



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 13TH OCTOBER 2014

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, P. Dillon, W. Toovey and Mrs. J. Warr

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

The Meeting opened at 6.30 p.m.

27. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

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

28. 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.

29. TO APPROVE THE MINUTES OF THE MEETING HELD ON 11TH AUGUST 2014

The Minutes of the Meeting held on Monday 11th August 2014 were **AGREED** as an accurate record and were signed by the presiding Chairman.

30. ADJOURNMENT FOR PUBLIC QUESTION TIME

There were no members of the public present and no written questions had been received.

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

31.1 11th August. Min. 23. Logos on banners in the town centre

The Head of Street Scene and Leisure Services reported that she had a meeting with the Town Centre Manager and that there would be a number of banner spaces available for the Town Council which could include the Sunniest logo and also have the wifi logo.

31.2 11th August. Min. 18. Touch Screen information panel at the VIC

A Member reported that the screen had been vandalised and had been boarded up.

31.3 11th August. Min. 20. The future of Bognor Regis Carnival

A Member enquired whether any groups had come forward to apply for the grant to run the Carnival. The Head of Street Scene and Leisure Services informed them that one application had been received.

32. PROPOSALS FOR EVENTS IN 2015, INCLUDING BUDGETS - REPORT FROM HEAD OF STREET SCENE & LEISURE SERVICES

The Head of Street Scene and Leisure Services read from her report. The following proposals for events for 2015 were made:

Suggested events and budgets:

| | | |
|---------------------|---|---------|
| 27th May | Day in the Park (title/theme to be decided) | £2,500 |
| 13th June | Proms | £800 |
| 23rd June | AFD | £600 |
| 5th July | A Drive Through Time | £3,000 |
| 27th July -21st Aug | Funshine Days (£300 per day x 20) | £6,000 |
| Total | | £12,900 |

The Head of Street Scene and Leisure Services also drew Members attention to the fact that the events equipment is now some years old and there is currently no budget for replacements. She proposed a small events equipment budget, perhaps £500, to replace equipment when necessary.

The Committee discussed the budget as presented and some amendments were proposed: it was **RESOLVED** to **RECOMMEND** the following budgets for 2015:

| | | |
|-------------------------|---|---------|
| 27th May | Day in the Park (title/theme to be decided) | £3,500 |
| 13th June | Proms | £800 |
| 23rd June | AFD | £600 |
| 5th July | A Drive Through Time | £3,000 |
| 27th July -21st Aug | Funshine Days (£300 per day x 20) | £6,000 |
| Events equipment budget | | £500 |
| Total | | £14,400 |

33. PROPOSALS FOR THE 2015 TOWN GUIDE

For 2014 20,000 DL pocket size Town Guides were printed and apart from a few left in the office, these have all been distributed.

Town Force distribute to the town and surrounding areas – including places such as the Weald & Downland Open Air Museum and Fontwell Park, as well as areas around Chichester and Arundel. Copies are also sent by post to a list of Tourist Information Centres in the South.

In 2013 a postcard style flyer had been produced for insertion in the Coach Drivers Monthly magazine. The Head of Street Scene and Leisure Services proposed that a similar flyer could be produced to send to the TICs in a wider area and would be lighter to send in the post.

Following discussion it was **RESOLVED** that:

The Town Council should produce a Guide for 2015

The Guide should the same size and design as 2014

The print run should be 20,000

The advertising rates should remain as £100 for half page and £75 for quarter page

That an advertising 'postcard' be produced as well as the Guide

That the recommendation for the 2015 budget for the Town Guide and postcard flyer should be £2,500.

34. CONSIDERATION OF TOWN NEWSLETTER 2015

The Committee was asked whether it wished to publish the newsletter before or after the elections as it could not be distributed during purdah (lead up to the elections). A Member suggested having the newsletter ready for distribution after the elections when details of the new administration will be known and can be included. The Members engaged in a detailed discussion about pros and cons of this proposal. It was **AGREED** to produce and distribute the newsletter before purdah in order to advertise the Neighbourhood Plan consultation and to publicise the Council's activities during its term. It would also enable the outgoing Mayor to write a message.

It was **RESOLVED** that:

The format would be the A2 folded to A4 full colour newsletter as for 2014

The print run to be 11,000

That a budget of £2,500 be set for production and delivery

35. UPDATE ON PROMOTION & PUBLICITY BUDGET 2014 - 2015

The Committee was informed that the sum of £401 was left in the budget for 2014 - 2015 and that this would need to be spent or earmarked for a project by the end of the financial year. This was **NOTED**.

36. UPDATE ON WIFI IN TOWN CENTRE AND SEAFRONT

The Head of Street Scene and Leisure Services reported that there had been some problems with the wifi provision. Following discussion with the provider she suggested that it would, perhaps, be better for the Town Council to be a sponsor of the Wifi, rather than it be owned by the Town Council. This would give the provider more opportunity to work with other organisations and sponsors, as the Town Council would not need to have control over the content or security of users in the same way. Following discussion Members **AGREED** that a meeting should be held to discuss the means of providing wifi and issues regarding the website in more detail. This would include Members and staff. The Head of Street Scene and Leisure Services will organise this.

37. UPDATE ON WEBSITE

This item was covered during the previous Agenda item.

38. UPDATE ON THE COST OF PROVIDING POSTER DRUMS

The company who had previously been approached to design poster drums had been contacted and had indicated that the old designs would not be suitable for modern techniques and that the process would have to start again. The Head of Street Scene and Leisure Services had not spoken to the Town Centre Manager to see if he had a budget for such advertising but the Council did not have a budget for this. Following discussion it was **AGREED** that it would not be a good use of staff time to investigate further if there was no budget to purchase poster drums and therefore Members **AGREED** that Arun District Council should be approached regarding the existing signage boards to enquire whether they could be updated.

39. CONSIDERATION OF ALLOCATION OF TOWN FORCE TIME FOR TOWN EVENTS

Town Force hours are allocated to Town Council events and to events supported by the Town Council. However, the Head of Street Scene and Leisure Services reported that there are a number of smaller events being organised by others including the Town Centre Manager for whom no hours have been allocated. Events equipment is loaned free of charge to other events but there is Town Force time in loading and delivering/collecting these items. Following discussion Members **AGREED** that there would be an allocation of 50 hours for these small town centre events to be used at the discretion of the Head of Street Scene and Leisure Services. A full list of proposed Town Force hours will be presented at the next meeting.

40. CONSIDERATION OF A STRATEGY FOR PROMOTION OF THE TOWN

The Street Scene and Leisure Services Team issue press releases where they relate to Town Council events and activities. However, more could be done to promote stories/activities that are not the Town Councils, thereby promoting the town. When staff members are busy with the delivery of events or other projects that arise, it is easy to miss deadlines. A more structured approach would assist with the planning and delivery of promotional material

With this in mind the Head of Street Scene and Leisure Services invited Members to consider the development of a Marketing and Promotion Strategy for the town. This would give a clear framework as to the type of promotion and marketing activity that the staff should undertake.

Following discussion it was **AGREED** that a promotion and marketing strategy proposal be brought to the next meeting in December for consideration.

41. TO NOTE CORRESPONDENCE

A Member suggested that it was not necessary to list all website enquiries as correspondence and to bring to Members attention those items which required the attention of the Committee. The Committee **NOTED** the correspondence (Appended to File Copy of the Minutes) including the following additional items:

- 41.1 Website enquiry re help with paying for a residents residential care home
- 41.2 Get Cycling - Greenwheels Roadshow
- 41.3 Website enquiry re Blue Badge

The Meeting closed at 8.01 p.m.

**GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 13TH OCTOBER 2014**

1. UK Point of sale email advertising a boards
2. Website enquiry re skatepark event
3. Website enquiry re moving to Bognor Regis
4. Website enquiry re using a Surrey bus pass in Bognor Regis
5. Clouthopper Gallery - Quarterly newsletter No1. August 2014
6. Website enquiry re roundabout sponsorship
7. Website enquiry re housing list
8. Website enquiry re house names in Bognor Regis
9. Website enquiry re council tax forms
10. Website enquiry re b&b's in Bognor Regis
11. Website request for an event to be listed on the website
12. Website enquiry re b&b's in Bognor Regis
13. Website request for an event to be listed on the website
14. Coach Monthly - September 2014
15. Southdowns Folk Festival information
16. Website request for council tax forms
17. Website enquiry re waiting list for re-housing
18. Website enquiry re advertising an event on the website
19. Travel GBI - September 2014 No.430
20. Peter Johnson Entertainments Limited
21. Baker Ross - The Ideas Shop Autumn/Winter 2014
22. E-mail from Tropical Ice re catering services for events
23. London Philharmonic Skiffle Orchestra Summer News
24. RACAL Security
25. Clouthopper Gallery - Update and invitation to Rita Herbert's exhibition 'A Walk in the Park'
26. Website enquiry re steps to the beach in Felpham - forwarded to ADC
27. Email enquiry regarding putting a link to an Accountants directory on the website and BRTC response
28. Web enquiry regarding London Road precinct
29. Enquiry for information for a member of the public coming to Bognor Regis
30. Website enquiry re loft insulation
31. Website enquiry re funding for "end of life" conversations project
32. Website enquiry re a children's home in post war Bognor Regis
33. Email re "Heroes Welcome" NACO update August 2014
34. Website enquiry re weeds in Nelson Road
35. Website enquiry re Bognor Regis regeneration
36. Website enquiry re rubbish not being collected
37. Take One Media - Southern England Tourist Maps advertising
38. Website enquiry re how to become a private hire driver
39. Website enquiry to advertise craft markets
40. Website enquiry follow up regarding traffic in London Road
41. Website enquiry re Bognor Regis cemetery layout
42. Website enquiry re bus timetables
43. Travel GBI No 431 October 2014
44. Coach Monthly Magazine October 2014
45. Website enquiry re Razzamatazz performing at the Christmas Lights Switch on
46. Website enquiry from Farnborough Concert Band enquiring re permission to play on the bandstand in Hotham Park