



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 15TH JUNE 2015

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

IN ATTENDANCE: Mrs. S. Holmes (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Clerical Assistant)
Miss K. Fitzpatrick (Events Officer)
1 Councillor in the Public Gallery
1 Member 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. S. Goodheart elected Vice-Chairman of this Committee at the Annual Council Meeting on 18th May 2015.

2. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. W. Toovey due to work commitments. No apologies had been received from Cllrs. J. Cosgrove or P. Woodall.

3. 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.

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

4. **TO APPROVE THE MINUTES OF THE MEETING HELD ON 20TH APRIL 2015**

The Minutes of the Meeting held on Monday 20th April 2015 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 a Councillor in the public gallery to speak.

A Councillor informed the Committee that the fundraising group Pink Pub Bike Club who are on a charity fundraising cycle to Paris to raise funds for the Snowdrop Trust will be passing through Bognor Regis on Tuesday 16th June at around 4.30.

6.36 p.m. the Meeting was reconvened.

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

20th April – Min. 76.1. Banners in London Road. A Member enquired how this project was progressing. The Head of Street Scene and Leisure Services responded that the tensioning rods were being made and as soon as they are available banners will go up.

20th April – Min. 78. NALC Star Councils: Digital Communications of the Year Award - BRTC Entry

A Member asked if the entry had been submitted yet. The closing date for entries is 30th June and the entry will be sent near to that time to allow the most recent statistics on the website and Facebook to accompany it.

20th April - Min. 83.1. VE Day Celebrations and request for the Beacon to be lit for Pentecost Service

A Councillor enquired whether the Beacon Lighting method had been researched. The Head of Street Scene and Leisure Services reported that work was being undertaken to find a more reliable way of lighting the Beacon but this was proving difficult as there are not many like the one at Bognor Regis so no off the shelf lighting apparatus is available.

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

The Head of Street Scene & Leisure Services referred to her report, which advised Members that all of the Town Council's Terms of Reference were being revised and updated and copies of the new and old Terms of Reference had been included with her report. The new Terms of Reference set out not only what the Committees currently do but also what they have the power, although not necessarily the duty, to undertake if the Council so wished. However, some of the powers could only be used with the agreement of other agencies or authorities.

7.1 **Events Promotion and Publicity Committee**

Following discussion it was **PROPOSED** that Section 4.1 which currently states "To promote the social wellbeing of the Town and to facilitate and support local community and voluntary organisations" should read "To promote the social wellbeing of the Town and to facilitate and support local community and voluntary organisations within the framework of our Corporate Strategy" it was therefore **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that this amendment should be made to the Terms of Reference.

8. UPDATE ON EVENTS PROGRAMME FOR 2015

The report from the Head of Street Scene and Leisure Services was **NOTED**. Members were advised that the Proms in the Park event had been a success and feedback from attendees had been positive.

Further to the report on Armed Forces Day the Head of Street Scene and Leisure Services had been invited to attend a security meeting with the police ahead of the event.

8.1 Christmas Illuminations Switch on event. Planning for this event will begin once the summer events have taken place. Traders have requested a later switch on time of 6.30 with late night shopping that Saturday and the following Saturday. The Town Centre Manager has been in negotiations with the traders and hoped for more trader involvement. A final decision on the time will be made at the next meeting when further information has been received from the Town Centre Manager. The report was **NOTED**.

8.2 VJ Day Celebrations. The Head of Street Scene and Leisure Services asked the Committee what, if anything, they would like the Council to do to celebrate VJ Day. Following discussion it was **AGREED** that a Member would ask the theatre if any performers would join in a sing-a-long and the Head of Street Scene and Leisure Services would contact cadets, the RAFA Club and the British Legion enquiring whether they were organising any events or would participate.

8.3 Sussex Day. The Head of Street Scene and Leisure Services reported that further to her written report it had been ascertained that Arun did own a Sussex Flag and that this would be flown on Sussex Day. Following discussion Members **AGREED** that nothing further should be done to celebrate Sussex Day.

9. UPDATE ON STRATEGY FOR PROMOTION OF THE TOWN

Work is being done on a portfolio of photographs to use to promote the town and a local group are producing a promotional video of the area. The Facebook and Twitter feeds are regularly updated with news items on events and weather information. A Member suggested sending a news story to the national press late Thursday afternoons for the Friday papers. The Head of Street Scene and Leisure Services report was **NOTED**.

10. CONSIDERATION OF WAY FORWARD FOR DELIVERY OF CORPORATE STRATEGY PRIORITY 1 – TO ‘PROMOTE AND ADVERTISE THE BOGNOR REGIS BRAND AND TOWN AREA’, INCLUDING THE SETTING UP OF A WORKING GROUP AND PROPOSED TERMS OF REFERENCE

Members discussed the report regarding the available budget of £10,000 over 4 years. None of this was used in 2014/2015. Therefore the sum of £5,000 is available this financial year for the delivery of this project. A further £2,500 will then be available for the financial years 2016/2017 and 2017/2018. It was **AGREED** to form a Working Group of five Councillors and that Councillors J. Brooks, Mrs. S. Daniells, S. Goodheart, and J. Young from Events Promotion and Publicity Committee will sit on this group. It was further **AGREED** that as Chairman of the Policy & Resources Committee Councillor P. Wells would also sit on this group.

It was **AGREED** that the draft Terms of Reference would be drawn up at the first group meeting.

A Member voiced his opinion that the budget was not sufficient to make a meaningful impact on branding the town and advised that he would be lobbying for additional funding for this.

11. TO CONSIDER PURCHASE OF NEW STOCK OF CAR WINDOW STICKERS - SUNNIEST BOGNOR REGIS

It was reported that in April 2012 the Town Council agreed to purchase 500 Sunniest car window stickers, at a cost of £314. These were given out at events and with Town Guides etc.

The Head of Street Scene and Leisure Services proposed that the Committee consider purchasing another stock of these window stickers. A quote had been received to produce 1,000 with the Sunniest Bognor Regis logo, plus the Facebook, Twitter and website details. The cost would be £329 to produce, plus £44 for artwork – a total of £373.

The available Promotion & Publicity budget is £1,000 and of this £558 had been agreed for the Coach Drivers Yearbook and magazines, leaving a balance of £442.

Following discussion it was **RESOLVED** that subject to Members approval of a proof of the sticker a further stock of 1000 at a cost of £373.00 would be purchased.

12. CONSIDERATION OF PROPOSAL FOR A TOWN PROMOTION BUDGET– FOR RECOMMENDATION TO THE POLICY & RESOURCES COMMITTEE

The Chairman reported that on the Town Newsletter Spring 2015 the Town Council Budget was published with the sum of £197,355 for Environmental Projects, floral displays and town promotion. It was not clear to which areas this sum was allocated. When the new Working Group meets he requested that they research what is required to effectively promote the town and put in a formal request to the Policy & Resources Committee for further funding.

13. CONSIDERATION OF ISSUE OF EVENT ADVERTISING ON THE HIGHWAY – REFERRED FROM POLICY & RESOURCES COMMITTEE MEETING OF 8TH JUNE 2015

The Head of Street Scene and Leisure Services referred to her report which was **NOTED**. Following discussion it was **AGREED** that a list of currently available sites be circulated to Members to consider discussion with ADC on other possible sites across the District.

14. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence including the following additional items:

- 14.1** Military Speakers - speakers for Armed Forces Day
- 14.2** Enquiry from a member of the public regarding things to do in Bognor Regis on 8th July when her retirement group are visiting
- 14.3** Oxuniprint - email sales information on printing service
- 14.4** ADC - email from the Events & Leisure Development Officer regarding party packs (bunting etc)

The Meeting closed at 8.15 p.m.