



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 16TH JUNE 2014

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, P. Dillon, R. Nash, Mrs. J. Warr and P. Wells (until Min. 13)

IN ATTENDANCE: Mrs S. Holmes (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Clerical Assistant)
3 Members of the public in the Public Gallery

The Meeting opened at 6.30 p.m.

1. TO NOTE THE APPOINTMENT OF CHAIRMAN AND VICE-CHAIRMAN AS AGREED AT THE ANNUAL MEETING

The Committee **NOTED** that Cllr. J. Brooks had been elected Chairman and Cllr. Mrs. S. Daniells elected Vice-Chairman of this Committee at the Annual Council Meeting on 12th May 2014.

2. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. Mrs. E. Anderson.

3. DECLARATIONS OF INTEREST

Members and Officers were reminded to make any declarations of Pecuniary and/or non-Pecuniary 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 a non-Pecuniary interest and the nature of the interest
- c) Whether it is also a 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 take no 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 Pecuniary and non-Pecuniary. These forms to 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 Pecuniary Interests, not already recorded on their Register of Interests Form, within 28 days.

There were no declarations of interest made at this point of the Meeting.

4. **TO APPROVE THE MINUTES OF THE MEETING HELD ON 14TH APRIL 2014**

The Minutes of the Meeting held on Monday 14th April 2014 were **AGREED** as an accurate record and were signed by the presiding Chairman.

5. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

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

Two members of the public spoke about the Carnival, expressing their concerns on what they felt was not a good event. The following points were made:

- It was not a “carnival” as there was no float procession.
- It should be a community event run by the community and people who want to make it a success for the town.

Members responded that the Town Council had considered not running a Carnival at all in Bognor Regis this year but that the idea put forward by ROX for a static carnival had been embraced by the Council as a compromise and they had done their best to deliver this. They were keen to have community involvement but if the Council were the main organisers they would have final say on content and Health and Safety issues. A Councillor advised that there were likely to be budget cuts for 2015 and the Council may not be able to run large scale events in future and would hope that the community would organise more events for the town and seafront.

A Member suggested a meeting with the Littlehampton Carnival Committee to see how they are set up as they run with no Council involvement and could be a model for a group in Bognor Regis.

The Chairman read a statement regarding the Carnival (Appended to File Copy of the Minutes) and asked for his thanks to the Events team to be recorded. Cllr. P. Dillon also added his thanks to the staff for their hard work.

7.05 p.m. the Meeting was reconvened.

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

14th April – Min. 70. Staff wearing hi-visibility clothing at events

A Member had previously asked if the events staff had to wear hi-visibility clothing over the new red shirts recently obtained. Having seen them at the Carnival, he felt that they did not look smart enough for the event team and hoped that another option could be considered which would look smarter.

14th April – Min. 73. Poster Drums

The Head of Street Scene and Leisure Services had found the costings for the poster drums, which had been obtained when the issue was first considered by the Council some years ago. Members requested that enquiries be made regarding the current cost of the drums and also contact another local council which has similar drums, to seek details of their suppliers.

7. **TO CONSIDER CURRENT TERMS OF REFERENCE AND MAKE ANY NECESSARY RECOMMENDATIONS ON PROPOSED CHANGES TO THE POLICY AND RESOURCES COMMITTEE**

The Committee considered the current Terms of Reference and **RESOLVED to RECOMMEND** to the Policy and Resources Committee that no amendments to these were required.

8. UPDATE ON EVENTS PROGRAMME FOR 2014

The Head of Street Scene and Leisure Services advised Members that she would not be presenting a report about the Carnival, as the events team had not yet had a chance to consider the event in any detail. A full report on the Carnival would be issued for a future meeting, including consideration of any comments made during Public Question Time. This was **NOTED**.

8.1 Armed Forces Day. The Head of Street Scene and Leisure Services reported that the next event on the calendar was Armed Forces Day on 22nd June. Invitations had been sent to Councillors to attend. Members suggested that the Arcade owner should be approached to turn off the Arcade music whilst the service was taking place. The Head of Street Scene and Leisure Services said this was usually done but she would check with the owners that they will do the same this year. This was **NOTED**.

8.2 A Drive Through Time - Motor Gala. There are over 200 applications for A Drive Through Time and final allocations of space and the layout of the site will be completed shortly and participants contacted. The Rotary Club are providing marshals on the day. There will be a large screen viewing of the Grand Prix, bands, music from ROX, subject to confirmation, a craft and charity fair and entertainment for children on the day. A member asked if the Cavalcade could be arranged at 1pm but the Head of Street Scene and Leisure Services informed the Committee that once the cars were on site there would be no movement until they left and the cavalcade was part of their leaving the site at the end of the day. The Committee **NOTED** the report.

8.3 Funshine Days. The Funshine days have all been booked and are being promoted through the schools and on Facebook and Twitter. A Councillor reported that the Theatre are organising some activity days during the half term breaks to add to the entertainment offered. The report was **NOTED**.

9. UPDATE ON NEW WEBSITE - MIN. 71 REFERS

The Head of Street Scene and Leisure Services reported that the new website was now operational. There had been a few problems due to the complicated way the old website had been set up but these had been resolved. Some minor changes will be made to the content and this will be updated regularly. There is now an enquiry form on the website and this has already generated requests for information incurring staff time to respond.

A Councillor asked if the Bognor in Bloom Scarecrow competition could be flagged up on the events listing which the Head of Street Scene and Leisure Services agreed could be done.

A Member reported that the provider of the webcam had had viewers directed from the website which he felt was encouraging. A Member requested that all Councillors should be informed that the new website is now live.

10. UPDATE ON NEWSLETTER – MIN. 69.2 REFERS

Newsletter distribution has commenced and although this is not yet complete the feedback has generally been very good. Members agreed the new format for the newsletter was much more interesting and lively. It was suggested that for future years there could be a message from both the outgoing and incoming Mayors as people would assume the Mayor's message was from the current and not the outgoing Mayor. The Head of Street Scene and Leisure Services will look at this for next year.

11. UPDATE ON WIFI IN THE TOWN CENTRE AND SEAFRONT MIN. 69.1 REFERS

The Head of Street Scene and Leisure Services reported that the wifi provider now has the equipment and it should be installed in the next two weeks. A Councillor suggested that there should be a time frame enforced and that if wifi is not in place by the time the Public Realm

work in London Road is completed the Council should withdraw from the agreement. This was **NOTED**.

12. CONSIDERATION OF VISITOR GUIDE DISTRIBUTION – MIN. 21 AUGUST 2013 REFERS - REFERRED FROM POLICY & RESOURCES COMMITTEE MEETING OF 9TH JUNE 2014

At the Policy & Resources Committee meeting of 9th June 2014 a Member had raised the issue of distribution of the Town Guide to a wider area of England. This was referred back to this Committee for consideration. The Head of Street Scene and Leisure Services reported that research had been done last year into the cost of distribution to a larger area and due to the cost involved the decision was made at that time not to pursue this as there is no budget set for distribution. A Councillor who is also the Chairman of the Policy and Resources Committee reminded Members that if they were mindful to pursue this, in the light of possible budget restrictions, they would need to consider where cuts could be made in the budget to accommodate the additional cost involved in printing more copies of the guide and distributing them.

A Member suggested radio advertising might be considered instead of printed media or the extended use of the website to promote the town. The production of a business card, with a QR code to link to the website, was also suggested, as was investigating the cost of advertising at somewhere like Victoria Railway Station. Following discussion Members also suggested a meeting with the new Town Centre Manager to see what marketing he was considering for the town.

13. TO NOTE CORRESPONDENCE

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

- 13.1** Take One Media - Target this year's visitors and bring your attraction to life
- 13.2** E.mail correspondence between the Head of Street Scene and Leisure Services and a member of the public regarding the Illuminations Gala and the Carnival
- 13.3** Trade Lanyards - Trade prices
- 13.4** travelGBI - June 2014 No. 426
- 13.5** Coach Monthly June 2014

The Head of Street Scene and Leisure Services drew Members attention to a letter from a member of the public regarding Proms in the Park and asking why it was no longer just the Bognor Regis Concert Band playing.

The Meeting closed at 7.55 p.m.

**GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 16TH JUNE 2014**

1. Email correspondence between BRTC and The Arena Sports Centre re their entry into the Carnival
2. Glen Whitehead - Youth Music - Will you Give a Gig for Youth Music?
3. Light Media - Amazing LED Screens, Kick off the World Cup with a Big Screen
4. Big Game Hunters - The Play Experts April News
5. Stand Out Magazine - May 2014
6. Pitman's People - Event Staffing 2014
7. Applause - Show and performance menu for Autumn 2014
8. Luv sweetsies - email request to participate in Hotham Park Country Fair
9. Coach Monthly May 2014
10. BeeNoticed - E-Commerce Web Site and branding displays
11. UK Point of Sale - Free delivery today only offer
12. Sussex Police - email re a possible 999 day
13. travel GBI May 2014 No. 425
14. UK Point of Sale - New 2014 catalogue available
15. UK Point of Sale - Newsletter: May 2014
16. Tann Westlake - email marketing mobile website design
17. Email - ADI.TV Giro d'Italia's Big Start features one of the World's largest Mobile LED screens
18. Email from a Councillor regarding a member of the public who has designed a website for Bognor Regis with places to go in the area. Circulated to all Councillors
19. Email from Islington Bangladesh Association requesting 55 town guides
20. Little Bugs Company - Holiday Activities for Crafty Kids
21. Michelle Davies - Sussex Police enquiry re Army contact for an event
22. Email correspondence between a Councillor and the Head of Street Scene and Leisure Services re cancellation of Birdman 2014
23. Press release sent by Bognor Birdman re cancellation of the event for 2014
24. Get Cycling - email info on their bike try-out roadshows
25. Event Production Solutions - temporary road and path track
26. Email correspondence between the Head of Street Scene and Leisure Services and a member of the public re the illuminations gala 2014
27. Mindblowers - Cool cycling acts to book for 2014
28. Cloudhopper Gallery - Trains Planes and Automobiles
29. Email from Heritage Open Days re the event in 2014
30. Email correspondence between Burgess Hill TIC and the Head of Street Scene and Leisure Services regarding visitor guides
31. Correspondence between the Head of Street Scene and Leisure Services and a member of the public regarding the Bognor Regis Concert Band at Proms in the Park
32. Fun Football Acts - Circus Malabaristas