



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 16TH FEBRUARY 2015

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, P. Dillon, and R. Nash

IN ATTENDANCE: Mrs. S. Holmes (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Committee Clerk)
3 Members of the public

The Meeting opened at 6.32 p.m.

58. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllrs. Mrs. E. Anderson, P. Wells and Mrs. J. Warr.

59. 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. Brooks declared an Ordinary Interest in the A Drive Through Time event with regard to the provision of a big screen.

60. TO APPROVE THE MINUTES OF THE MEETING HELD ON 15TH DECEMBER 2014

The Minutes of the Meeting held on Monday 15th December 2014 were **AGREED** as accurate records and were signed by the presiding Chairman.

61. ADJOURNMENT FOR PUBLIC QUESTION TIME

6.35 p.m. At this point the Meeting was adjourned to allow members of the public to speak.

A member of the public who runs a local information website had received an email from a visitor regarding broken glass on the beach. The Head of Street Scene and Leisure Services asked him to forward this to her and she will send it on to the appropriate officer at Arun.

Another Member of the Public asked whether there could be BBQs provided on the seafront as there is in Littlehampton. It was believed that this had been a pilot scheme in Littlehampton and had been looked at before for Bognor Regis. This item will be taken to the Environment and Leisure Committee.

6.37 p.m. the Meeting was reconvened.

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

62.1 15th December. Min. 49.2. Screen information panel at the VIC

The Head of Street Scene and Leisure Services had received an email from Arun District Council regarding the information panel. The decision had been made that this had not been suitable and it will be removed. Other solutions to the issue of VIC cover during evenings and weekends will now be considered by Arun.

63. UPDATE ON PROPOSALS FOR EVENTS IN 2015

The Street Scene and Leisure Services report was **NOTED**. (Appended to File Copy of the Minutes.)

64. UPDATE ON WIFI IN TOWN CENTRE AND SEAFRONT

The wifi is working but has not been officially launched. The opening screen will have the option to navigate to an events attractions and offers website promoting the town or the wifi service. A demonstration of the website was given. Members **AGREED** to promote the wifi on the town's media pages on Facebook and Twitter and to provide a link to the website from the Town Council website.

65. UPDATE ON WEBSITE

The Head of Street Scene and Leisure Services reported that the Town Council website continues to be monitored by staff and pages are being updated on a regular basis.

The scrolling text at the top of the front page had been changed to a box, following feedback. This box is used for 'Latest News' updates.

Two websites – Bognor Regis Beach and Bognor Regis Information – have been added to the Visitor Information page as text and as a link, at the request of the Feedback Group.

The survey about the Picturedrome was put on the website with a link to Survey Monkey. However, from data received it appears that all of the responses received were via the Facebook page.

Although there was currently not a lot of information to post about BRTC events, the momentum of Facebook and Twitter is being maintained by the use of photographs and items of interest. The Town Council Twitter is being followed by, among others, the South Downs National Park, Sussex Life Magazine, Queensland Australia Tourism and BBC Sussex.

The Town Council is also now live on the Street Life website, as reported at the last meeting. The report was **NOTED**.

66. CONSIDERATION OF A STRATEGY FOR PROMOTION OF THE TOWN

The Head of Street Scene and Leisure Services reported that the team are developing the strategy as agreed at the last meeting. This will be ongoing. Items of interest, photographs and quirky ideas were being used to promote the town in the meantime.

67. CONSIDERATION OF FINAL DRAFT OF 2015 VISITOR GUIDE

The final draft has been circulated to Councillors for approval. Some minor changes have been made. This will go to print to be ready for the leaflet exchange in March. The report was **NOTED**.

68. CONSIDERATION OF CONTENT FOR 2015 TOWN NEWSLETTER

A draft copy of the newsletter was available at the meeting. The Head of Street Scene and Leisure Services requested that any comments or alterations should be sent to her by Monday 23rd February. This was **NOTED**.

69. UPDATE ON PROMOTION & PUBLICITY BUDGET 2014-2015

The Head of Street Scene and Leisure Services reported that there is currently £401 remaining in the Promotion budget. A Member suggested that some of the money could be used to provide a banner for advertising the new wifi/town events website. A Councillor suggested the catenary wire on the Regis Centre could be used for advertising banners also. It was also suggested some of the money could be used to promote events on the Council Facebook page by paying to “boost” the post.

Following discussion it was **RESOLVED** to earmark £200 for paid boosts on Facebook. The sum of £100 should be earmarked for banners to promote wifi and the www.Bognor.today website and £101 should be earmarked for banners to promote Council events.

70. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence (Appended to File Copy of the Minutes) including the following additional items:

- 70.1** Tropical Ice event catering
- 70.2** Cloudhopper Gallery - Spring opening information
- 70.3** ADC copy of application form for Bognorphenia event
- 70.4** Sussex Foodie News February 2015

71. DATE OF NEXT MEETING MONDAY 20TH APRIL 2015

The date of the next meeting was **NOTED**.

The Meeting closed at 7.31 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 16TH FEBRUARY 2015

1. Helping Hands Care Agency, can we advertise in your parish magazine?
2. A-Plant - £75 off for booking in the New Year
3. Twinning - Letter and calendar from Trebbin includes picture of Bognor Regis
4. Theme and Party Catalogue 2015
5. Travel GBI - December 2014 - January 2015 No 433
6. Cloudhopper Gallery - email re events and exhibitions for 2015
7. Military Speakers - email re Great British Adventurers lecturers to hire
8. Baker Ross - The Ideas Shop Spring 2015
9. Retro Coffee Mobile Espresso Bar available for events
10. Strong Lady - LEAP show
11. Get Cycling - New for 2015
12. A & J Sweets - email trade enquiry
13. RACAL Security - email re their services
14. Applause Outdoors - Performance artists for events
15. Hotham Park Country Fair - request for event listing on website and Town Force Hours
16. CDC Coach Monthly January 2015
17. CDC Coach Tourism Yearbook 2015 (BR advert page 345)
18. Boldscan Ltd - offer on roll up advertising banner
19. ADC Sussex by the Sea - Autism Awareness Events
20. Take One Media - Tourism Information Insight 2015
21. Travel GBI February 2015 No. 434
22. Email from Chairman of Number 18 project re Youth Provision in the Arun District
23. Chi Uni, Event Management student - email re their event EVOLUTION advertising
24. Revive and Thrive PR Service information email
25. The Design Partnership - website creation
26. Bognor Regis Carnival Association - Constitution (held by Head of Street Scene and Leisure Services)
27. Heritage Open Days - email, news & diary dates
28. Get Cycling - Cycling Activity Days
29. Military Speakers - Young Brave Hearts
30. CDC Coach Monthly - February 2015 (BRTC ad p62)

