



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE MEETING OF THE EVENTS, PROMOTION AND LEISURE COMMITTEE HELD ON MONDAY 21st MARCH 2022

PRESENT:

Cllrs: J. Brooks J. Erksine, M. Stanley,
Mrs. J. Warr, B. Waterhouse and P. Woodall

IN ATTENDANCE:

Mr. M. Hall (Projects Officer)
Miss. K. Fitzpatrick (Events Officer) (part of
meeting)
Mrs. G. Frost (Town Clerk) in the public gallery
Cllr. S. Goodheart in the public gallery
3 members of the public in the gallery

The Meeting opened at 6.30pm

70. CHAIRMAN'S ANNOUNCEMENT AND APOLOGIES FOR ABSENCE

In the absence of the Chairman of the Committee Cllr. Batley, the Vice-Chairman, Cllr. Brooks took the Chair.

The Chairman welcomed everyone present and read the Council's opening statement.

Apologies for absence were given by the Projects Officer, on behalf of the Chairman Cllr. Batley due to childcare commitments, Cllr. Mrs. Daniells due to annual leave, and Cllr. Reynolds due to work commitments.

71. DECLARATIONS OF INTEREST

The Chairman addressed those Members present to ask if they wished to confirm any declarations of Disclosable Pecuniary, Other Registrable and/or Ordinary Interests that they may have in relation to items on this Agenda.

As noted on the Agenda, Members and Officers should make their declaration by stating:

- a) the item they have the Interest in
- b) whether it is a Disclosable Pecuniary, Other Registrable or Ordinary Interest
- c) the nature of the Interest

- d) if it is an Ordinary Interest whether they intend to temporarily leave the meeting for the discussion and vote
- e) if it is a Disclosable Pecuniary or Other Registrable Interest, and therefore must temporarily leave the meeting for the discussion and vote, whether they will be exercising their right to speak on this matter under Public Question Time.

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.

As per the Agenda, it is each Member's own responsibility to notify the Monitoring Officer of all Disclosable Pecuniary, Other Registrable or Ordinary Interests notifiable under the Council's Code of Conduct, not already recorded on their Register of Interests Form, within 28 days.

The Chairman reminded Members to declare their Interests as any arise or again at the relative point in the meeting if they have already.

Cllr. Brooks declared an Ordinary interest as an Arun District Councillor on Agenda items 6, 10 and 12. He also declared an Interest in Agenda items 7 and 8 as his company occasionally hires equipment to events, however none of the events are ones in which Cllr. Brooks stands to gain any financial benefit from. Cllr. Brooks advised if this was to change, he would inform this committee.

Cllr. Stanley declared an Ordinary interest as an Arun District Councillor on Agenda items 6, 10 and 12.

72. TO APPROVE THE MINUTES OF THE MEETING HELD ON 17th JANUARY 2022

Members were asked if there were any objections to the Minutes of the Meeting, held on the 17th January 2022.

There being no objections, the Committee **RESOLVED** to **APPROVE** the Minutes of the Meeting held on 17th January 2022 as an accurate record of the proceedings and the Chairman duly signed them.

73. ADJOURNMENT FOR PUBLIC QUESTIONS AND STATEMENTS

The Chairman adjourned the Meeting at 6.35pm

A Member, who was seated in the public gallery, asked for clarification on the funding of the Funshine Days to which the Events Officer confirmed the budgets have already been agreed for the current year. The Member then queried the October burning of the beacon and how the money set aside for

this would be used. The Chairman confirmed this topic would be discussed under Agenda item 8 and that the amount of £600 is allotted out of which £187 has been allocated for Town Force hours and potentially more for Officer hours. The Chairman queried whether the Member had any preference of musical genres and in response it was suggested that the Bognor Community Band be considered to play at the event.

Regarding the four Sunday Concerts throughout the year, the Member asked if the budget was set at £2,500 and how these were broken up. The Events Officer informed the Committee that the budget from Bognor Regis Town Council is £1,250 for these events. This was being match-funded by The Rotary Club of Bognor Regis, however not in a monetary sense, and would be through their staff time, planning of the event, promotion, sourcing of the bands, first-aid, security, and marshals.

In response to a final query where the publicity and promotion budget sits, a Member of the Committee confirmed that it falls within the remit of this Committee and the annual amount per year is £1,200 as it has been for the past 3 years.

The Chairman reconvened the Meeting at 6.45pm

74. CLERK'S REPORT

74.1 Meeting of the Climate Change Topic Team - 17th January 2022 - Min. 58 refers

At the previous meeting, a member of the public asked when the next Climate Change Topic Team meeting would be held. As of the 12th of April 2021, Members agreed to change the name of the Climate Change Topic Team to the Climate Emergency Focus Group. The Projects Officer is currently seeking agreement from the membership of the Group for a suitable date to meet at the end of March. Members were asked to note that this Group reports directly to the Community Engagement and Environment Committee and not this Committee.

74.2 Test burn of the Beacon - 17th January 2022 - Min. 59.1 refers

Town Force carried out a successful test burn of the Beacon on Monday 24th January 2022, with Cllr. Brooks, the Town Force Manager and the Projects Officer in attendance.

74.3 Update on Butlin's poster locations - 17th January 2022 - Min. 59.4 refers

The Projects Officer contacted the PA of Butlin's Director Jeremy Pardey on 14th February 2022 for an update on this matter. On 23rd February 2022 a response was received stating a review of their poster policy is taking place, and Butlin's will contact Bognor Regis Town Council once this has concluded. Further attempts have been made to progress this further with Butlin's but, as yet no response has been received ahead of this meeting.

74.4 Update on lamp post banners - 17th January 2022 - Min. 59.5 refers

A Planning Application is in the process of being submitted to Arun District Council, however due to complex documentation requirements these need to be reviewed by a technical designer and meet National Validation Requirements. Should additional lamp post banner sites be desired then this would incur extra costs and would, therefore, need to be proposed as a future agenda item using the adopted form.

74.5 Zoom exchange with similar sized seaside resorts to share experiences and ideas in relation to promotion

Contact has been made with town and parish councils in Bridlington, Burnham-on-Sea, Clevedon, Dawlish, Deal, Lymington, Morecambe, and Teignmouth – all of which are similar in size to Bognor Regis. It was explained to these councils that whilst the remit of tourism, and any associated office, falls to our District Council, the Town Council are still keen to play their part in actively promoting our seaside resort and would be interested in hearing how similar councils might promote their parishes as a tourist destination. An invite has been extended to join Bognor Regis Town Council at an informal Zoom meeting to listen to one another's experiences and to share ideas on how, as town and parish councils, we can play our part in promoting tourism. Responses were requested by no later than 31st March and, to date, two councils have expressed an interest in accepting the invitation.

In the meantime, the Town Council have signed up to NALC's Coastal Communities Network Forum allowing for an opportunity to meet online with councils, located in coastal communities, around the country to share best practices.

Members are reminded that any request to sign up to a specific promotions training course, that comes at a cost, will be referred to the Policy and Resources Committee for budget approval.

74.6 Christmas Illuminations Switch-On - 15th November 2021 - Min. 50.8 refers

Back in 2019 the Town Council was approached by ADC to consider match-funding a budget provision of £25k within the 2020/21 financial year to be used for town centre events as part of an initiative to innovate and regenerate town centres. Despite some concern by Members, the Town Council made provision of a one-off allocation of £25k for that financial year. This was not identified as revenue expenditure, as it had not been clear in the initial approach from ADC about this being an annual activity and therefore it was not being met by the parish precept. Members agreed to support the initiative in principle but required further detailed information on what the funds were to be used for before ratifying the decision to release any of the funding. Despite a proposal being put forward for a

project in 2020/21 to utilise £15k of the budget, the Council considered this in detail resulting in a decision not to continue to support and contribute to the ADC proposal. The £25k allocation was therefore removed from the budget and the ADC match-funding lost.

The Town Clerk has recently been made aware that a budget provision for match-funding was also made in 2021/22 by ADC. The Clerk has therefore been in liaison with ADC Officers to establish whether the Town Council could meet the criteria that would allow the release of this funding before it is lost at the end of the financial year.

As Members will be aware, the Town Council has committed a £50,000 budget with a £5,000 contingency to secure a three-year contract for new Christmas displays for the town commencing in 2022. Discussion had also previously taken place about the Committees desire to repeat the very successful digital projection in the Town Centre again for this coming Christmas and that the Events Officer be asked to seek sponsorship for match-funding to enable this enhancement to the Christmas Switch-on event to take place. It was felt by the Clerk that the digital projection may meet the ADC criteria and allow for release of some funding.

The Town Clerk has therefore proposed to ADC that some of this match-funding be used towards enhancing the Christmas Switch-on event to enable the provision of a digital projection once again as was done during the pandemic, which was so well received by so many people. This funding, alongside the Town Council's significant increase in funding for the Christmas Lights this year and the BID's additional installations and Christmas activities can only help to promote the town, increase the footfall and boost the economy thereby helping the local traders.

Following further liaison with ADC Officers it has been agreed that this proposal would fulfil their criteria requirements and £12,500 has now been secured, which will allow for the digital projection to take place.

75. FINAL UPDATE AND RATIFICATION OF EXPENDITURE ON EVENTS PROGRAMME FOR 2021

The Events Officer's report was **NOTED**.

Members **NOTED** the finances for the main Town Council events in 2021 and **RATIFIED** the underspend of £3,204.65.

76. CONSIDERATION OF ALLOCATION OF TOWN FORCE TIME FOR THE '2022 JUBILEE STREET PARTY ON THE PROM' EVENT (IF REQUIRED)

The Projects Officer's report was **NOTED**.

Members noted that 45 hours had been requested for this event by the organisers. The Events Officer confirmed that due to the Street Party being on a Sunday, the Town Force hours would be charged at double time, so the physical time of Town Force availability for the event is essentially 22.5 hours.

Members unanimously **AGREED** to allocate 45 hours of Town Force time to the '2022 Jubilee Street Party On The Prom' Event whilst noting that this would equate to 22.5 man hours.

77. UPDATE ON PROPOSALS FOR EVENTS PROGRAMME FOR 2022 INCLUDING RATIFICATION OF DECISIONS WHERE REQUIRED

The Events Officer's report was **NOTED**.

77.1 A Member queried if the Events Officer had any further information on the £50 administration charges now being charged by ADC and whether it was applicable to all Event Organisers. The Events Officer confirmed the charge is per event, commenced in 2022 and there is a full break-down table for Town, County, Parish Councils, Profit, Non-Profit organisers, and the charge is applicable to all. The Member suggested writing to ADC to see if it would be possible to waive this administration charge as ADC had not previously charged and it also goes against ADC support of local businesses. The Committee supported this action and agreed a letter should be sent. It was also suggested that dual hatted Councillors should raise this issue with ADC.

77.2 Book Day - 13th April 2022

The Book Day was originally taken from the programme due to budget cuts, but the Events Officer was tasked with trying to find another way to fund the event. Due to time constraints, it is unlikely that funds could now be secured to allow this event to run as a standalone event. It is therefore the Officer recommendation that the original proposal of incorporating the popular elements of the Book Day in the Kidszone of Drive Through Time for 2022 only be considered.

To enable the Kidszone to be increased to that of a significant level it is the Officer recommendation that the remaining underspend from the 2021 Events programme (after the purchase of bunting for the Queen's Jubilee - Min. 63.2 refers) of £2,386.25 be vired over to the Drive Through Time event.

Members unanimously **RESOLVED** to vire £2,386.25 from the 2021 event programme underspends to enhance the Kidszone element of the Drive Through Time 2022 event.

77.3 Celebrations and Commemorations to Mark The Queen's Platinum Jubilee - 2nd - 5th June 2022

Members **NOTED** that Bersted Arts Choir will be performing at the Beacon Lighting. It was further **NOTED** that a Firework display from the end of the Pier will be replacing the Aerial pyrotechnic display.

Members **RATIFIED** the expenditure for the bunting of £818.40, and the Chairman asked if Town Force could criss-cross the bunting between the catenary wires as had been done previously.

Following the approach from M&Co as detailed in the report, Members **AGREED** for the Events Officer to liaise with M&Co on some form of collaboration for the Beacon Lighting Event.

The Chairman allowed Cllr. Goodheart to update Members from the public gallery in connection with his proposal that the bullnose, which houses the beacon brazier, be painted red, white and blue for the Jubilee celebrations. Cllr. Goodheart confirmed that ADC's Property Department would cover both the cost of the materials and the labour, and this would be a good opportunity to encourage local artists to take part in this piece of work. A Committee Member confirmed that it would be an ADC led project and stated he would like ADC Councillors to provide updates to this Committee. Cllr. Goodheart confirmed that he will provide further information to this Committee at the next meeting.

Members **AGREED** with Cllr. Goodheart's proposal for ADC to take this project forward working with others to enhance the bullnose area on the promenade in time for the Queen's Platinum Jubilee celebration events in June.

Members noted the information within the report and **AGREED** to take part in the Platinum Jubilee Story QR based Trail though Bognor Regis.

77.4 Drive Through Time - 3rd July 2022

There were no updates, however the Chairman stated that previously some Members expressed a wish for this event to relocate to the seafront and Place St Maur, but this could not happen this year due to the works going on around the Regis Centre. As next year marks the 10th Anniversary of this event, the Chairman suggested to the Events Officer to potentially make this event bigger to which the Events Officer concurred.

77.5 Proms in the Park

Members **NOTED** the date for the Proms in the Park is 17th September and not the 10th September, as this date was previously reported incorrectly.

77.6 Funshine Days

Members **NOTED** the finalised programme of events for the Funshine Days running Tuesday to Thursday on weekdays from 2nd to 25th August with the first two weeks of the programme taking place on the Prom bandstand.

There were no decisions to make, however the Chairman asked the Events Officer about the possibility of having a list of all Bognor Regis Town Council events in one central location. The Events Officer advised that due to the events taking place on ADC land, permission is first needed before the advertising of the events can take place.

Details of the Funshine Days are also sent out via the Primary Times which goes out in 55,000 school bags across the County.

77.7 Beacon Lighting to Commemorate Sir Richard Hotham's Birthday - 5th October 2022

The Chairman noted the Town Force hours and materials for the Beacon lighting and noted that should the Events Officer be required at any event then additional hours and administration costs could occur. The conversation then turned to the preference of musical genres for the event and the Events Officer updated the Members on their preferences for Bognor Regis Town Concert Band, a Folk Band, and Soft-Reggae Band.

77.8 Christmas Illuminations Switch-On - 26th November 2022

The Events Officer referred to the match-funding which had been secured from ADC for a digital projection and how this now widens the options available for this event. The Events Officer would now put together 2 Gold Packages proposals that would be presented at the next Committee Meeting for Members consideration.

77.9 Sunday Afternoon Concerts, series of events over the Summer - TBC

The Events Officer gave a brief overview on the series of Sunday Afternoon Concerts as detailed in her report, which is presently waiting for approval from ADC. A Member asked if any of the performances could take place at the Bandstand, to which the Events Officer said that would be investigated. In answer to a query regarding whether it would be possible to have 2 genres of music for each event, the Events Officer advised Members that each concert would have 1 vocal and 1 instrumental performance.

The Events Officer left the meeting

78. TO RECEIVE ANY SUGGESTIONS FROM COUNCILLORS TO BE INCLUDED AS PART OF A STRICTER BRIEF TO BE DRAWN UP AND CIRCULATED TO COMMUNITY-BASED ARTISTS IN RELATION TO SEAFRONT POSTERS AND TO IDENTIFY AND AGREE A BUDGET FOR ASSOCIATED COSTS FOR THE PRODUCTION – MIN. 64 REFERS

The Projects Officer's report and appendices were **NOTED**.

The Chairman advised the Committee Members that 2 proposals were submitted for this item, 1 from Cllr. Mrs. Daniells and 1 from Cllr. Brooks and a member of the public.

The Chairman highlighted the focus of the item is for Members to agree to the specifications to aid members of the public to provide artwork/photographs that will meet the requirements in terms of size, quality, QR codes etc for their work to be accepted as submissions of work. The Chairman commented that whilst the 2 proposals were from 2 different sources, they are very similar, and the only difference was that Cllr. Mrs Daniells proposed to only use photographs but stated the proposal from himself and a member the public allows for artwork and photographs. Furthermore, the Chairman stated the previous Projects Officer had prepared photo permission forms that would allow the use of photographs of the public without the need to blur faces/cover identity.

A Member acknowledged the work by Cllr. Brooks and a member of the public and wanted to clarify that the proposal presented is for 3 different types of layout, these being; the attractions (of Bognor Regis), community artwork and lastly event-based posters. The Member was in support of the proposal on the proviso that serious thought would go into where each type would go but the main theme would be attraction and community art, with events posters coming over the top as and when required. He would like to see if more emotive subject matters could be incorporated.

In terms of production, the Member did raise awareness to what the posters would be made from going forward and to highlight this as potentially a future agenda item. Furthermore, consideration should also be given to the potential opportunity to take ownership of these poster sites, in terms of maintenance of the whole poster site structures, for a more streamlined process and whether Bognor Regis Town Council would be able to take this on. The Chairman agreed that this should be investigated at another meeting.

Another Member stated he felt the Committee should not be limited by only using photographs but did concur they do lend themselves to creating more evocative imagery. He spoke in support of Cllr. Mrs. Daniells proposal on layouts, use of negative space but gave caution on the use of too much text over imagery and his preference for specific layouts over others.

The Chairman highlighted that using the proposal from himself and a member of the public gives a wider option of layouts and was welcoming to any changes such as font size and ensuring there is consistency across all poster sites. In addition to this the Chairman also answered a query on how the QR codes work.

Following the discussion Members **AGREED** the final brief and design in line with the proposal presented by the Chairman and a member of the public for the seafront posters for the coming season.

Members further **AGREED** to **RESOLVE** that the associated costs for the production of the artwork be funded from the remainder of the current year's Publicity/Promotions Budget with any shortfall being covered from the new 2022-2023 budget.

A Member suggested that the Chairman write to the member of the public to thank them for their work.

79. TO RECEIVE A PRESENTATION OF NEW DESIGN IDEAS BEING TAKEN TO ADC FOR THE PROMENADE BANDSTAND WIND SHIELDS AND TO CONSIDER WHETHER A LETTER PERTAINING TO THESE SHOULD BE SENT TO ADC IN SUPPORT – MIN. 67 REFERS

The Projects Officer's report and appendices were **NOTED**.

The Chairman gave a brief overview of the current limitations of the renovated bandstand, with there being no accessible PA system, no stackable chairs, and the lack of wind shields. He then presented to the Committee images of the 4 strong clear sheeting windshields which are currently held at the Town Force lockup and expressed the view that a letter should be sent to ADC stating these shields would be available for use at the bandstand. In answer to a query as to how these would attach to the bandstand, Members were provided with details of the suggested clip fittings that could be used to replace the current ratchet straps. The Chairman stated that should wind speeds exceed a certain measurement (30mph), then the bandstand should not be used.

A Member asked for clarification as to whom members of the public or organisers looking to use the bandstand would need to contact to use the suggested windshields. It was advised that this would need to be through the Town Council office. A point was also raised that as the suggested windshields would be the property of Bognor Regis Town Council, then it would be down to Town Force to fit the windshields due to the insurance liability. This would also be subject to Town Force Members availability

Following further discussion, Members **AGREED** to make the Town Council's windshields available for hire by event organisers with an increased deposit cost suggested as £350 at the previous meeting, Min. 67 refers. It was further **AGREED** that a letter be sent to ADC to advise ADC of the Committee's decision.

NOTE: *Prior to making the windshields available to event organisers, confirmation will first need to be sought from ADC as the responsible*

authority, that they are in agreement for the windshields to be used on the newly renovated bandstand.

80. PROPOSAL TO PRODUCE A TOWN MAP DISPLAY BOARD WITH PAPER DISPENSER AND SUBJECT TO AGREEMENT TO PROCEED, TO CONSIDER THE ASSOCIATED COSTS AND IDENTIFY A BUDGET – MIN. 59.3 REFERS

The Projects Officer's report and appendices were **NOTED**.

The Chairman allowed Cllr. Goodheart to introduce this item from the public gallery and he advised that there is currently a map produced by the BID which could be used within this project. The map could potentially be sold to members of the public at a cost of £1 via a dispenser attached to several fixed map locations throughout Bognor Regis Town.

Comment was made that that there are currently several large-scale maps in situ, and it was questioned whether this project would duplicate the work already taken on by other stakeholders such as the BID and wayfinding projects. It was also noted that Chichester has dispensing maps which are free, but they are often left as litter on the streets, and this directly goes against creating a better environment policy when smartphones could enable the public to environmental wayfinding in the Town.

From the public gallery, it was suggested that all stakeholders need to be working together to avoid duplication and this project could be put on hold until the wayfinding proposal currently being worked on has been progressed. It was noted that the Executive Director of The Bognor Regis Regeneration Board, was already in discussion with the Town Clerk about attending a meeting to talk to Members about the wayfinding proposal. It was therefore **AGREED** that no further action should be taken at this time to allow for the wayfinding proposals to be considered first. There could then be further discussion by the Committee at a future meeting to decide the best way to proceed with this proposal.

81. TO DISCUSS THE RECENT CHANGES MADE TO THE SUSSEX BY THE SEA WEBSITE AND TO CONSIDER AND AGREE ANY NEXT STEPS – MIN. 66.1 AND 68 REFER

Cllr. Brooks declared an Ordinary Interest as he sponsors the webcam to the west of the pier.

The Projects Officer's report was **NOTED**.

The Chairman gave Members a thorough overview to the recent updates to the Sussex By The Sea website, to which Members had a lengthy conversation on the merit of having the links to the Bognor Regis Town Council website, and webcams reinstated.

Following the discussion, Members **AGREED** to send a letter to Arun District Council to call for reinstatement of the 'Sunniest Bognor Regis' logo, Town crest, and links to the Town Council's website and Facebook pages on the 'Sussex by the Sea' website.

The Chairman advised that he would draft a letter and circulate this to Members of the Committee for agreement before submission.

82. TO CONSIDER THE REVISED QUOTATION FOR BOGNOR REGIS CHRISTMAS ILLUMINATIONS 3-YEAR CONTRACT 2022/24 FROM LITE AND AGREE HOW TO PROCEED – MIN. 38 REFERS

The Projects Officer's report and the appendix detailing the four package options for the new 3-year contract for Christmas Illuminations was **NOTED**.

As detailed in the Projects Officer's report the increase in prices since the original quote from the vendor was noted. Some Members were interested in cost savings to reduce the annual fee; however, it was commented that the overall savings would be minimal over the 3-year contract period and as there is the budget for Option 1, this would ensure a consistent lighting theme throughout the Town.

Members **AGREED** in principle to Option 1, under the proviso that the BID be approached to come to an arrangement to cover the lights for The Queensway.

83. ITEMS FOR FUTURE AGENDA

The Projects Officer's report and the appendix was **NOTED**.

Members **AGREED** to include the following proposals on the next Events, Promotion and Leisure Committee Meeting Agenda: –

Proposal from Cllr. Mrs. Daniells to outsource the Christmas Lights Switch-On event.

A Councillor queried whether any other Town Council events should also be considered.

Proposal from Cllr. Mrs. Daniells to review the 'Follow the Ducks' Campaign.

Proposal from Cllr. Mrs. Daniells to consider and explore developing a simple BRTC smartphone App.

Proposal from Cllr. Brooks to consider a review of the Bognor Regis Town Council Poster Policy.

Proposal from Cllr. Brooks to consider new poster sites on the promenade.

84. CORRESPONDENCE

The Committee noted receipt of correspondence previously circulated.

The Meeting closed at 8.26pm