



BOGNOR REGIS TOWN COUNCIL

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

Telephone: 01243 867744

E-mail - bognortc@bognorregis.gov.uk

Dear Sir/Madam

MEETING OF THE EVENTS, PROMOTION & 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 14TH DECEMBER 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 8TH DECEMBER 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 12th October 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 ratification of expenditure for Christmas Illuminations Switch-on event.
7. Update on Promotional/branding activities, including consideration of possible London Taxi promotion – Min. 32.1 refers
8. Appointment of two additional members to the Promotions Working Group
9. Update on proposals for events in 2016, including changes to proposed dates
10. Update on shortlisting of Town Council for the NALC Star Councils Awards in the category of Digital Communication – report from Cllr Mrs Daniells, who attended on behalf of BRTC
11. Consideration of allocation of Town Force time for town events 2016
12. Consideration of designs for new Sponsorship advertising boards at Bognor Regis Football Club ground – referred by Environment & Leisure Committee - Min. 32 refers
13. Consideration of Motion referred by Policy & Resources Committee on 19th October 2015

“The Council

Notes that the Council and present levels of support would contribute at least £720k to other event, leisure, entertainment and visitor projects not undertaken directly by the Council over the next 20 years, and that this would all be paid for by the CTP in the 6 wards;

Decides that the Policy and Resources Committee should investigate for all cases of such activities supported by the Council, whether run by the Council or others, a framework/policy to guide Council decision-making based on:

- 1. Robust surveys of townspeople's views re the entertainment value of the activities*
- 2. Quantifiable benefits such as the creation of jobs, impact on local businesses, person-hours of leisure per annum*
- 3. Town council staff hours devoted to the activities*
- 4. Town Force spend and hours similarly*
- 5. In the case of external bodies the extent to which they attract other income and whether they could be more self-sustaining*
- 6. In the case of the Picturedrome the investment made by leaseholders into their businesses*

and to report back to the Council by its next meeting.”

14. Consideration of invitation from NALC to send a representative to an All Party Parliamentary Group on local democracy reception at the Houses of Parliament
15. To note correspondence
16. Date of next Meeting Monday 8th February 2016

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



BOGNOR REGIS TOWN COUNCIL

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

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

HELD ON MONDAY 12TH OCTOBER 2015

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

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.

26. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllrs. A. Cunard and J. Young due to work commitments and Miss. K. Fitzpatrick due to illness.

27. 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. J. Brooks declared a Disclosable Pecuniary Interest in the Football Club as his company provides services to the club; the Folk Festival as a volunteer and the Christmas Illuminations event as his company had provided quotes for the event. Mrs. S. Holmes declared a Disclosable Pecuniary Interest in the Christmas Illuminations event as she is company secretary and her son is a Director of one of the Companies that have provided quotes for the event.

28. TO APPROVE THE MINUTES OF THE MEETING HELD ON 10TH AUGUST 2015

The Minutes of the Meeting held on Monday 10th August 2015 were **AGREED** as an accurate record and were signed by the presiding Chairman.

29. ADJOURNMENT FOR PUBLIC QUESTION TIME

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

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

30.1 10th August - Min. 21.2 Information Panels. The Head of Street Scene and Leisure Services reported that all eleven information panels are now complete. They have been renumbered, reprinted and are in the display stands across the town and seafront. The twelfth panel will not now be used as the planned content is no longer relevant.

30.2 10th August - Min. 19 Car Window Stickers. The window stickers are now printed and two have been distributed to each member of staff and Councillors to display as requested.

30.3 10th August - Min. 21.3 Sponsorship of Bognor Regis Football Club. It has been agreed by the Bognor Regis Football Club that the Council can have two new smaller sponsorship signs instead of the one large one. Once sizes have been received designs will be produced for these.

31. UPDATE ON EVENTS PROGRAMME FOR 2015

The Head of Street Scene and Leisure Services read the report from the Events Officer which was **NOTED**.

31.1 Christmas Illuminations Switch-on event. With regard to the options for staging for the switch on event Members were advised that as well as the option for a mobile stage it would also be possible to build a scaffolding stage as in previous years. This would be reliant on the stage blocks being available from the theatre.

At this point in the meeting the Head of Street Scene and Leisure Services and Cllr. J. Brooks declared a Disclosable Pecuniary Interest

and left the meeting whilst the options for the stage were discussed and voted on.

Following discussion on the quotations received Members **RESOLVED** to appoint Company B (Leaderboard Sports (UK) Ltd) to provide the mobile stage for the Switch-on event at a cost of £350 +VAT inclusive of some lighting units and a technician/engineer.

Cllr. J. Brooks and the Head of Street Scene and Leisure Services returned to the meeting.

Following further discussion it was **AGREED** that the mobile stage would be sited next to Bon Marche alongside the SpiritFM van subject to measurements being taken to ensure it would fit and not obstruct the High Street or London Road. SpiritFM will manage the stage and MC the event. Local groups and choirs will be invited to perform during the afternoon on the stage or by the Sun Sculpture (if it has not been removed as part of the Public Realm work by 28th November). The Christmas mascot costumes would be worn by volunteers and the children's rides would be invited to attend in London Road. It was **RESOLVED** to hire 6 confetti cannons at a cost of £300 + VAT for around the stage which would be fired to coincide with the switch-on. However Members **AGREED** that it be established that the confetti would be biodegradable.

32. PROMOTIONS WORKING GROUP - CONSIDERATION OF THE RESOLUTIONS, RECOMMENDATIONS AND REPORTS OF THE MEETING HELD ON 28TH SEPTEMBER 2015

The Committee **RESOLVED** to **ACCEPT** the Resolutions, Recommendations and Reports in the Notes of the meeting held on 28th September 2015.

32.1 Members **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that the additional sum of £10,000 be added to the Publicity and Promotions budget for 2016/2017. Members were reminded that there is already £5,000 in the current budget for branding/promoting activities.

33. 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

The report was **NOTED** and Councillors congratulated staff on the submitted entry. Following discussion it was **RESOLVED** to **APPROVE** that Cllr. Mrs. S. Daniells attend the Star Councils finals as an Approved Duty. Cllr. Mrs. Daniells will liaise with staff to prepare the presentation.

34. PROPOSALS FOR EVENTS IN 2016, INCLUDING BUDGETS - REPORT FROM EVENTS OFFICER

34.1 The Events Officer had prepared a list of proposed events with suggested budgets and this was considered by the Committee. It had been suggested that the Proms in the Park event might be changed and a sing-along film

shown. Following discussion it was **AGREED** that the event would stay as a traditional Proms in the Park event but that additional funding be requested and sponsorship could be sought to enable a military band or student orchestra to be booked. It was also hoped that there would be a singer to lead the audience in the communal singing part of the evening. It was **RESOLVED** to **RECOMMEND** to the Policy & Resources Committee the following budgets for 2016:

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

34.2 Flag Flying at the Town Hall. The Head of Street Scene and Leisure Services reported that requests had been received to fly flags at the Town Hall to commemorate Commonwealth Day and Merchant Navy Day in 2016. Following discussion it was **AGREED** that these requests be forwarded to Arun District Council who are responsible for flag flying at the Town Hall.

34.3 Beacon Lighting. The Council had been asked if the beacon could be lit for an important occasion in 2016. Following discussion it was **AGREED** that the beacon could be lit if this occasion is confirmed. The Head of Street Scene and Leisure Services reported that a company were advising on a means of lighting the beacon from ground level and it is hoped that this would be available for the next beacon lighting.

35. PROPOSALS FOR THE 2016 TOWN GUIDE

The report by the Events Officer was **NOTED**. Following discussion it was **RESOLVED** that:

The Town Guide should be produced for 2016

The guide should be the same size and design as 2015

The print run should be 20,000

Advertising rates should remain as £100 for half page and £75 for quarter page

An advertising 'postcard' be produced as well as the guide

The 2016 budget for the Town Guide should be £2500.

The Council should book a stand at the leaflet exchange at a cost of £50.

36. CONSIDERATION OF TOWN NEWSLETTER 2016

The report by the Events Officer was **NOTED**. A Member suggested there could be more pictures in the newsletter. Councillors also discussed the cost of delivering the newsletter and the Head of Street Scene and Leisure

Services stated that further investigation with other delivery companies would be undertaken.

Following discussion it was **RESOLVED** that:
The format continue with the A2 folded to A4 full colour newsletter
The print run to be 11,500
That a budget of £2,500 be set for production and delivery
The publication date to be May 2016

37. UPDATE ON PROMOTION & PUBLICITY BUDGET 2015 - 2016

The Committee was informed that the sum of £69 remained in the budget for 2015 - 2016 and that this would need to be spent or earmarked for a project by the end of the financial year. This was **NOTED**.

The Head of Street Scene and Leisure Services reminded Councillors that the sum of £200 had been earmarked from the Promotion 2014/15 budget for paying for "boosts" on Facebook. In order to use this, a PayPal account would be required. Following discussion Members **RESOLVED** that a Town Council PayPal account be set up to allow "Boosts" on Facebook across various Committees.

38. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence. The Head of Street Scene and Leisure Services drew Members attention to correspondence from the Fire Service regarding their Community Open Day and a letter of thanks from the High Sheriff of West Sussex for the VJ Day service.

39. Date of next Meeting Monday 14th December 2015

The Meeting closed at 8.20 p.m.

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 14TH DECEMBER 2015**

AGENDA ITEM 6 – UPDATE ON THE 2015 EVENTS PROGRAMME INCLUDING RATIFICATION OF EXPENDITURE FOR CHRISTMAS ILLUMINATIONS SWITCH ON EVENT

REPORT BY EVENTS OFFICER

FOR DECISION

The Christmas Light Switch on and the Awards for All Event in Hotham Park were the two remaining events for 2015 and due to adverse weather conditions both events were cancelled.

A Met Office yellow weather warning for high winds and heavy rain caused the cancellation of the event aspect of the switching on of the Christmas Lights. Due to health and safety implications involving the wind the event was cancelled the evening before, and the timers for the lights were set in the early hours prior to the winds reaching above 25mph, to ensure the lights came on at 4.30pm.

As the event was cancelled prior to the day the majority of the budget was saved and where this was not possible, entertainment such as the Pedal Power Emporium were re booked to attend the Bognor Pedal Power event in February.

The original spend of the £2,500 budget was £2,440.58; however all the figures in red were saved due to the cancellation meaning the actual spend was £499.58. This amount was spent on PRS Licences, and pre advertising.

Sign changes	12.00	
Banner changes	155.00	
Stage	350.00	
First AID	235.00	
PRS	99.08	
Confetti Cannon	300.00	
Pedal Power Emporium	595.00	
Primary Times	145.00	cover area 43,500
Bands	450.00	
Spirit FM Competition winner toy voucher	50.00	
Spirit FM Competition winner grotto visit	49.50	
	SPEND	
	2440.58	
	-499.58	
	SAVING OF	
	1941.00	

Cont.....

The Awards for All event taking place in Hotham Park on Sunday 6th December in conjunction with the Hotham Park Heritage Trust Carols in the Park, was also cancelled. Due to total ground saturation and given forecast of further rain it was decided to cancel the council's element of the event. Reaction bikes were due to come down from Leeds with their cycle powered tree lights and cycle powered disco. Given the distance and the cost implications the decision was made on the Friday evening as opposed to waiting to see if HPHT cancelled the event on the Sunday morning, which was when they had advised they would be making the call.

Reaction bikes have been re booked to attend the Bognor Pedal Power event in February.

FOR DECISION:

Members are therefore asked to ratify the expenditure of £499.58 incurred for the Switch-on event.

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 14TH DECEMBER 2015**

**AGENDA ITEM 7 – UPDATE ON PROMOTIONAL/BRANDING ACTIVITIES
INCLUDING CONSIDERATION OF POSSIBLE LONDON TAXI PROMOTION –
MIN. 32.1 REFERS**

REPORT BY EVENTS OFFICER

FOR DECISION

As agreed at the previous meeting, a recommendation has been made to the Policy & Resources Committee that an additional sum of £10,000 be added to the Promotions budget for next year. Members are also reminded that a sum of £5,000 for branding is currently available £2,500 in the budget and £2,500 in Earmark Reserves.

Discussion had taken place regarding using some of the funding to pay for a branded London taxi for 12 months. In order to begin a campaign in the New Year it is proposed that £3,500 of the current Branding budget and the balance from ear mark reserve be used for this purpose.

Below are a few example mock ups of what the Taxi could look like. If Members are in agreement it is proposed that the campaign begin in the New Year.





Due to the success of Follow the Duck's, with over 2500 people following the ducks on Facebook and over 1000 on twitter, it is also proposed to have 200 small branded ducks made. These can be used as giveaways in conjunction with the Taxi Promotion. For example every picture of the Taxi shared on our Facebook and Twitter accounts, a duck is won.

Below is an example of how the branded duck would look. Suitable wording would need to be chosen such as the 'Sunniest Bognor Regis' logo with 'Follow the Ducks'.

The cost would be 1.35 per duck, so £270 for 200 branded ducks.



Members are therefore asked to consider the following:

FOR DECISION:

- (a) To vinyl wrap a London Taxi at a cost of £3,500 for 12 months
- (b) To purchase 200 branded ducks at a cost of £270

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 14th DECEMBER 2015**

AGENDA ITEM 9 – UPDATE ON PROPOSALS FOR EVENTS IN 2016, INCLUDING CHANGES TO PROPOSED DATES.

REPORT BY EVENTS OFFICER

FOR DECISION

The draft programme of town events for 2016 was agreed in the last EP&P meeting held on the 12th October. However due to the rescheduling of the British Formula One Grand Prix the date of the Drive Through Time event has had to be altered. This in turn has impacted on the suggested date for Proms. There has also been a date change for the Carnival as they had booked in the same weekend as Rox. This has now been rectified so the two events don't clash. There has also been inclusion of new events taking place for 2016.

Original Dates for 2016 Events

17th February	Bognor Pedal Power (funded by Awards for All)
16 th April	Rox in the Park event with the University
1 st May	Bognorphenia
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 (date assumed, but was actually 23 rd /24 th July)
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

New Dates for 2016 (date changes / inclusions highlighted in red)

17th February	Bognor Pedal Power (funded by Awards for All)
16 th April	Rox Mardi Gras in the park event with the university
21st April	Beacon Lighting
1 st May	Bognorphenia
15th May	Clowns Parade (Hotham Park)
1st June	Day in the Park
11th June	Carnival
19th June	AFD (in partnership with the AFD Committee)
1st-4th July	Kite Festival
10th July	A Drive Through Time – to coincide with the British Grand Prix
16th July	Proms in the Park
23 rd – 24 th July	Rox
1st – 26th Aug	Funshine Days
6 th – 7 th Aug	Hotham Park Country Fair (date assumed)
20 th – 21 st Aug	Birdman
23/24/25 th Sep	Folk Festival (date assumed)
27 th Nov	Christmas Light Switch on

The Drive Through Time event is now to take place on 10th July, as the main part of this event is the screening of the British Formula One on a big screen, so the rescheduling allows the broadcast to take place. Due to the change in schedule it also now means the Festival of Speed is taking place on the 26th June which was the original date for Drive Through Time. Proms in the Park was originally booked in for 9th July this has now been changed to the 16th July, as it would not be possible to run two events in the same weekend.

Members agreed at the last meeting that the Beacon should be lit on the 21st April next year in celebration of Her Majesty the Queen's 90th Birthday. The official lighting is expected to be early evening. With sunset time around this time of year being around 8pm there are implications for staff and Town Force time. Currently there are no other activities planned apart from the Beacon lighting and there is no budget allocation. Do Member's wish to propose any additional budget to expand the event. If so, what activities do Members wish to take place?

We are still researching alternative lighting methods for the Beacon.

FOR DECISION:

Members are therefore asked to consider:

- (a) To agree programme changes**
- (b) To consider whether additional activities for the Beacon lighting should be organised.**
- (c) If Member's wish to expand the event, to recommend to the Policy and Resources Committee additional budget to cover the cost.**

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 14th DECEMBER 2015**

AGENDA ITEM 11 – CONSIDERATION OF ALLOCATION OF TOWN FORCE TIME FOR TOWN EVENTS 2016

REPORT BY EVENTS OFFICER

FOR DECISION

Listed below are town events that Town Force hours will be required for, Town Council events highlighted in bold. Members are asked to decide after considering hours allocated previously, what allocation they wish to make for 2016.

Having looked at the hours used for Town Council events for the current year the suggested hours for 2016 are in red.

TF hours on 2015 Events (up to the end of Oct)

	Flat, not adjusted weekend work	Adjusted hours - overtime	2016 Suggested flat
General (2014/15 event lists, staging, fire ext, new PA etc)	12.75		
Town Centre events	30.25		
Pier event	4.5		
Bognorphenia	8		
Pier Anniversary celebrations	6.5		
Beacon Lighting	12		
ROX in the Park	7		
Carnival	39.25	64.25	55
Jungle Book Day (park day)	54.25		
10k Road Race	10	18.5	
Armed Forces Day	33.5	56	34
Proms in the Park	26	32.5	26
Drive Through Time	62	107	65
HP Country Fair	42	47	
ROX	75	81.25	
Birdman	25	35.25	
Funshine Days	81.75		82
Illum Gala	2.5		
Folk Festival	37		
Cycling events (Awards for All)	15.25		8
BR Kite festival - 2015 hours charged	12.25		
Xmas Light Switch on	?		

FOR DECISION:

- (a) To consider and agree Town Force allocation of hours for Town Council and other events held in 2016

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 14TH DECEMBER 2015**

**AGENDA ITEM 12 – CONSIDERATION OF DESIGNS FOR NEW SPONSORSHIP
ADVERTISING BOARDS AT BOGNOR REGIS FOOTBALL CLUB GROUND –
REFERRED BY ENVIRONMENT & LEISURE COMMITTEE – MIN. 32 REFERS**

REPORT BY HEAD OF STREET SCENE & LEISURE SERVICES FOR DECISION

Following discussion with Bognor Regis Football Club, it has been agreed that the Town Council can have 2 smaller boards for the same cost as 1 large one. The size of each board is 275cm long x 92cm deep. It was agreed at the E & L Meeting of 20th July that the new design would be decided by the Events, Promotion & Publicity Committee.

At the last E, P & P meeting it was agreed that once the correct sizes were available, designs would be obtained for consideration. The following two designs have been proposed.

Option 1



Option 2



For Decision:

Which of the above options do Members wish to choose as the design for the new sponsorship advertising boards?

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 14th DECEMBER 2015**

AGENDA ITEM 13 – CONSIDERATION OF MOTION REFERRED BY POLICY & RESOURCES COMMITTEE ON 19TH OCTOBER 2015

REPORT FROM HEAD OF STREET SCENE & LEISURE SERVICES

FOR DECISION

At the Policy & Resources Committee meeting on 19th October 2015, the following motion was referred to this Committee:

“The Council

Notes that the Council and present levels of support would contribute at least £720k to other event, leisure, entertainment and visitor projects not undertaken directly by the Council over the next 20 years, and that this would all be paid for by the CTP in the 6 wards:

Decides that the Policy and Resources Committee should investigate for all cases of such activities supported by the Council, whether run by the Council or others, a framework/policy to guide Council decision-making based on:

- 1. Robust surveys of townspeople’s view re the entertainment value of the activities***
- 2. Quantifiable benefits such as the creation of jobs, impact on local businesses, person-hours of leisure per annum***
- 3. Town Council staff hours devoted to the activities***
- 4. Town Force spend and hours similarly***
- 5. In the case of external bodies the extent to which they attract other income and whether they could be more self-sustaining***
- 6. In the case of the Picturedrome the investment made by leaseholders into their businesses
and to report back to the Council by its next meeting.”***

Officers have now had time to consider the Motion and the following concerns have been raised:

Point 1:

To undertake such a survey will entail a huge amount of work. The easiest way would be to do something via the next Newsletter. However, any responses are going to be very subjective. If Members wished to undertake a survey following each event/activity, then this will entail a large amount of staff time. The Council obtains some feedback as to the support its own events receive via Facebook and the number of likes and shares that Council posts receive.

Point 2:

To try and quantify benefits such as job creation requires access to information and organisations that the Council does not have the resources to undertake. Event organisers, either the Council or voluntary organisations, generally do not have the resources to undertake gathering this type of information. A footfall counter has now been installed in the town centre and this measures increases in visitor numbers. If

an event is taking place and there is an increase in numbers, then it can be inferred that this is due to the event. However, what impact this has long-term on local businesses and job creation is much more difficult to analyse.

Point 3:

The Town Council has an events officer, who's role is to deliver Council events. However, the role also includes: promotion of the town; taking photographs for promotion and publications; liaison with other organisations and authorities; management of the Weather Observers; social media; and clerking meetings. Other staff members assist with events as needed, either on the day or during the preparation stage. However, to establish exactly how many hours are devoted to events is difficult. For example, when posting about events on social media, is it just events or is it promotion of the town? To try and break down and log staff hours devoted to events would be extremely time consuming.

Point 4:

All Town Force hours are recorded against a cost centre, so the information about the time they spend on events is already recorded.

Point 5:

The Town Council gives support to other organisations via both the grant aid system and Town Force hours. A certain amount of information regarding funding is required on the grant aid form. However, this information is voluntary and applies at the time that the grant application is made. Other funding may become available much nearer to the event. Members need to decide if they consider that it is the correct thing for the Council to do, to ask voluntary organisations detailed information about the funding they obtain and how this is spent.

Point 6:

The Picturedrome does not come under the remit of the Events, Promotion & Publicity Committee and it is therefore proposed that this point be referred back to Policy & Resources.

Having considered the points above, to deliver this level of detail will entail a large amount of staff time. As the events team are already working at capacity, particularly with the current changes taking place, it is difficult to see how this additional work can be undertaken. I think Members also need to ask the question how this information will benefit the work of the Council. Obviously the Council needs to know that money that it spends, via its own events and through grant aid, will be used wisely and bring benefit to the local community. However, to try and measure events and activities in financial terms is only part of the equation. Things such as giving a feel-good factor, promotion of the town via events, volunteering opportunities, and opportunities for businesses to support and promote are much more difficult to measure.

If Members wish to undertake the work set out above, it must be recognised that it will have an impact on staff time and current workload.

<p>FOR DECISION: How do Members wish to proceed with regard to points 1 to 6 in the above Motion?</p>

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION & PUBLICITY COMMITTEE – 14th DECEMBER 2015**

AGENDA ITEM 14 – CONSIDERATION OF INVITATION FROM NALC TO SEND A REPRESENTATIVE TO AN ALL PARTY PARLIAMENTARY GROUP ON LOCAL DEMOCRACY RECEPTION AT THE HOUSES OF PARLIAMENT

REPORT BY HEAD OF STREET SCENE & LEISURE SERVICES FOR DECISION

As Members are aware, the Town Council was a finalist in the NALC Star Councils awards, held recently and attended by Cllr Mrs Daniells representing the Town Council. An email has now been received from NALC, inviting award finalists to attend an event in London in the New Year. The content of the email is given below:

*"Please put **2 February 2016** in your diary and save this date!*

*We're working with the **All Party Parliamentary Group on local democracy** to showcase and raise the profile our Star Councils finalists in Parliament through a reception that afternoon.*

The event is from 14.00 to 16.00 on Tuesday 2 February at Portcullis House in the Houses of Parliament, Westminster.

This will be our first parliamentary reception for a few years and provides another opportunity to highlight and celebrate the achievements of the NALC Star Council finalists amongst an influential audience including ministers, shadow ministers, parliamentarians, MPs, peers and other NALC stakeholders.

*More information will follow in the New Year, but in the meantime **I'd be grateful if you could let me know by Friday 18 December** if you are able to attend as this will help with the planning of the event."*

FOR DECISION:

Do Members wish the Town Council to be represented at this event?

If so, who should attend?

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY

COMMITTEE MEETING 14TH DECEMBER 2015

1. Ems Services - Event equipment hire and sales information
2. Tourism & Travel Show 2016 - Book your stand information
3. Vision SL - Lighting News from October 2015
4. Strong Lady Productions - link to promotional video for LEAP Strong lady show
5. Travel GBI November 2015 No 443
6. Group Leisure & Travel Show 2016 information for entrants & exhibitors
7. Baker Ross The Ideas Shop
8. CPC Gifts & Gadgets Christmas 2015 brochure
9. Coach Monthly magazine November 2015
10. CPC Big winter sale brochure
11. Email from Blackmore Co. giving details of the printing services they offer
12. Details of the Tourism & Travel Show 2016
13. Arena News
14. Stand Out magazine
15. Baker Ross The Ideas Shop brochure
16. Letter and brochure giving details of School Travel Awards 2016
17. Admedia – last minute Christmas advertising deals
18. Email request from University of Chichester student to borrow equipment
19. Coach Monthly magazine December 2015
20. Email update from HOD (Heritage Open Days) on 2015 events