



BOGNOR REGIS TOWN COUNCIL

TOWN CLERK Glenna Frost, The Town Hall, Clarence Road,

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Dear Sir/Madam,

EXTRAORDINARY MEETING OF THE EVENTS, PROMOTION AND LEISURE COMMITTEE

I hereby give you Notice that an Extraordinary Meeting of the Events, Promotion and Leisure Committee of the Bognor Regis Town Council will be held at The Town Hall, Clarence Road, Bognor Regis at **2.30pm** on **WEDNESDAY 30th JANUARY 2019**.

All Members of the Events, Promotion and Leisure Committee are hereby summoned to attend for the purpose of considering and resolving upon the Business to be transacted, as set out hereunder.

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

COMMITTEE CHAIRMAN

CLERK TO THE COUNCIL

DATED this 23rd JANUARY 2019

THE AGENDA and BUSINESS to be TRANSACTED is:

1. Chairman's Announcements and Apologies for Absence
2. Members and Officers are invited to make any declarations of Disclosable Pecuniary and/or Ordinary Interests that they may have in relation to items on this agenda and are reminded that they should re-declare their Interest before consideration of the item or as soon as the Interest becomes apparent and if not previously included on their Register of Interests to notify the Monitoring Officer within 28 days.
Members and Officers should make their declaration by stating:
 - a) the item they have the Interest in
 - b) whether it is a Disclosable Pecuniary or Ordinary Interest
 - c) the nature of the Interest
 - d) if it is an Ordinary Interest whether they intend to leave the room for the discussion and vote
 - e) if it is a Disclosable Pecuniary Interest, and therefore must leave the room for the discussion and vote, whether they will be exercising their right to speak on this matter under Public Question Time

3. Adjournment for public question time and statements
4. Consideration of design for the 2019 Event Leaflet and update on advertising package with Places to Visit Sussex - Min. 68 refers
5. Update on proposal for a joint partnership event with the BID to utilise the additional budget of £8,329.06 for an event related purpose - Min. 69 refers

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

**BOGNOR REGIS TOWN COUNCIL
EVENTS, PROMOTION AND LEISURE COMMITTEE
EXTRAORDINARY MEETING - 30th JANUARY 2019**

**AGENDA ITEM 4 - CONSIDERATION OF DESIGN FOR THE 2019 EVENT
LEAFLET AND UPDATE ON ADVERTISING PACKAGE WITH PLACES TO
VISIT SUSSEX - MIN. 68 REFERS**

REPORT BY THE EVENTS OFFICER

FOR DECISION

Members are invited to receive the draft of the Events Leaflet, as per their instructed brief (to be circulated at the meeting), and comments are required on this draft prior to redesign and printing.

At the previous Committee meeting, Members asked for the Events Officer to renegotiate a package for promotion within the "Places to Visit Sussex" publication, up to a maximum budget of £600.00. Members asked for two scenarios to be considered; firstly with the inclusion of a Map supported by advertising and secondly, to look at the cost of a map without advertising.

"Places to Visit Sussex" advised it was not viable to produce a Map with advertising as the print run would need to exceed what we require, but have offered the following advertising package:

A Half Page advert in "Places to Visit Sussex"	£600.00
(inc. free Internet package and free unlimited event press releases)	

Costs for design and print of a map (without advertising)	£1460.00
A3 folded to A6 full colour 130gsm Lumisilk Print run of 20,000	

However, since the meeting, The BID has approached BRTC and made a proposal which Members may like to consider. They are looking to produce a map of Bognor Regis, without advertising for 2019, with a similar specification of that which Members were interested in achieving, i.e. larger scale map incorporating a wider area of Bognor Regis.

The BID has offered to work with BRTC on producing this map at no cost to BRTC, but they would like to utilise the BRTC Map used in the 2017 Guide as a basis to work on and expand. BRTC will of course be credited for this joint production.

Members are asked to note that the total available budget for this exercise, including (for both leaflet/advert/map) design, print, distribution and advertising is £3,000.

Members have already agreed expenditure of £485 (exc. Vat) for the design and print of the Events leaflet (Min. 68 of previous meeting refers) and if Members wish to distribute the leaflet door to door in specific areas, as was done in 2018, the cost of this distribution is estimated to be £1,100.

Therefore, of the total budget available of £3,000, if Members wish to do the distribution as noted above, funds of only £1,415 are available to undertake any further advertising/map.

Therefore Members need to decide which of the four options they wish to proceed with:

- a) Inclusion in "Places to Visit Sussex" with no map for £600
or
- b) Design and print of a Town Council map with no advertising for £1,460. If Members did wish to pursue this option, funding of the required additional budget of £45 must be identified from existing budgets
or
- c) Inclusion in places to visit with no map for £600 together with the partnership working with the BID (at no extra cost to the Town Council) to produce a map utilising the Town Council's own map.

DECISION

Members are asked to **AGREE** whether they wish to undertake distribution of the Events Leaflet as in 2018 at an estimated cost of £1,100?

Members are asked to **AGREE** which option they would like to proceed with for advertising and/or map production, having consideration as to whether the distribution is to be carried out?

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AGENDA ITEM 5 - UPDATE ON PROPOSAL FOR A JOINT PARTNERSHIP EVENT WITH THE BID TO UTILISE THE ADDITIONAL BUDGET OF £8,329.06 FOR AN EVENT RELATED PURPOSE - MIN. 69 REFERS

REPORT BY THE PROJECTS AND EVENTS OFFICERS

FOR DECISION

As requested at the previous meeting (Min. 69 refers), Bognor Regis BID was approached to see if they would like to consider running an event in partnership with the Town Council. A meeting was subsequently held with both the Projects and Events Officers in attendance, together with the BID Board Chairman and Administrator, who confirmed that the BID would be interested in working with the Town Council to deliver an event for the Town. It should be noted that the BID intend to hold a weekend event but welcome the opportunity to work in partnership with the Town Council to enhance the offer.

BRTC Proposal

Weekend roller rink on the Place St Maur

BID Proposal

Extreme event weekend to include the roller rink

There are a number of options as to how the partnership could work and Members are invited to consider how they would like to see the event delivered:

- a) For the Town Council to deliver an element of the event, i.e. roller rink, that sits under the umbrella of the BID but is entirely produced and co-ordinated by the Town Council and funded by the additional budget. This would still form part of the overall offer but would ensure that the element funded by the Town Council would remain free of charge.
- b) For the total budget of £8,329.06 to be donated entirely to the BID for their event and for the Town Council to be credited as sponsors. This may still include a roller rink but there is no guarantee that it would be offered as free.
- c) For the budget of £8,329.06 to remain with the Town Council to hold a weekend event independently.

DECISION

Do Members **AGREE** to:

Deliver an element under a BID umbrella as detailed in (a) above

or

Provide a grant of £8,329.06 to the BID by way of sponsorship towards their Umbrella event as detailed in (b) above

or

Utilise the available budget of £8,329.06 for a Town Council stand-alone event? If members are minded to choose this option, confirmation of the style of event is required, noting the Events Officer's proposal of a roller rink on the Place St. Maur.