



BOGNOR REGIS TOWN COUNCIL

TOWN CLERK: Glenna Frost, The Town Hall, Clarence Road
Bognor Regis, West Sussex PO21 1LD

Telephone: 01243 867744

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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 12TH OCTOBER 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.

DATED THIS 5TH OCTOBER 2015

CLERK TO THE COUNCIL

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 10th August 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 including consideration of proposals for Christmas Illuminations Switch-on event.
7. Promotions Working Group - Consideration of the Resolutions, Recommendations and Reports of the Meeting held on 28TH September 2015

8. To note shortlisting of the Town Council for the NALC Star Councils Awards in the Category of Digital Communication and consideration of attendance at award event - Min 78. refers
9. Proposals for events in 2016, including budgets - report from Events Officer
10. Proposals for the 2016 Town Guide
11. Consideration of Town Newsletter 2016
12. Update on Promotion & Publicity budget 2015 - 2016
13. To note correspondence
14. Date of next Meeting Monday 14th December 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 10TH AUGUST 2015

PRESENT: Cllrs: J. Brooks (Chairman), A. Cunard, Mrs. S. Daniells, P. Dillon, D. Maconachie, P. Wells (from Min. 20) and P. Woodall (from Min. 19)

IN ATTENDANCE: Mrs. S. Holmes (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Clerical Assistant)

The Meeting opened at 6.30 p.m.

15. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. J Young due to work commitments. Late apologies were received from Cllr. S. Goodheart who had been unwell.

16. 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.

Cllrs. A. Cunard and Mrs. S. Daniells declared an Ordinary Interest in the www.BognorToday website as Directors of the cinema which advertises on the site.

17. TO APPROVE THE MINUTES OF THE MEETING HELD ON 15TH JUNE 2015

The Minutes of the Meeting held on Monday 15th June 2015 were **AGREED** as an accurate record and were signed by the presiding Chairman.

18. ADJOURNMENT FOR PUBLIC QUESTION TIME

There were no members of the public present and no written questions had been received.

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

15th June - Min. 11. Car Window stickers. The Head of Street Scene and Leisure Services reported that the Sunniest Bognor Regis window stickers had been printed and had been given out at the A Drive Through Time Event. A Member asked that all Councillors and staff be given two, one to display and one to distribute to a friend.

20. UPDATE ON EVENTS PROGRAMME FOR 2015

20.1 The Head of Street Scene and Leisure Services reported that the Funshine Day events were half way through and were being well received. There had been some minor issues with using the seafront as an event location owing to windy conditions. It was felt that this should be considered when the seafront development takes place to provide sheltered areas for outdoor events.

It was also reported that there are three cycling themed events planned following a successful bid for funding. One of these is in October 2015 half term one in May/June half term 2016. A third event will be run alongside the Hotham Park Heritage Trust's Christmas Carol Service with a pedal powered Christmas tree and PA system. Some of the funding will assist with running the events and some has been allocated towards funding equipment including a new PA system. The report was **NOTED**.

20.2 Christmas Illuminations Switch on event. The date for the Switch on has been set as 28th November. The Head of Street Scene and Leisure Services asked the Committee what events they would like to see and timings for the event and switch-on. Following discussion it was agreed that there would be some entertainment from 5.00pm with the switch on advertised for approximately 5.30pm. Members suggested that there should be a road closure for the switch on only, with a stage at the front of the Arcade. The Pantomime stars would be invited to perform and the possibility of having some fireworks will be investigated. The Head of

Street Scene and Leisure Services will put together a suggested programme with costs and email Members for their consideration. It was **AGREED** that some of the new traders in the area should be approached for sponsorship.

21. CONSIDERATION OF REPORT FROM FIRST MEETING OF THE PROMOTIONS WORKING GROUP, INCLUDING PROPOSED TERMS OF REFERENCE

- 21.1** The Committee **AGREED** the notes from the first meeting of the Promotions Working Group and **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee the proposed Terms of Reference as appended to these Minutes: (APPENDIX 1)

The Working Group had suggested a budget of £25,000 for additional funding for Promotions be considered. It was **NOTED** that in order to allocate this funding there would have to be savings made in other areas of the budget which could have an impact on other services, especially at a time when further budget cuts are to be made. It was **AGREED** that a draft programme with costs be produced and submitted at a further meeting of the Working Group which would report back to the Events Promotion and Publicity Committee in October. Any recommendations would then go to the Policy and Resources Committee Meeting in November along with the Committees other budget recommendations.

The Head of Street Scene and Leisure Services also reported on two other items relating to promotion and publicity:

- 21.2** The Information Panels for the seafront are now completed and 11 new copies will be mounted in the fixtures along the promenade.
- 21.3** It had been agreed at the Environment and Leisure Committee that the Council would again sponsor the Bognor Regis Town Football Club including the provision of a new sign board. It had been passed to this Committee to have input into the design of this. It was **AGREED** that a more colourful sign be provided and that the designer of the Town Guide should be asked to suggest a design incorporating the sunniest logo and more colour.

22. CONSIDERATION OF SECOND YEAR OF SPONSORSHIP FUNDING FOR FREE WIFI IN TOWN CENTRE

The Head of Street Scene and Leisure Services report was **NOTED**. Following discussion it was **RESOLVED** to **APPROVE** the release of £1,500 for sponsorship of the free wifi to enable it to be extended to the seafront as in the original proposal put forward by the provider.

23. UPDATE ON ISSUE OF EVENT ADVERTISING ON THE HIGHWAY

The report was **NOTED**. It was **AGREED** that discussions would take place with both Arun District Council and West Sussex County Council to

try to obtain further sites where advertising is agreed including roundabouts and highways.

24. 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

It was **AGREED** to change the meeting scheduled for Monday 15th February to Monday 8th February 2016.

25. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence

The Meeting closed at 8.15 p.m.

Appendix 1

<p>BOGNOR REGIS TOWN COUNCIL</p> <p><u>DRAFT</u> TERMS OF REFERENCE: WORKING GROUP - PROMOTIONS</p> <p>This is a Working Group of the Events, Promotion and Publicity Committee</p> <p>Membership: Cllrs: J. Brooks, Mrs. S. Daniells, S, Goodheart, P. Wells and J. Young, The Head of Street Scene & Leisure Services and the Events Officer</p> <p style="text-align: right;">Quorum = 3</p>	
<p>Function of Working Group</p> <p>Column 1</p>	<p>Delegation of Functions</p> <p>Column 2</p>
<p>1. To develop a programme to achieve Priority 1 of the Corporate Strategy promoting the Bognor Regis Brand and Town area'.</p> <p>2. To identify possible projects, including budget requirements, to assist in the delivery of the agreed programme</p> <p>3. To refer the programme and budgets to the E, P & P Committee with a recommendation to the P & R Committee for any additional budget required to deliver the programme</p>	<ul style="list-style-type: none"> · Working Party to make recommendations to Events, Promotions & Publicity Committee

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 12TH OCTOBER 2015**

AGENDA ITEM 6 – OVERVIEW OF THE 2015 EVENTS PROGRAMME

Awards for All Update

After a successful application to the Big Lottery Fund we received a grant from Awards for All for £9,414 for the Bognor Pedal Power project. We will use the funding to work in partnership with local cycle shops and wellbeing groups to deliver a series of cycle related activities and taster sessions throughout the year based in Hotham Park. It will enable us to promote cycling as a fun and healthy family activity, as well as give people the chance to try out unconventional bicycles, adapted equipment for children, young people and adults with disabilities.

The first Bike Try Out roadshow will take place on the 28th October with the team from Get Cycling, they will also return with the same roadshow for the half term in February 2016. We will be joining forces with the Hotham Park Heritage Trust with their Carols in the Park event on December the 6th where Reaction Bikes will be bringing in a cycle powered disco and a cycle powered Christmas Tree lights.

Within the money received from the Awards for All bid was an amount set aside to purchase a new digital PA system, this has now been purchased and is awaiting delivery.

2015 Events

The Jungle Book day was the first event for the 2015 season for us, and saw Hotham Park filled with over 9000 people and was a great success and showed that there was a need for an event in the Spring Half Term, we knew it was going to be busy when the Facebook poster received over 17,000 hits within 24 hours of it being posted.

This year for the first time we charged an entry fee for the Drive Through Time £5 per vehicle and included in this was a breakfast bap, hot drink and plaque. It was hoped that the charge would cut down on previous years no shows, to which it did considerably; we had just fewer than 200 exhibitors. We had a stage with live music for the first time also this year which also proved to be very popular with exhibitors and spectators alike, and worked well with the big screen showing the Grand Prix.

The Funshine Days again were hugely popular with people coming as far afield as Peterborough, and 50% of our audience were from Chichester. Sadly the weather did pose a few issues and strong winds meant that the Mad Hatters Tea Party had to be moved from the Prom into Hotham Park, but the day was still popular. Again wind and rain posed some issues for the aptly titled H2o week, and one day had to be cancelled in its entirety due to a Met Office Weather Warning.

2015 Events still to come

Switch on

As previously discussed members agreed that Switch on this year remain a small low key affair, with the focus being the lights themselves with no Reindeer, a small stage and minimal entertainment with the possibility of a confetti cannon. Spirit FM have agreed to man the stage in the afternoon, providing the PA system, with the lights being turned on at 17.30 by the stars of the Spillers Pantomime.

Quotes for a small stage have been obtained:

Company A 6mx4m outdoor stage with some lighting units for £2550 inc VAT. This includes crew to build the stage and de rig it, setting up with the travel costs.

Company B mobile stage £420 inc VAT Stage size 6m x 4m or 6m x 2.4m, inclusive of some lighting units, a technician/engineer and, as this is a local company, travel costs do not apply.

For 6 confetti cannons in colours of your choice it would be £300+vat. This would include an operator for the event. These could be fired of the front or to the sides of the stage. It would need either a 13amp or 16amp power supply.

Would Member s like some Christmas themed street entertainment throughout the afternoon within London Road, or possibly some musicians?

The location of the stage itself will need to be decided bearing in mind that as Spirit FM are offering their services for the day free of charge, they will require their branded van to be parked alongside the stage. We will only action a 15 minute road closure this year at the time of the switch on.

The sun sculpture is due to be moved in the coming months and it is not known at this stage if this will be around the time of the Switch on, we are awaiting confirmation on a date from ADC.

Members are therefore asked to consider the following:

FOR DECISION:

- (a) Location of stage for the Switch on**
- (b) Consideration of stage options**
- (c) Street Entertainment or musicians throughout the day**
- (d) To book the confetti cannon at a cost of £300 +VAT**

BOGNOR REGIS TOWN COUNCIL
PROMOTIONS WORKING GROUP

NOTES OF MEETING HELD ON
MONDAY 28TH SEPTEMBER 2015

PRESENT: Cllr Mrs S Daniells (Chairman)
 Cllr J Brooks

IN ATTENDANCE: Mrs S Holmes (Head of Street Scene & Leisure Services)
 Ms K Fitzpatrick (Events Officer)

The meeting opened at 6.00pm

1. WELCOME BY CHAIRMAN AND APOLOGIES FOR ABSENCE

The Chairman welcomed everyone to the meeting. Apologies had been received from Cllr Goodheart, due to work commitments. No apologies had been received from Cllr Young.

It was noted that the meeting was not Quorate.

2. DECLARATIONS OF INTEREST

There were no declarations of interest at this time.

3. TO APPROVE NOTES OF THE MEETING HELD ON 4TH AUGUST 2015

The notes of the meeting held on 4th August 2015 were **APPROVED**.

4. TO CONSIDER REPORT FROM HEAD OF STREET SCENE & LEISURE SERVICES AND MAKE RECOMMENDATIONS TO THE EVENTS, PROMOTION & PUBLICITY COMMITTEE

The report from the Head of Street Scene & Leisure Services was noted.

The options investigated in the report were considered. The following points were made:

- 5.1 The promotion of the town should be considered in zones - the immediate area (Aldwick, Middleton etc), the south-east of the Country and national
- 5.2 We need to try and attract those from immediately around the area to come into the town
- 5.3 The option to have the Town Guide delivered to East Sussex, Surrey, Hampshire and Kent was a good idea. This would cost £2,125 +VAT, plus courier costs for delivery to the warehouse. It would also include the cost of producing an additional 30,000 Guides
- 5.4 The cost of radio advertising was considered too high
- 5.5 Advertising on a London taxi was considered in some detail. It was felt that this could be a good way forward. The cost to have a fully liveried taxi was £2,500 per taxi per year, plus production cost of £750. Or to have the sides of the taxi was £175 per taxi per month plus production costs of £100
- 5.6 The possibility of competitions was suggested - people could send in photos of the taxi to the Town's Facebook page for the chance to win a prize
- 5.7 It was pointed out that there were ports close by and perhaps advertising on ferries could be considered. Advertising on buses was also suggested
- 5.8 It was noted that the 'Follow the Ducks' campaign used by the Council on its events Facebook worked well and it was suggested that this theme should be followed

- 5.9 There was money in the budget for branding and there was discussion as to what this actually meant. It was felt that if the Council were to run a campaign based on 'Follow the ducks' and this was used consistently then this could prove very successful as a promotional tool
- 5.9 It is important that whatever we do to promote the town, it is important to be clear about exactly what it is that is being offered
- 5.10 It was better to market the town for what it is, rather than try and be something that it was not. We have lots of charity shops – why not use this as a positive and use in promotion
- 5.11 Something different, such as a 'Regis' Festival was suggested – an event involving all of the other towns with Regis in their title
- 5.12 There was a great deal of potential to make a play on the 'duck' element – eg 'come to Bognor, the prices won't ruffle your feathers'
- 5.13 Quirky events and promotions should be considered
- 5.14 A 'Duck trail' around the town was suggested
- 5.15 The option of having a London taxi with ducks, or wrapped as a duck, was considered – 'follow the Ducks to Bognor Regis'
- 5.16 Members were reminded 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). This could be used to start to prepare a campaign for next year
- 5.17 A way of measuring the success of any campaign needs to be identified

Following the discussion it was **RESOLVED** to Recommend to the Events, Promotion & Publicity Committee that a request be made to the Policy & Resources Committee for an additional £10,000 for the 2016/2017 Budget for promotional activities including:

- Take One Media distribution of Town Guides to East Sussex, Surrey, Kent & Hampshire and the additional printing of 30,000 copies of the Guide
- Advertising on a London taxi. More research needs to be done but full wrapping of a taxi to be considered using the 'Follow the Ducks' theme
- Cost of advertising on ferries and bus companies to be investigated
- Promotional events

The meeting closed at 7.15 pm

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 12TH OCTOBER 2015**

AGENDA ITEM 8 – CONSIDERATION OF SHORTLISTING OF THE TOWN COUNCIL FOR THE NALC STAR COUNCILS AWARDS IN THE CATEGORY OF DIGITAL COMMUNICATION - MIN 78 REFERS

At the meeting in April it had been noted that the Council were entering the NALC Star Councils Award in the category of Digital Communications.

The Council's entry is one of three finalists. The three finalists for each of the nine award categories will be invited to attend a special Star Council awards dinner and presentations at Jury's Inn hotel, Birmingham from 19.30 – 22.30 on Tuesday 27 October

ONE representative of each CALC / Council will be invited to this event.

ONE overall winner will be chosen for each award and they will receive their award and prizes at the presentation

The finalists will also be asked to prepare a very short presentation about their work – to present that same day, for the County Officers forum;

The winning council will receive a contribution of £500* towards a community project. In addition, the winner will receive an award at the awards reception. Second and third place will receive a framed certificate at the same awards reception.

*Please note payment of the £500 flat contribution can be made directly to a contractor or to the council once an invoice has been received. Exact arrangements should be made with NALC following the winning announcement and completion of the project.

Accommodation for one including dinner and breakfast is included in the prize
The cheapest train ticket to Birmingham New Street would be £76
By car 179 miles Bognor Regis to Birmingham: B1 2HQ

FOR DECISION:

**Do Members want to send a representative to the finals in Birmingham on 27th October?
If yes who should this be?**

Bognor Regis Town Council's entry (500 words)

*STAR COUNCILS 2015 - DIGITAL COMMUNICATIONS OF THE YEAR:
BOGNOR REGIS TOWN COUNCIL 30th June 2015*

Since 2013 the Town Council has developed 2 Facebook Pages, a Facebook Group, two Twitter accounts, a Street Life account, and a new website. These are regularly updated and there is interaction on them on a daily basis when possible.

Prior to 2013 the council had a website but no interaction on Social Media. With the consultation required for the Neighbourhood Plan a Councillor set up a Facebook Group as a Community Group to interact with members of the public about the emerging Plan. This currently has 550+ members who are very active in responding to surveys and questions regarding the plan.

Concurrently a Twitter account was set up to disseminate information about the work of the Council and share local news and information. This has 370+ followers.

Seeing the success of this group the Council decided to set up a Facebook Page for the promotion of the town as a seaside destination and to publicise events in the town run by the council and others. Publicising events had previously been problematic. Despite distributing hundreds of flyers and local press coverage people always complained they did not know what was going on! The FB page Bognor Regis Town Council, Events now has 1800+ 'likers' - our target audience, age 18-65.

On the back of the success of this page a second Twitter (Follow the Ducks) account was created solely to engage with the same target audience, i.e. fun information on the town and its events. This has 884+ followers. The duck theme began as part of an event but has become a "hook". People engage on Twitter and Facebook with "duck" related posts, pictures of the ducks enjoying the beach or parks and flying off to far flung destinations reporting back to Bognor Regis!

A further FB page was set up specifically to inform/consult and engage with residents regarding the future of the Picturedrome Cinema and was successful at that but is not an ongoing page.

A new social media platform has emerged: Streetlife. The Council have a profile on this and has found that the demographic using this is older than those using FB and Twitter so the reach of giving/receiving information is increased. Polls can be conducted and events, job vacancies, Council activities all publicised with feedback from other members. There are 1460+ Streetlifers within the greater Bognor Regis area who see all posts.

The old website was difficult to manage and very dull to look at. The Council decided it wanted a dual purpose website, easy to use, with a "Civic" side and a "Visitor Information" side. A company was contracted and created the current website which has a bright and colourful home page with easy to navigate buttons to the most popular pages. Public feedback on this has been very positive. (www.bognorregis.gov.uk)

From May 2015 the Council has gone digital with Agendas, reports and Minutes being sent to Councillors who each have a tablet. This has reduced the amount of paper being used and discarded.

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 12TH OCTOBER 2015**

AGENDA ITEM 9 – PROPOSALS FOR EVENTS IN 2016, INCLUDING BUDGETS

In 2015 the following events were run by the Town Council:

· Jungle Book Day	£2,500
· Proms	£800
· Armed Forces Day (in partnership with AFD Committee)	£600
· A Drive Through Time	£3,000
· Funshine Days (€300per day x20)	£6,000

We have considered a draft programme of town events for 2016, with the information that we have been given by other event organisers and would like to propose the following Town Council events (in bold):

17th February	Bognor Pedal Power (funded by Awards for All)
16 th April	Rox in the Park event with the University
1st June	Day in the Park
19th June	AFD (in partnership with the AFD Committee)
26th June	A Drive Through Time – to coincide with the British Grand Prix
24 th July	Carnival
9th July	Proms in the Park
30 th /31 st July	ROX
1ST Aug – 26th Aug	Funshine Days
6 th /7 th Aug	Hotham Park Country Fair – date assumed
23/24/25 th	Folk Festival – date assumed
27 th Nov	Christmas Light Switch on

We ran the Jungle Book Day this year in the May half term after recognising a gap in the events calendar that needed to be filled. This is the first time we have held an event at this particular time of year and proved that there was a need for an event during this half term as it was hugely successful, with over 9000 people attending over the course of the day. We propose to run the same Park Day for 2016 and with it being the 100th anniversary of Roald Dahl's birth, along with the 150th anniversary of Beatrix Potter's birth, there is a lot of scope for a theme.

To revitalise the Proms in the Park event we are looking at the options available to us, the event is well liked and popular but from feedback received from the public it does need a change in direction. This year we introduced a 'sing a long' section, which inspired many and a lot of people were excited. However unfortunately in the end only a 15 minute segment was possible which did result in a little disappointment by some who attended.

The cost to bring in a professional company to host a Sing a Long film, which we believe would be hugely popular, would be approximately £3000. Would Members consider increasing the budget to £1500 and for sponsorship to be sought for the remainder?

We have been contacted by Bruno Peake Pageantmaster to ask if we would consider lighting our beacon to celebrate the HM The Queens 90th Birthday on the 21st April. They have not as yet received the green light to go ahead but are just contacting those who lit their beacon for VE Day to see if they would consider taking part. The 21st April falls on a Thursday in 2016 and sunset would be approximately 8pm.

We have also been asked if we would like to mark Commonwealth Day on March 14th 2016 by raising the Commonwealth flag as part of the national 'fly a flag' event.
Suggested events and budgets:

1 st May	Day in the Park (theme to be decided)	£2,500
19 th June	AFD	£600
26 th June	A Drive Through Time	£3,000
9 th July	Proms	£1,500
1 st Aug -26 th Aug	Funshine Days	£6,000
27 th Nov	Switch on	£2,500
	TOTAL	£16,100

If Members are in agreement with the suggested programme and budgets, these will be put forward for the budget discussions.

FOR DECISION:
To agree programme

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 12TH OCTOBER 2015**

AGENDA ITEM 10 – PROPOSALS FOR THE 2016 TOWN GUIDE

For the current year we had 20,000 DL pocket size Town Guides and have been received well. Town Force distribute to the town and surrounding areas – including places such as the Weald and Downland Open Air Museum and Fontwell Park, as well as areas and attractions in and around Chichester and Arundel. We also send by post to a number of Tourist Information Centres further afield.

The format, layout and content have all been very well received again, and I recommend that with the exception of updating information and a change to some images that the Town Guide remain as it was for 2015.

The cost of the guides for 2015 were £1,610 for printing costs and £250 for artwork, this was based on the normal run of 20,000. As the guide will not alter much in relation to design and artwork, the price for 2016 would be £1610 for printing costs and £100 for artwork. Please note that should there be considerable change to the 2016 Town Guide then the Artwork cost will increase

The proposals from the Promotions Working Group if the budget is agreed in P&R would be to do a print run of 30,000 Town Guides to distribute via Take One Media Distribution further afield to cover East Sussex, Surrey and Hampshire. The costs for doing a larger print run would be:

20,000 copies £1610 + £100 Artwork = Total £1710
30,000 copies £2250 + £100 Artwork = Total £2350
40,000 copies £2750 + £100 Artwork = Total £2850
50,000 copies £3230 + £100 Artwork = Total £3330

Take One Media could deliver 30,000 to Accommodation providers, attractions, Select On and TICs (569 in total) at a cost of £2125 plus VAT. However this does not take into account the courier costs to deliver the Guides to the warehouse in Greenwich, so courier costs for delivery would need to be included.

It was also discussed but did not come to fruition in 2015, that in addition to our marketing we produce a postcard-style promotional flyer that we could distribute. It would be lighter than the Guides so would cost less to post and allow promotion of the town to a wider area. It could possibly list the events programme for the town on it also. The costs to produce would be £300 to design and print 6,000. It would therefore be possible to produce 20,000 Town Guides along with 6,000 promotional postcard flyers within the suggested budget of £2500.

We normally aim to have the Town Guide printed by the end of February at the latest, to enable us to distribute them at the annual West Sussex Leaflet exchange which takes place in Butlins on the 9th March. The cost for exhibition space is £60, however if we register prior to the 30th October we can get an early bird discount taking the cost down to £50.

FOR DECISION:

- (a) That the Town Guide should be produced for 2016**
- (b) The guide should be the same size and design as this year**
- (c) The print run should be 20,000**
- (d) The advertising rates should remain as £100 for half page and £75 for quarter page**
- (e) That an advertising 'postcard' be produced as well as the guide**
- (f) That the recommendation for the 2016 budget for the Town Guide should be £2500.**
- (g) That the Council should book a stand at the leaflet exchange at a cost of £50.**

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 12TH OCTOBER 2015**

AGENDA ITEM 11 – CONSIDERATION OF NEWSLETTER FOR 2016

The new style newsletter produced in 2014 proved very popular so the same format of A2 folded to A4 full colour newsletters were produced for 2015.

11,500 copies were produced for the 2015 newsletter. The artwork and printing costs were £1,400 and delivery costs were £1,150 (£100 per 1000 copies)

We normally aim to have the newsletter printed and distributed in early to mid-May, although the 2015 Newsletter was produced earlier due to the elections
The budget for 2015 was £2,500 and i propose the same be set for 2016 with the same format.

Members are therefore asked to consider the following:

FOR DECISION:

- (a) To continue with the A2 folded to A4 full colour newsletter**
- (b) Print run to be 11,500**
- (c) That a budget of £2,500 be set for production and delivery**
- (d) Publication date to be May**

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY

COMMITTEE MEETING 12TH OCTOBER 2015

1. Vision ICT Newsletter August 2015
2. Email from a Councillor regarding a free wifi scheme in Dorchester
3. Email from a media company with links to news stories about beaches to visit in Sussex and Kent featuring Bognor Regis - copied to Councillors
4. Email from a councillor regarding a survey reporting the declining visitors to coastal resorts - copied to Councillors
5. Coach Monthly August 2015 Article on Bognor Regis page 56
6. Letter of thanks from the High Sheriff of West Sussex for the VJ day commemoration service
7. Email from an auto insurance company requesting a link on the Town Council's website. Not agreed as does not meet the criteria set down in the Councils Website Policy
8. Email from DFDS Seaways requesting a link to the Newhaven - Dieppe ferry service on the Town Council's website under "Getting Here". This has been added
9. Sales information on Churchill Security Limited
10. Email from a member of the public about Merchant Navy Day and BRTC response
11. Travel GBI No 441 September 2015
12. Email requesting a link to Gatwick Airport Information on the town council website. This has been added.
13. Coach Monthly September 2015
14. One Stop promotions - Promotional Products week
15. Baker Ross - The Ideas Shop Autumn 2015-09-14 UK Point of Sale Product preview 2016
16. Bognor Regis Kite Festival - email from the organiser requesting help with funding
17. Altitude Events Autumn Newsletter
18. Email conversation between WPS Insurance, the Head of Street Scene and Leisure Services and the Civic and Support Services Manager/Mayor's Secretary regarding photographs for a calendar
19. Community Arts Bognor Regis - events for 2016
20. Strong Lady Productions - Leap - A short video of our tour
21. Lightmedia Displays Ltd - sales information on their big screen
22. Email forwarded by a third party website regarding web design services
23. Fire station open day - information
24. Get Cycling CIC - Dynamo Challenge
25. Email request for Tourist Information on Bognor Regis
26. Travel GBI No 442 October 2015
27. Coach Monthly October 2015
28. Steve Tilston at Folk on the Coast Fri 30 October info on tickets
29. WPS Insurance - Public Liability insurance for Remembrance Day Parades