



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 12TH OCTOBER 2015

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

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

The Meeting opened at 6.30 p.m.

26. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllrs. A. Cunard and J. Young due to work commitments and Miss. K. Fitzpatrick due to illness.

27. 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. J. Brooks declared a Disclosable Pecuniary Interest in the Football Club as his company provides services to the club; the Folk Festival as a volunteer and the Christmas Illuminations event as his company had provided quotes for the event. Mrs. S. Holmes declared a Disclosable Pecuniary Interest in the Christmas Illuminations event as she is company secretary and her son is a Director of one of the Companies that have provided quotes for the event.

28. TO APPROVE THE MINUTES OF THE MEETING HELD ON 10TH AUGUST 2015

The Minutes of the Meeting held on Monday 10th August 2015 were **AGREED** as an accurate record and were signed by the presiding Chairman.

29. ADJOURNMENT FOR PUBLIC QUESTION TIME

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

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

30.1 10th August - Min. 21.2 Information Panels. The Head of Street Scene and Leisure Services reported that all eleven information panels are now complete. They have been renumbered, reprinted and are in the display stands across the town and seafront. The twelfth panel will not now be used as the planned content is no longer relevant.

30.2 10th August - Min. 19 Car Window Stickers. The window stickers are now printed and two have been distributed to each member of staff and Councillors to display as requested.

30.3 10th August - Min. 21.3 Sponsorship of Bognor Regis Football Club. It has been agreed by the Bognor Regis Football Club that the Council can have two new smaller sponsorship signs instead of the one large one. Once sizes have been received designs will be produced for these.

31. UPDATE ON EVENTS PROGRAMME FOR 2015

The Head of Street Scene and Leisure Services read the report from the Events Officer which was **NOTED**.

31.1 Christmas Illuminations Switch-on event. With regard to the options for staging for the switch on event Members were advised that as well as the option for a mobile stage it would also be possible to build a scaffolding stage as in previous years. This would be reliant on the stage blocks being available from the theatre.

At this point in the meeting the Head of Street Scene and Leisure Services and Cllr. J. Brooks declared a Disclosable Pecuniary Interest

and left the meeting whilst the options for the stage were discussed and voted on.

Following discussion on the quotations received Members **RESOLVED** to appoint Company B (Leaderboard Sports (UK) Ltd) to provide the mobile stage for the Switch-on event at a cost of £350 +VAT inclusive of some lighting units and a technician/engineer.

Cllr. J. Brooks and the Head of Street Scene and Leisure Services returned to the meeting.

Following further discussion it was **AGREED** that the mobile stage would be sited next to Bon Marche alongside the SpiritFM van subject to measurements being taken to ensure it would fit and not obstruct the High Street or London Road. SpiritFM will manage the stage and MC the event. Local groups and choirs will be invited to perform during the afternoon on the stage or by the Sun Sculpture (if it has not been removed as part of the Public Realm work by 28th November). The Christmas mascot costumes would be worn by volunteers and the children's rides would be invited to attend in London Road. It was **RESOLVED** to hire 6 confetti cannons at a cost of £300 + VAT for around the stage which would be fired to coincide with the switch-on. However Members **AGREED** that it be established that the confetti would be biodegradable.

32. PROMOTIONS WORKING GROUP - CONSIDERATION OF THE RESOLUTIONS, RECOMMENDATIONS AND REPORTS OF THE MEETING HELD ON 28TH SEPTEMBER 2015

The Committee **RESOLVED** to **ACCEPT** the Resolutions, Recommendations and Reports in the Notes of the meeting held on 28th September 2015.

32.1 Members **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that the additional sum of £10,000 be added to the Publicity and Promotions budget for 2016/2017. Members were reminded that there is already £5,000 in the current budget for branding/promoting activities.

33. TO NOTE SHORTLISTING OF THE TOWN COUNCIL FOR THE NALC STAR COUNCILS AWARDS IN THE CATEGORY OF DIGITAL COMMUNICATION AND CONSIDERATION OF ATTENDANCE AT AWARD EVENT - MIN 78. REFERS

The report was **NOTED** and Councillors congratulated staff on the submitted entry. Following discussion it was **RESOLVED** to **APPROVE** that Cllr. Mrs. S. Daniells attend the Star Councils finals as an Approved Duty. Cllr. Mrs. Daniells will liaise with staff to prepare the presentation.

34. PROPOSALS FOR EVENTS IN 2016, INCLUDING BUDGETS - REPORT FROM EVENTS OFFICER

34.1 The Events Officer had prepared a list of proposed events with suggested budgets and this was considered by the Committee. It had been suggested that the Proms in the Park event might be changed and a sing-along film

shown. Following discussion it was **AGREED** that the event would stay as a traditional Proms in the Park event but that additional funding be requested and sponsorship could be sought to enable a military band or student orchestra to be booked. It was also hoped that there would be a singer to lead the audience in the communal singing part of the evening. It was **RESOLVED** to **RECOMMEND** to the Policy & Resources Committee the following budgets for 2016:

1st June	Day in the Park (theme to be decided)	£2,500
19th June	AFD (in partnership with AFD Committee)	£600
26th June	A Drive Through Time	£3,000
9th July	Proms in the Park	£1,500
1st Aug -26th Aug	Funshine Days	£6,000
26th Nov	Switch on	£2,500
TOTAL		£16,100

34.2 Flag Flying at the Town Hall. The Head of Street Scene and Leisure Services reported that requests had been received to fly flags at the Town Hall to commemorate Commonwealth Day and Merchant Navy Day in 2016. Following discussion it was **AGREED** that these requests be forwarded to Arun District Council who are responsible for flag flying at the Town Hall.

34.3 Beacon Lighting. The Council had been asked if the beacon could be lit for an important occasion in 2016. Following discussion it was **AGREED** that the beacon could be lit if this occasion is confirmed. The Head of Street Scene and Leisure Services reported that a company were advising on a means of lighting the beacon from ground level and it is hoped that this would be available for the next beacon lighting.

35. PROPOSALS FOR THE 2016 TOWN GUIDE

The report by the Events Officer was **NOTED**. Following discussion it was **RESOLVED** that:

The Town Guide should be produced for 2016

The guide should be the same size and design as 2015

The print run should be 20,000

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

An advertising 'postcard' be produced as well as the guide

The 2016 budget for the Town Guide should be £2500.

The Council should book a stand at the leaflet exchange at a cost of £50.

36. CONSIDERATION OF TOWN NEWSLETTER 2016

The report by the Events Officer was **NOTED**. A Member suggested there could be more pictures in the newsletter. Councillors also discussed the cost of delivering the newsletter and the Head of Street Scene and Leisure

Services stated that further investigation with other delivery companies would be undertaken.

Following discussion it was **RESOLVED** that:
The format continue with the A2 folded to A4 full colour newsletter
The print run to be 11,500
That a budget of £2,500 be set for production and delivery
The publication date to be May 2016

37. UPDATE ON PROMOTION & PUBLICITY BUDGET 2015 - 2016

The Committee was informed that the sum of £69 remained in the budget for 2015 - 2016 and that this would need to be spent or earmarked for a project by the end of the financial year. This was **NOTED**.

The Head of Street Scene and Leisure Services reminded Councillors that the sum of £200 had been earmarked from the Promotion 2014/15 budget for paying for "boosts" on Facebook. In order to use this, a PayPal account would be required. Following discussion Members **RESOLVED** that a Town Council PayPal account be set up to allow "Boosts" on Facebook across various Committees.

38. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence. The Head of Street Scene and Leisure Services drew Members attention to correspondence from the Fire Service regarding their Community Open Day and a letter of thanks from the High Sheriff of West Sussex for the VJ Day service.

39. Date of next Meeting Monday 14th December 2015

The Meeting closed at 8.20 p.m.