



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 10TH AUGUST 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 4TH AUGUST 2015

AGENDA AND BUSINESS

1. Chairman's Announcements and Apologies for Absence
2. Declarations of Interest
3. To approve the Minutes of the Meeting held on 15th June 2015
4. Adjournment for public question time
5. Matters Arising from the Minutes which are not separate Agenda Items
6. Update on Events programme for 2015
7. Consideration of report from first meeting of the Promotions Working Group, including proposed Terms of Reference – Min. 10 refers
8. Consideration of second year of sponsorship funding for free Wifi in town centre – Min. 51, 15th December 2014 refers
9. Update on issue of event advertising on the highway – Min. 13 refers
10. To ratify change of scheduled meeting date from Monday 15th February 2016 to Monday 8th February 2016, due to the unavailability of the Council Chamber

11. To note correspondence
12. Date of next Meeting Monday 12th October 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 15TH JUNE 2015

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, P. Dillon, S. Goodheart, D. Maconachie and J. Young

IN ATTENDANCE: Mrs. S. Holmes (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Clerical Assistant)
Miss K. Fitzpatrick (Events Officer)
1 Councillor in the Public Gallery
1 Member of the public in the Public Gallery

The Meeting opened at 6.30 p.m.

1. TO NOTE THE APPOINTMENT OF CHAIRMAN AND VICE-CHAIRMAN AS AGREED AT THE ANNUAL MEETING

The Committee **NOTED** that Cllr. J. Brooks had been elected Chairman and Cllr. S. Goodheart elected Vice-Chairman of this Committee at the Annual Council Meeting on 18th May 2015.

2. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. W. Toovey due to work commitments. No apologies had been received from Cllrs. J. Cosgrove or P. Woodall.

3. 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.

There were no declarations of interest made at this point of the Meeting.

4. **TO APPROVE THE MINUTES OF THE MEETING HELD ON 20TH APRIL 2015**

The Minutes of the Meeting held on Monday 20th April 2015 were **AGREED** as an accurate record and were signed by the presiding Chairman.

5. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

6.34 p.m. At this point the Meeting was adjourned to allow a Councillor in the public gallery to speak.

A Councillor informed the Committee that the fundraising group Pink Pub Bike Club who are on a charity fundraising cycle to Paris to raise funds for the Snowdrop Trust will be passing through Bognor Regis on Tuesday 16th June at around 4.30.

6.36 p.m. the Meeting was reconvened.

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

20th April – Min. 76.1. Banners in London Road. A Member enquired how this project was progressing. The Head of Street Scene and Leisure Services responded that the tensioning rods were being made and as soon as they are available banners will go up.

20th April – Min. 78. NALC Star Councils: Digital Communications of the Year Award - BRTC Entry

A Member asked if the entry had been submitted yet. The closing date for entries is 30th June and the entry will be sent near to that time to allow the most recent statistics on the website and Facebook to accompany it.

20th April - Min. 83.1. VE Day Celebrations and request for the Beacon to be lit for Pentecost Service

A Councillor enquired whether the Beacon Lighting method had been researched. The Head of Street Scene and Leisure Services reported that work was being undertaken to find a more reliable way of lighting the Beacon but this was proving difficult as there are not many like the one at Bognor Regis so no off the shelf lighting apparatus is available.

7. **TO CONSIDER CURRENT TERMS OF REFERENCE AND MAKE ANY NECESSARY RECOMMENDATIONS ON PROPOSED CHANGES TO THE POLICY AND RESOURCES COMMITTEE**

The Head of Street Scene & Leisure Services referred to her report, which advised Members that all of the Town Council's Terms of Reference were being revised and updated and copies of the new and old Terms of Reference had been included with her report. The new Terms of Reference set out not only what the Committees currently do but also what they have the power, although not necessarily the duty, to undertake if the Council so wished. However, some of the powers could only be used with the agreement of other agencies or authorities.

7.1 **Events Promotion and Publicity Committee**

Following discussion it was **PROPOSED** that Section 4.1 which currently states "To promote the social wellbeing of the Town and to facilitate and support local community and voluntary organisations" should read "To promote the social wellbeing of the Town and to facilitate and support local community and voluntary organisations within the framework of our Corporate Strategy" it was therefore **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that this amendment should be made to the Terms of Reference.

8. UPDATE ON EVENTS PROGRAMME FOR 2015

The report from the Head of Street Scene and Leisure Services was **NOTED**. Members were advised that the Proms in the Park event had been a success and feedback from attendees had been positive.

Further to the report on Armed Forces Day the Head of Street Scene and Leisure Services had been invited to attend a security meeting with the police ahead of the event.

8.1 Christmas Illuminations Switch on event. Planning for this event will begin once the summer events have taken place. Traders have requested a later switch on time of 6.30 with late night shopping that Saturday and the following Saturday. The Town Centre Manager has been in negotiations with the traders and hoped for more trader involvement. A final decision on the time will be made at the next meeting when further information has been received from the Town Centre Manager. The report was **NOTED**.

8.2 VJ Day Celebrations. The Head of Street Scene and Leisure Services asked the Committee what, if anything, they would like the Council to do to celebrate VJ Day. Following discussion it was **AGREED** that a Member would ask the theatre if any performers would join in a sing-a-long and the Head of Street Scene and Leisure Services would contact cadets, the RAFA Club and the British Legion enquiring whether they were organising any events or would participate.

8.3 Sussex Day. The Head of Street Scene and Leisure Services reported that further to her written report it had been ascertained that Arun did own a Sussex Flag and that this would be flown on Sussex Day. Following discussion Members **AGREED** that nothing further should be done to celebrate Sussex Day.

9. UPDATE ON STRATEGY FOR PROMOTION OF THE TOWN

Work is being done on a portfolio of photographs to use to promote the town and a local group are producing a promotional video of the area. The Facebook and Twitter feeds are regularly updated with news items on events and weather information. A Member suggested sending a news story to the national press late Thursday afternoons for the Friday papers. The Head of Street Scene and Leisure Services report was **NOTED**.

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

Members discussed the report regarding the available budget of £10,000 over 4 years. None of this was used 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. It was **AGREED** to form a Working Group of five Councillors and that Councillors J. Brooks, Mrs. S. Daniells, S. Goodheart, and J. Young from Events Promotion and Publicity Committee will sit on this group. It was further **AGREED** that as Chairman of the Policy & Resources Committee Councillor P. Wells would also sit on this group.

It was **AGREED** that the draft Terms of Reference would be drawn up at the first group meeting.

A Member voiced his opinion that the budget was not sufficient to make a meaningful impact on branding the town and advised that he would be lobbying for additional funding for this.

11. TO CONSIDER PURCHASE OF NEW STOCK OF CAR WINDOW STICKERS - SUNNIEST BOGNOR REGIS

It was reported that 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.

The Head of Street Scene and Leisure Services proposed that the Committee consider purchasing another stock of these window stickers. A quote had been received to produce 1,000 with the Sunniest Bognor Regis logo, plus the Facebook, Twitter and website details. The cost would be £329 to produce, plus £44 for artwork – a total of £373.

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

Following discussion it was **RESOLVED** that subject to Members approval of a proof of the sticker a further stock of 1000 at a cost of £373.00 would be purchased.

12. CONSIDERATION OF PROPOSAL FOR A TOWN PROMOTION BUDGET– FOR RECOMMENDATION TO THE POLICY & RESOURCES COMMITTEE

The Chairman reported that on the Town Newsletter Spring 2015 the Town Council Budget was published with the sum of £197,355 for Environmental Projects, floral displays and town promotion. It was not clear to which areas this sum was allocated. When the new Working Group meets he requested that they research what is required to effectively promote the town and put in a formal request to the Policy & Resources Committee for further funding.

13. CONSIDERATION OF ISSUE OF EVENT ADVERTISING ON THE HIGHWAY – REFERRED FROM POLICY & RESOURCES COMMITTEE MEETING OF 8TH JUNE 2015

The Head of Street Scene and Leisure Services referred to her report which was **NOTED**. Following discussion it was **AGREED** that a list of currently available sites be circulated to Members to consider discussion with ADC on other possible sites across the District.

14. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence including the following additional items:

- 14.1** Military Speakers - speakers for Armed Forces Day
- 14.2** Enquiry from a member of the public regarding things to do in Bognor Regis on 8th July when her retirement group are visiting
- 14.3** Oxuniprint - email sales information on printing service
- 14.4** ADC - email from the Events & Leisure Development Officer regarding party packs (bunting etc)

The Meeting closed at 8.15 p.m.

BOGNOR REGIS TOWN COUNCIL
PROMOTIONS WORKING GROUP

NOTES OF MEETING HELD ON
MONDAY 4th AUGUST 2015

PRESENT: Cllr J Brooks
 Cllr Mrs S Daniells
 Cllr P Wells

IN ATTENDANCE: Mrs S Holmes (Head of Street Scene & Leisure Services)

The meeting opened at 6.10pm

1. TO APPOINT CHAIRMAN

It was proposed and seconded that Cllr Mrs Daniells be nominated Chairman. There being no other nominations, it was **AGREED** that Cllr Mrs Daniells be duly elected.

2. WELCOME BY CHAIRMAN AND APOLOGIES FOR ABSENCE

The Chairman welcomed everyone to the meeting. Apologies had been received from Cllr. Goodheart, due to another meeting at the same time. K Fitzpatrick, Events Officer, gave apologies as she is busy with the delivery of Funshine Days. Late apologies were received from Cllr Young, as he had unexpectedly had to remain at work due to staff shortages.

3. DECLARATIONS OF INTEREST

There were no declarations of interest at this time.

4. TO SUGGEST TERMS OF REFERENCE FOR THE WORKING GROUP FOR RECOMMENDATION TO THE EVENTS, PROMOTION & PUBLICITY COMMITTEE

A suggested Terms of Reference (appended to notes) were circulated. There were no proposed additions or amendments and therefore they were **RECOMMENDED** to the Events, Promotion & Publicity Committee.

5. CONSIDERATION OF WAY FORWARD FOR DELIVERY OF CORPORATE STRATEGY PRIORITY 1 – TO ‘PROMOTE AND ADVERTISE THE BOGNOR REGIS BRAND AND TOWN AREA’ – INCLUDING BUDGET PROPOSALS FOR RECOMMENDATION TO THE POLICY & RESOURCES COMMITTEE

The following points were made:

- 5.1 The promotion of the town should be to the immediate area (Aldwick, Middleton etc) and wider area (Gatwick, Motorways)
- 5.2 Promotion was already done via website, Facebook, Twitter and Wifi
- 5.3 Currently a small budget was available for promotions
- 5.4 Possibly a larger budget - £25,000 – should be considered to allow for the proper promotion of the town
- 5.5 It would be necessary to identify what would be done with the budget
- 5.6 Successful promotion is already done via the Follow the Ducks on the Council's Events Facebook page
- 5.7 Would there be promotion for specific things?
- 5.8 If by promotion we can get more people to the town, then the businesses would respond to this
- 5.9 Even things like signs in shops saying 'Euros accepted' or 'Spanish spoken here' would help improve the image
- 5.10 In terms of an advertising campaign, perhaps something like the girl with the beach ball (used previously some years ago by the Town Council) could be considered – get back to solid ground
- 5.11 The town needs to be shown as a destination

- 5.12 It was pointed out that there is not a huge amount of accommodation in the town, so it is probably day visitors that any campaign should appeal to
- 5.13 It was suggested Surrey was a core market
- 5.14 A retro aspect was suggested – like the old railway posters. The town is perceived as a traditional seaside town
- 5.15 Members were advised that £5,000 was available this year for promotion (£2,500 a year had been put in the budget for 4 years but it was not spent last year)
- 5.16 If Members wished to have a larger budget (£25,000 had been suggested) then this Working Group would need to make a recommendation to the E, P & P Committee to recommend to P & R for the 2016/2017 budget.
- 5.17 It was suggested that prices be obtained from Arcadia – posters on the back of toilet doors in service stations
- 5.18 Information was circulated about the cost of advertising posters on railway stations – a number of stations were available on the Bognor Regis – Victoria line
- 5.19 It can be difficult to change the habits of local people, some of whom do not shop in Bognor Regis. However, this can be done to a certain extent via the 2 hour free parking scheme
- 5.20 We need to try and attract day visitors
- 5.21 An advert on one of the London radio stations could be considered, in the lead up to the school holidays
- 5.22 The Town Guide could be distributed further afield, or do a A4 folded to DL version to fit racks better in service stations
- 5.23 Obtain prices from Take One Media for East Sussex, Surrey and Hampshire
- 5.24 There is a need for more accommodation in the town – Airbnb could be promoted. This allows people to advertise a room to rent out to people for a holiday, with all of the paperwork being dealt with by Airbnb. Cllr Mrs Daniells reported that she uses this to rent out a room and has people stay from all over the world
- 5.25 The Town Council is currently trying to resurrect the Tourism Forum and this could promote the Airbnb to try and encourage accommodation providers
- 5.26 It was suggested that perhaps a domain name could be purchased – eg something like VisitBognorRegis and this could have a link to all of the websites that promote the town
- 5.27 It was also suggested that the town should have a mascot – eg like the old Royal Key to Health
- 5.28 The possibility of having a Town Crier was also suggested
- 5.29 The point was made that it was important to focus on specifics and not go off at tangents – projects need to be clear and specific – who are being targeted, what is being offered
- 5.30 Need to have clear proposals that can be ticked off as each one is achieved
- 5.31 What does the town offer – Hotham Park, beach, museum, safe town, flat prom etc
- 5.32 Was there an opportunity for donkeys to come down for say 6 weeks during the summer holidays

It was **AGREED** that the Head of Street Scene & Leisure Services should undertake the following:

- Contact Arcadia re costs of poster advertising at service stations
- Contact Take One Media for costs of town guide/leaflet distribution to: East Sussex, Surrey and Hampshire
- Investigate costs of radio campaign in London
- Look at other towns who have mascots and provide table of information to future meetings
- Investigate what domain names are available

A further meeting of the Working Group will be held when more information is available.

The meeting closed at 7.25 pm

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 10TH AUGUST 2015**

AGENDA ITEM 8 – CONSIDERATION OF SECOND YEAR OF SPONSORSHIP FUNDING FOR FREE WIFI IN TOWN CENTRE AND SEAFRONT – MIN. 51, 15TH DECEMBER 2014 REFERS

Supporting free Wifi in the town centre and seafront is part of the Town Council's Corporate Strategy and £1,500 per year for 3 years has been budgeted for this project.

It was agreed in 2014 that the Council's contribution would be sponsorship of the Wifi scheme, rather than it belonging to the Town Council, as this would allow the provider to secure financial support from other sources.

The first year's payment covered the cost of providing equipment to allow the existing Wifi service, provided by a town trader, to be extended to the town centre. The Committee now needs to consider whether they wish the second tranche of funding, to allow the scheme to be extended to the seafront, to be paid.

For Decision:

Members are asked to consider whether they support the second Sponsorship payment of £1,500 to be paid to extend the existing Wifi scheme to the seafront?

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 10TH AUGUST 2015**

**AGENDA ITEM 9 – UPDATE ON ISSUE OF EVENT ADVERTISING ON THE HIGHWAY – MIN.
13 REFERS**

At the last meeting, Members asked to be advised of the current list of available sites for event advertising on the Highway.

The Arun District Council sites are:

Norfolk Gardens Pitch & Putt Sea Road Littlehampton
Worthing Road Littlehampton
Worthing Road Recreation Ground Littlehampton
Flansham Lane Recreation Ground Felpham
King George V Playing Fields Felpham
West Park Aldwick

West Sussex County Council sites are:

A259 Pink Pub
A259 Hotham Way
A259 Arun Leisure Centre
Marine Drive West (Waverley)

Lamp post banner sites

Sites by Butlins, Gloucester Road and Upper Bognor Road

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY

COMMITTEE MEETING 10TH AUGUST 2015

1. Ontime Medical - Email sales information on Medical Cover and Training
2. Email correspondence between a member of the public and the Head of Street Scene and Leisure Services regarding flying the Armed Forces Day Flag at the Town Hall
3. Tropical ice - email sales info on catering vans
4. Information on the Tourism and Travel Show 2016
5. Email from a member of the public regarding a visit to the town and half day closing
6. Heritage Open Days - HOD news; marketing material and more
7. Hands on - Books and jotters
8. 12 Yard Productions - email re a new ITV property series - 'Guess This House'
9. Vision ICT - Newsletter
10. V. Wheeler - email thank you from the Music Agent for the A Drive Through Time Event
11. Email thank you and congratulations on A Drive Through Time Event from a member of the public/entrant
12. Easy Theatres - Advertising info on live theatre shows
13. Email thank you from Kow Images for A Drive Through Time
14. Travel GBI July 2015 No 439
15. Coach monthly July 2015 BRTC ad p 69
16. Lightmedia - mobile LED screen hire
17. Virtual Signage - email sales information on producing You Tube Adverts
18. Acorn Event Structures - sales info on Ice Slides for Hire
19. Get Cycling CIC - Dynamo Challenge
20. Travel GBI August 2015
21. Pick N Mix Events - Halloween and Christmas entertainers
22. Raring to Go Summer 2015
23. Peeks Christmas Catalogue 2015
24. One Stop Promotions - Sales information - New Brochure, New Products, New Prices!
25. Peter Johnson - sales information on entertainers for hire