



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 14TH DECEMBER 2015

PRESENT: Cllrs: J. Brooks (Chairman), A. Cunard (until Min. 50), Mrs. S. Daniells, P. Dillon, S. Goodheart, D. Maconachie, and P. Woodall

IN ATTENDANCE: Ms. K. Fitzpatrick (Events Officer)
Mrs. S. Holmes (Head of Street Scene & Leisure Services – taking the Minutes)

The Meeting opened at 6.30 p.m.

40. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Mrs. L. Gill who was unwell.

41. 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.

42. TO APPROVE THE MINUTES OF THE MEETING HELD ON 12TH OCTOBER 2015

The Minutes of the Meeting held on Monday 12th October 2015 were **AGREED** as an accurate record and were signed by the presiding Chairman.

43. ADJOURNMENT FOR PUBLIC QUESTION TIME

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

A member of the public spoke about the new Illuminations in Aldwick Road and how nice they looked but commented that it was a shame that the seafront lights were not on for the Christmas season. A question was also asked about the Wifi in the town centre and how it had been affected by the Christmas lights. The Head of Street Scene & Leisure Services reported that this matter was in hand.

6.45 p.m. the Meeting was reconvened.

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

44.1 12th October - Min. 34.2 Flag flying at Town Hall. In response to a question from a Member as to what flags the Council has that it can fly, it was reported that the Council has the Union flag, the Town Crest and the Sunniest Bognor Regis flag.

44.2 12th October - Min. 37 Payment for Facebook "Boosts". It was confirmed that the PayPal account had been set up and successful "boosts" had been done.

45. UPDATE ON EVENTS PROGRAMME FOR 2015 INCLUDING RATIFICATION OF EXPENDITURE FOR CHRISTMAS ILLUMINATIONS SWITCH-ON EVENT

The Events Officer referred to her report, which was **NOTED**.

45.1 Christmas Illuminations Switch-on event. It was very disappointing that the Switch-on event had had to be cancelled. However, with the severe weather warning that had been issued, there was no other option and other towns in the area had also cancelled their events. The Awards For All funded cycle event, planned as part of the Carols in the Park, also had to be cancelled due to the water-logged condition of the Park and the weather forecast. However, as the cancellation was made prior to the actual day, it has been possible to re-arrange the booking to support the planned cycling day in the February half-term. Congratulations were given to the Events Officer for the way that the cancellation had been dealt with.

- 45.2** It was noted that a request for an interview had been received from a radio station on the day of the Switch-on event and the Events Officer had a very short time to find a Councillor who could take part. A Member commented that it was important that the issue of who could give interviews/quotes under these circumstances was re-considered, as they felt that in terms of events, it should be the organiser who responded rather than a Member.

Members **RESOLVED** to ratify the expenditure for the Switch-on event and also **NOTED** the savings that had been achieved by the cancellation being made prior to the day of the event.

46. UPDATE ON PROMOTIONAL/BRANDING ACTIVITIES, INCLUDING CONSIDERATION OF POSSIBLE LONDON TAXI PROMOTION – MIN. 32.1 REFERS

The report from the Events Officer was **NOTED**. Members discussed the examples of what the branded London taxi might look like. It was felt that the message about Bognor Regis being 100 minutes from London was important.

- 46.1** A Member asked how the use of ducks to promote Town Council events had come about. The Events Officer explained that she had used a duck costume as part of a promotional activity and it had caught the imagination of the public. There was discussion about how the ducks could be used in other ways – for example, having a duck mascot for events, or perhaps having advertising at railway stations. It was also suggested that if the idea of the branded taxi was taken forward, the driver of the taxi could be invited down as part of the publicity, or perhaps something could be arranged with a London charity.

The use of the Sunniest Bognor Regis logo was questioned. Do we need to register this before we use on such a promotion and if so, do we need to qualify the use of 'sunniest'? It was **AGREED** that this should be investigated.

Following the discussion, it was **RESOLVED** that a branding campaign begin in the New Year. This will include vinyl wrapping a London Taxi for a 12 month period and the purchase of 200 branded ducks to be used in conjunction with this campaign. The cost of the vinyl wrapping would be £3,500 and 200 branded ducks would cost £270. It was further **RESOLVED** that £2,500 of the costs would come from the EMR 2014/2015 Branding budget, and the additional £1,270 would come from the Branding budget for the current year.

- 46.2** A Member reported on his recent meeting with an Arun officer regarding closer working on tourism promotion. This included: advertising boards in toilets; what should replace the broken screen at the VIC; how visitor

information can be provided over the weekend, when the VIC is closed. He felt it had been a good, positive meeting.

47. UPDATE ON PROPOSALS FOR EVENTS IN 2016, INCLUDING CHANGES TO PROPOSED DATES

The report from the Events Officer was **NOTED** and she explained the reasons why a number of the dates given previously had now been changed. The Events Officer also reported the recent death of a member of the local car club who had greatly assisted the Council when it first ran the Drive Through Time event. In fact, a motor gala for the town had been his idea. Following a proposal, it was **AGREED** that the 2016 Drive Through Time event would be dedicated to Tony Hannam.

- 47.1** Members had already agreed that the beacon should be lit to celebrate Her Majesty the Queen's 90th birthday in April. They were now asked if they wished to make this into an event. There was discussion on this issue and a number of ideas were put forward: a street party for children; people could bring a plate of food with them; having a theme for the party; possibly looking at one big thing - something like the 'most cupcakes at a party'. It was **AGREED** that JWAAC could be approached for some funding.

Following the discussion it was **RESOLVED** that the Council would put on an event to go with the beacon lighting and it was further **RESOLVED** that the sum of £2,000 should be requested from the Policy & Resources Committee for this event. Once the outcome of this request was known, the content of the event would be looked at again.

48. APPOINTMENT OF TWO ADDITIONAL MEMBERS TO THE PROMOTIONS WORKING GROUP

It was noted that the appointment of the two additional Members to the Promotions Working Group could not take place until after the next Council meeting, when the new Councillors would be appointed to Committees. It was therefore **AGREED** that this item be deferred until the next meeting.

49. UPDATE ON SHORTLISTING OF TOWN COUNCIL FOR THE NALC STAR COUNCILS AWARDS IN THE CATEGORY OF DIGITAL COMMUNICATION – REPORT FROM CLLR. MRS. DANIELLS, WHO ATTENDED ON BEHALF OF BRTC

Cllr. Mrs. Daniells had attended on behalf of the Town Council and she gave a short presentation giving details:

- The category "Digital Communications of the Year" was to appreciate councils that had embraced new technologies and used them positively to interact with their communities
- The Town Council's bid had been put together by Cllrs. Mrs. Daniells and Mrs. Lynette Gill and was based on: the new website; the use of Facebook to communicate and promote events and the Neighbourhood Plan, and also the town in general; the use of Twitter

- and Streetlife in engaging people of all ages; the 'follow the ducks' campaign; the commitment to helping to enable free wifi around the town by sponsoring a local company to provide it; the Council introducing tablets to all Councillors to reduce paperwork
- Other finalists were Stone Parish Council in Kent and Farnham Town Council. Stone PC had used infographics where possible (for example to illustrate the annual budget); had 4 websites, maintained in house; used social media and html emails to promote council business; digitised historic data and council minutes (going back 100 years) to create an online resource for residents, schools etc; provided on-line booking for services. Farnham TC had a special mention for their Online Report-it service, helping to take the guesswork out of which authority to contact for services; members of local groups and organisations played a large part in influencing the design and content of Farnham's website; a live transatlantic link up with a council in New Jersey, making an historic 'joint' council meeting.

During her report, Cllr. Mrs. Daniells commented on how impressed she had been with the presentation from Frome Council. They had embraced social media in a very positive way and were doing things very differently, with much more community engagement. They had won the Star Council of the Year Award and came second in the Council Project of the Year – from around 9,000 entries. Projects included:

- an energy and recycling project that had brought in over £90k for the area
- a local playgroup had led a project to build a new playground and cycle track. The council had secured £50k from the lottery and found local architects but the Playgroup ran the consultation and made the decisions
- a new Sunday Market was attracting thousands of people
- all committees at Frome have been scrapped except two, Full Council and Planning Advisory. Frome now work with the public on mainly non-councillor 'panels' who make recommendations to the Full Council which meets monthly. The panels are short term and disbanded once that work is done and a new topic is then selected by the council
- when the local County Council replaced the flagstones in a Conservation Area with tarmac, Frome councillors found a local firm to donate the right stones, then dug up the tarmac themselves.

Cllr. Mrs. Daniells felt that it might be useful if someone from Frome Council was invited to give a presentation to BRTC. The Head of Street Scene & Leisure Services reported that it was intended that a review of the Corporate Strategy be undertaken in the New Year, following the changes to the Council. This was to be in the form of a days workshop and it may be useful if someone from Frome was able to give a presentation at this meeting.

Thanks were given to Cllr. Mrs. Daniells for representing the Town Council at this Awards ceremony and also for her report.

50. **CONSIDERATION OF ALLOCATION OF TOWN FORCE TIME FOR TOWN EVENTS 2016**

Cllrs. Brooks, Goodheart and Woodall all declared an Ordinary interest, as they were involved in organisations that received support from Town Force. All three Councillors left the meeting.

A report had been prepared by the Events Officer, giving details of the Town Force hours used by event organisers, including the Town Council, during the current year. It is normal practice to offer a set number of hours to each event organiser, based on the hours they had been offered in previous years and the hours they had actually used. However, as there are now more events taking place and the Town Centre Manager also uses Town Force to support his events, it is more difficult to provide hours to suit all of the events. It was **AGREED** that another report should be prepared for the next meeting, with recommendations of hours for each of the events, and therefore this would be deferred for a decision at the next meeting.

Cllrs. Brooks, Goodheart and Woodall returned to the meeting.

51. **CONSIDERATION OF DESIGNS FOR NEW SPONSORSHIP ADVERTISING BOARDS AT BOGNOR REGIS FOOTBALL CLUB GROUND – REFERRED BY ENVIRONMENT & LEISURE COMMITTEE – MIN. 32 REFERS**

The Events Officer had prepared a report, giving illustrations for two options for the new Town Council sponsorship boards at the Football Club ground. Members considered these but felt that it would be better to have something that tied with the Council's duck branding. An example had been prepared, showing the duck and the Facebook and Twitter symbols. Members **AGREED** that this was the preferred option but asked that a football and/or striped scarf in the Bognor Regis Football Club colours be added to the duck.

52. **CONSIDERATION OF MOTIONS REFERRED BY POLICY & RESOURCES COMMITTEE ON 19TH OCTOBER 2015**
"The Council

Notes that the Council and present levels of support would contribute at least £720k to other event, leisure, entertainment and visitor projects not undertaken directly by the Council over the next 20 years, and that this would all be paid for by the CTP in the 6 wards;

Decides that the Policy and Resources Committee should investigate for all cases of such activities supported by the Council, whether run

by the Council or others, a framework/policy to guide Council decision-making based on:

1. **Robust surveys of townspeople's views re the entertainment value of the activities**
2. **Quantifiable benefits such as the creation of jobs, impact on local businesses, person-hours of leisure per annum**
3. **Town council staff hours devoted to the activities**
4. **Town Force spend and hours similarly**
5. **In the case of external bodies the extent to which they attract other income and whether they could be more self-sustaining**
6. **In the case of the Picturedrome the investment made by leaseholders into their businesses**

and to report back to the Council by its next meeting."

Members **NOTED** the report from the Head of Street Scene & Leisure Services.

- 52.1 It was noted that certain information is already available: footfall figures for the town centre; feedback from Facebook; the Town Centre Manager can get feedback from local businesses; the Town Council gathers parking data. All of this can be used in assessing the impact of local events.
- 52.2 It was suggested that perhaps this could be considered as part of the Corporate Strategy review, as events and grant aid are part of the Strategy.
- 52.3 A lot of information is known already and some questions could be asked of the event organisers. Those groups who receive grant aid of over £5,000 agree to have a Town Council representative attend their meetings, and information should be available via this process. However, a Member felt that the Council should not put too much of an onerous burden on event organisers, many of whom are volunteers. It could even deter some new events coming forward.

Following discussion, it was **AGREED** that this item would form part of the Corporate Strategy review in the New Year.

53. **CONSIDERATION OF INVITATION FROM NALC TO SEND A REPRESENTATIVE TO AN ALL PARTY PARLIAMENTARY GROUP ON LOCAL DEMOCRACY RECEPTION AT THE HOUSES OF PARLIAMENT**

As a finalist in the NALC Star Councils Awards, the Town Council had been invited to send a representative to attend an event in the Houses of Parliament in February 2016. As Cllr. Mrs. Daniells had attended the awards ceremony on behalf of the Town Council, it was **RESOLVED** to **APPROVE** that Cllr. Mrs. Daniells attend the All Party Parliamentary Group on local democracy as an Approved Duty.

54. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence list, previously circulated.

- 54.1** The Head of Street Scene & Leisure Services drew Members attention to an email regarding the gateway signs in the High Street. As part of the public realm work being undertaken, WSCC Highways have indicated that they may need to move these or put Variable Message Signs on the posts. As the signs are the property of the Town Council, Members were asked their view. A decision cannot be made, as this is not an agenda item as the request was only received during the day. However, if Members could indicate their views, this can be ratified at the next meeting.

Members did not wish to lose the use of these signs and suggested that if they were to be used by Highways, then the Town Council should seek alternative opportunities. As they did not wish to hold up the proposed High Street works, Members were in agreement to support the use of the gateway signs by WSCC as part of the new street works, subject to alternative sites being offered to the Town Council. It was also agreed that Members should be updated as more information from the County Council was received.

- 55. Date of next Meeting** Monday 8th February 2016.

The Meeting closed at 8.25 p.m.