roadside advertising for a local event earlier in the year, ADC called a meeting to discuss the issue of advertising on the highway. The meeting was attended by: Phil Graham (ADC), Ben Whiffen and Greg Merrett (WSCC), Roger Nash (Folk Festival), Steve Goodheart and me.

The issue has been discussed on several occasions before. It was felt that roadside advertising was one of the most effective ways to promote an event. Rox had had a meeting previously with Nigel Lynn and senior Arun staff to try and reach an agreement on the issue.

It was felt that signage leading up to and away from road junctions was the most useful, but far enough back not to cause a safety issue.

The County Council position on this is clear – they are not able to licence road side advertising. They do have a number of barrier sites where event organisers can obtain a licence to put banners. They are willing to look to see if the number of existing sites (4 in Bognor Regis) can be increased. They also acknowledged that due to lack of resources, they do not always act on roadside signs, unless they are in a dangerous place or they receive a complaint about them.

The issue of lamp post banners was discussed. It was suggested that either additional banners could be provided on the outskirts of the town, giving more banners overall, or that the existing sites could be replaced by new ones in other areas. This will be dependent on cost. Currently Arun and the Town Council contribute to the cost of the event banners that are put up. Arun also have some sites where event banners can be put up on Arun land.

The possibility of installing permanent, digital signs around the county was also discussed. However, it was recognised that this would be a long-term project.

Following the meeting it was agreed that the County Council would consider licensing additional barrier sites and Arun, with the Town Council, will look at the issue of existing/new lamp post banners.”

**For Decision:**

**How do Members wish to proceed on this issue?**

**GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY**

**COMMITTEE MEETING 15<sup>TH</sup> JUNE 2015**

1. UK Point of Sale - Sales information on outdoor signs
2. Lamps & Tubes - Sales Information on bunting and flags
3. Sam-culture - Free Family Fun Events in Brighton
4. National Foundation for Youth Music - Supporting life-changing music-making
5. Baker Ross - The Ideas Shop Summer 2015
6. Fr Andrew - email Thank you for Town Force's assistance lighting the Beacon
7. Historical Promotions - Sales Information re St Georges Day, Historical and Cultural Events 2015
8. UK Point of Sales - Sales Information
9. Coach Monthly May 2015
10. Travel GBI - Newsletter No 437 May 2015
11. Travel GBI - Newsletter No 438 June 2015
12. Silvermaze - Sales Information on Maps
13. Pick n mix events - Sales information on entertainers available
14. Tropical Ice - Sales Information on event catering
15. Baker Ross - Catalogue Summer 2015 Vision ICT Newsletter June 2015
16. CDC re Best of Britain & Ireland Tourism and Travel Show
17. UK Point of Sale - Sales information on snap frames
18. WSCC - email from the organiser of the Healthy Living Event in Hotham Park inviting the Town council to take part in the event
19. 2<sup>nd</sup> Bishop Waltham Rainbow Guides - email re taking part in Bognor Regis Carnival
20. Letter from a member of the public regarding the use of "Regis" after Bognor in the press and regarding flying the Sussex flag on Sussex Day (16<sup>th</sup> June)