



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 22ND APRIL 2013

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. E. Anderson, Mrs. S. Daniells (from Minute 98), P. Dillon, R. Nash, W. Toovey and Mrs. J. Warr

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.

93. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. Ms. K. Davis.

94. 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.

Cllr. Brooks declared a Pecuniary Interest in Agenda item 6 with regard to the provision of a large screen TV for the "A Drive Through Time - Motor Gala" event.

Cllr. Nash declared a Non-pecuniary Interest as a Member of Bognor CAN and the Folk Festival.

95. TO APPROVE THE MINUTES OF THE MEETING HELD ON 18TH FEBRUARY 2013

The Minutes of the Meeting held on Monday 18th February 2013 were **AGREED** as an accurate record and were signed by the presiding Chairman.

96. ADJOURNMENT FOR PUBLIC QUESTION TIME

There were no questions from members of the public.

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

18th February Min 81.1 Clowns Parade The Head of Street Scene and Leisure Services reported that Butlins have asked to meet with the Council to discuss the Clowns weekend and there will be further update when this has taken place.

98. UPDATE ON PROPOSED EVENTS FOR 2013

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

98.1 Town Carnival

Following a meeting with the Royal Norfolk Hotel, it has been decided that the route will not finish between West Street and the Aldwick Road traffic lights. The route will now be: Marine Drive West, Park Road, Aldwick Road, The Esplanade, into Clarence Road and then the High Street and West Street. At the junction of West Street with The Esplanade, the parade will turn left and finish between the Pier and The Regis.

Work is continuing to produce a map with the appropriate road closures / road ahead closed signs / diversion signs for the Safety Advisory Group. Due to the longer route and wider area affected by the road closure it is going to be much more complex this year to manage the route. It is hoped to open as many of the road closures as possible as the parade passes but as it travels in a loop, rather than the straight line in previous years, it is more difficult. At the end of the parade, some road closures can be lifted but some new ones will need to be put in place, to ensure that traffic cannot travel along the seafront. As much of the Head of Street Scene and Leisure Services time will be taken up with managing the road closures it will be necessary to call on Councillors to assist on the day, as it will be difficult for the event team to manage the longer route on their own. Cllrs. Brooks, Dillon and Toovey agreed to help with the marshalling of the parade, particularly at the end when the presentations are being made.

98.2 A Drive Through Time

The big screen TV has been booked for the event, at a cost of £1,000. To date there are nearly 100 individual vehicles entered, plus two club stands (with six cars each.) 13 craft and charity stalls are booked in. Sponsorship of £150 has been received to cover the costs of the trophies. A hog roast and entertainment have also been booked. An enquiry has come in for a traction engine to be entered and providing this is acceptable to Arun District Council this will be included. A contact knows of others in the area who might also be interested in attending if this is acceptable.

98.3 Armed Forces Day

The Armed Forces Day Committee has agreed an outline of events for the day, which will include: the Drumhead Service; presentation of badges; display by a Lancaster from the Battle of Britain Memorial Flight; RNLI display; entertainment; displays and exhibitions.

98.4 Proms in the Park

As agreed previously two bands are now booked to appear at the Proms event. The Bognor Regis Concert Band will play from 6.30pm to 7.30pm and then the Farnborough Concert Band of the Royal British Legion will play from 8pm to 9.30pm. Sponsorship has been obtained from a local company who will provide food and also a beer tent. ADC has allowed this for 2013 as the new park cafe may not be fully operational. A collection will be taken as usual, with flags and programmes on sale.

A Member who usually sponsors the event offered sponsorship for another event as she was unaware that another sponsor had been approached. This was **NOTED**.

98.5 Funshine Days

It was decided to call the activity days Funshine Days, as this ties in with the Town Guide, which has Funshine Holidays on the front cover.

To date the following activities have been booked:

29 th July	Magician
30 th July	Inspire Leisure beach games
31 st July	Inspire Leisure beach games
1 st Aug	Sandcastle competition*
2 nd Aug	Pirate Day*
6 th Aug	Punch & Judy
7 th Aug	Clown Day (provisional)
8 th Aug	Magician
9 th Aug	Donkeys
14 th Aug	Punch & Judy
15 th Aug	Marine Conservation Day
16 th Aug	Sandcastle competition*
19 th Aug	Pavement Art*
20 th Aug	Maraca Jacks / Jumping Jacks
21 st Aug	Be a Detective Day*
22 nd Aug	I Do Like to be Beside the Seaside / Nostalgia Day*

Items marked with an * indicate that the event will be run by the events team.

On one of the three days left to fill, it is hoped to have a day of tuition at the skateboard park for the older children and possibly a beatbox session. A Member suggested that a treasure hunt could be run on one of the days.

To date about half of the budget has been committed but items will have to be purchased for some of the events the Town Council will be running and prizes provided etc. Cllrs. Mrs. Anderson, Dillon and Mrs. Warr offered their help and support for the days.

98.6 Wizard of Oz Day

The Events team are looking at providing activities that fit with the theme. A climbing wall has been booked for 'courage' and activities that cover 'a brain' and 'a heart' are being looked at. There are plans to have a scarecrow building competition and a mini mobile farm has been booked, as that is always popular. Cllr. Dillon volunteered to obtain some old clothing to use for the scarecrow competition and to help on the day.

99. TOWN GUIDE – UPDATE AND CONSIDERATION OF FUTURE ADDITIONAL PRINT RUN

The Report from the Head of Street Scene and Leisure Services was **NOTED**. At the Committee meeting last October it was agreed that there would be an initial print run of 10,000 of the new-style Town Guides.

An initial delivery of the Guides was made by Town Force before Easter to all of the surrounding VICs, caravan parks, visitor attractions, Butlins etc. There are approximately 2,500 left in the office. A second delivery of Guides is usually made at the beginning of July, ahead of the school holidays and there is not sufficient stock for this. The Guides are also available at the Town Hall and at all of the Town Council events.

The cost to reprint the Guide is £610 for 5,000 and £910 for 10,000.

Up-to-date figures for the Town Guide budget are not available as the Town Clerk is on leave. The Head of Street Scene and Leisure Services therefore asked the Committee to consider an in principle agreement to do a further print run of the Town Guide pending the Town Clerk's return to find out how much is left in the budget.

Following discussion an additional print run for the Town Guide was **AGREED** in principle. This will be subject to agreement with the Town Clerk on the budget available and further liaison with the Committee via email. If financially possible a further 10,000 should be produced.

A Member enquired whether the Town Guide is distributed across the Country. The Head of Street Scene and Leisure Services explained that it had been at one time but a previous administration had stopped this due to the cost of publishing and distribution. When production of the Town Guide was resumed a few years ago the decision was taken that it would be produced in smaller numbers and distributed to the local area only. 10 copies of the Guide are sent to the VICs in the whole South East region with a re-order slip if they require more. Following discussion Councillors requested the Head of Street Scene and Leisure Services seek further information on the cost of resuming countrywide distribution.

100. TOWN NEWSLETTER, UPDATE AND CONSIDERATION OF FUTURE PUBLICATIONS

As agreed at the previous meeting, the Town Newsletter was produced and delivered by the 15th March, to enable details of the Annual Meeting of Electors to be included and also to avoid purdah for the forthcoming W.S.C.C. elections.

The Town Newsletter has been produced in its current format for a number of years. As the Council is currently looking at updating the website, it may be a good time to look at the style and content of the newsletter as well. The timing of the publication should also be considered.

A number of examples of newsletters produced by other Town Councils were shown. If it is decided to go for a different style, or size, of newsletter it may mean additional costs for production and delivery and so could have budget implications. Production costs for the 2013 newsletter were £613 for 12,500 copies and delivery costs £650. The budget for 2013-2014 is £1,750.

Some Councils also produce an e-newsletter and consideration could be given to this option, perhaps as an additional newsletter during the year. Following discussion Members **AGREED** this should be considered and a similar design to the proposed new website should be used.

It was further **AGREED** to investigate redesigning the paper newsletter to a more modern and interesting format. A Member also suggested investigating the possibility of having a monthly "page" in the Bognor Regis Observer with news and information on the town and the Town Council.

101. UPDATE ON ADVERTISING IN COACH MONTHLY INCLUDING: RATIFICATION OF ADDITIONAL COSTS OF PRODUCING 6,000 FLYERS FOR INSERTION IN THE MAY MAGAZINE

The Head of Street Scene and Leisure Services reported that at the meeting on 18th February it was Resolved to Recommend to the Policy & Resources Committee that the cost of producing and delivering 6,000 A5 flyers for insertion in the Coach Monthly magazine should be paid from the Tourism and Events Support Budget.

The amount quoted to produce the flyer was £205 for print costs. However, when work started on designing the flyer, it was felt that the best option would be in the form of a postcard to the coach drivers, giving reasons why they should visit Bognor Regis. This would be produced on card, rather than paper.

The total cost of the production, including artwork, was £275. In total there were 5 boxes which had to be collected by courier and the cost for this was £40 plus VAT. It was felt that the 'postcard' style proved a much better way of advertising the town rather than a flyer on this occasion.

The Head of Street Scene and Leisure Services requested that the Committee ratify the additional cost of producing and delivering this advertising material and that a Recommendation be made to the Policy & Resources Committee that this additional sum be paid from the Events Support Budget.

At the last meeting it was suggested that local cafes should be approached to ask if they would provide a voucher with a deal for the coach drivers. This would provide a way of recording how many of the drivers actually visited the town. Staff did approach 2 of the largest cafés in the town centre but neither of them were interested in taking part. A Member suggested approaching the Traders Group to see if any of them would be prepared to partake in a voucher scheme. Members suggested two smaller cafes which may be interested in offering coach driver vouchers. It was suggested that the Town Council could fund the vouchers and hand them out to drivers in the coach park as a thank you.

A Member at the last meeting also requested that more information should be obtained on Coach Friendly Local Authorities. Following research this would appear to be part of an awards package by the coach industry, with towns and districts nominated by their members. However, it relates more to district and unitary authorities, as it considers things like traffic management, facilities for coaches and coach visitors, parking facilities etc, all of which makes it much easier for coaches to visit the area. In Bognor Regis these things are outside of the control of the Town Council.

Following discussion the additional cost was **AGREED** and it was **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that the additional cost of producing the flyer of £70, plus the total cost of delivering 5 boxes of £40 be paid from the Events Support Budget.

102. CONSIDERATION OF POLICY ON WHETHER TO CHARGE FOR TOWN FORCE HOURS WHEN PREPARING AND/OR DELIVERING EVENT EQUIPMENT TO OTHER GROUPS/LOCAL EVENTS NOT ALLOCATED TOWN FORCE HOURS, INCLUDING 3 REQUESTS RECEIVED

Every year the Events, Promotion & Publicity Committee agree a set number of hours, not charged for, to support non-Council run events. These hours are used by local groups such as Rox and Birdman to assist with setting up / delivering / moving equipment etc. Hours are also allocated to Town Council events.

The Head of Street Scene and Leisure Services reported that for the past 2 years the Council has received a request to provide crowd barriers for use at the School Prom at the Regis School. Although no charge is made for the actual equipment, Town Force time is needed to deliver and collect. The Committee has agreed on both previous occasions to make no charge for the Town Force time. There has now been a similar request for this year.

The Council has also received two more requests. The first was from the University of Chichester students who ran the Rox in the Park event. Again they only wanted to borrow equipment but as there was quite a lot it required over 4 hours of Town Force time to get everything out and ready and then to take delivery after the event. As there are no allocated free hours for this event, there is nowhere to enter the Town Force hours used when the

spreadsheets are completed. The Town Force time to support the event is: issue of equipment – 1.25 hours x 2 men = £48.75; return of equipment – 0.75 hours x 3 men = £43.87 - total £92.62 + VAT. There are still some pieces of equipment to be collected that were not returned after the event.

The second request is from a local company who run a fun day for the family of their staff and they wish to borrow crowd barriers. This request was also received last year and a charge for Town Force time was agreed and paid. Although this is a private, rather than a community event, it is run as a charity fund-raising day.

In order to better deal with requests such as these in the future, the Head of Street Scene and Leisure Services requested Members decide a policy for dealing with these. This could be either: charge for Town Force time for all event support (apart from the larger established events allocated free hours) or have a budget heading for Event Support with so many free Town Force hours allocated per year, which could be used on a first come first served basis. Following discussion Members **RESOLVED** that the requests received so far this year could be allocated free Town Force hours but that any future requests would be advised that there will be a charge at the normal Town Force rate for delivery and collection.

103. REPORT ON WEBSITE WORKSHOP, INCLUDING ANY RECOMMENDATIONS, AND CONSIDERATION OF THE WAY FORWARD

The Head of Street Scene and Leisure Services reported that the website workshop held the previous week had been very productive and from the points made regarding the new website it would be possible to send a design brief to website designers to enable them to give like for like quotes. Members suggested that the design used could be replicated for the newsletter and that the website should be scalable for Smartphone use. The report was **NOTED**.

104. REVIEW OF EVENTS, PROMOTION AND PUBLICITY COMMITTEE TERMS OF REFERENCE, TR6, IN PARTICULAR RELATING TO THE WIDER PROMOTION OF TOWN ACTIVITIES AND EVENTS BY THE TOWN COUNCIL – MIN. 87 REFERS

The Chairman reported that the existing Terms of Reference do not cover all aspects of the scope of the Committee and although the change would not necessitate those things being undertaken immediately it would allow for them when time and money allowed. A Councillor indicated that he felt a further clause should be “To work in partnership with others to promote the Bognor Regis Brand.” It was acknowledged that the improvements were good and that it was right to have an all-embracing Terms of Reference. Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee the following suggested changes to Terms of Reference. Additions are marked in **blue**, deletions in **red** and explanations in **green**.

TR6 EVENTS, PROMOTIONS AND PUBLICITY COMMITTEE

1. To consider and make recommendations on the publicity and promotion of the town, its environs and attractions, and to determine the Town Council’s Events Strategy for the coming year, or other time frame as agreed by Council including:

Promotion and protection of the Brand Image including advertising campaigns

Issuing of press releases, press features, promotional copy and reports

Producing and managing Newsletters / websites / webcams / Facebook / twitter and other social media

Reviewing literature available for visitors including Visitor Guide

Devising marketing logos and strap-lines

Managing Town boundary signs, poster sites and Town map boards

To work in partnership with others to promote the Bognor Regis brand

1. To determine Town Council's Events Strategy for coming year, or other time frame as agreed by Council - included in No 1 (above)
2. To agree an Events Programme that caters for a wide range of tastes and differing age ranges and to appeal to both residents and visitors
3. To consider the impact the agreed Events Programme would have on the Town Council from a financial, organisational and administrative point of view
4. Recognise the value of volunteers and external organisations and establish the level of support to be given to them by the Town Council. This will include Events Sponsorship and support for cultural activities and events from Council officers or Town Force.
5. To agree budget expenditure for each event under delegated powers within the overall budget allocation approved by The Events Committee and ensure adherence at all times to the Town Council's Standing Orders relating to contracts.
6. To ensure that all necessary licences are obtained and all appropriate application forms for events run by the Council are completed in time and forwarded to appropriate agency.
7. To ensure all events are run with due consideration to Health & Safety issues and that Management Plans and Risk Assessments are completed for each event and activity as appropriate. Health & Safety will be the over-riding consideration when determining whether an events proceeds
8. Develop and deliver a marketing strategy for all Town Council events, ensuring that an appropriate marketing budget is allocated
9. To consider and make recommendations on the publicity and promotion of the town including:
Reviewing literature available for visitors including Visitor Guide
Marketing logos and/ or strap-line
Town Boundary Signs
Town map boards
10. To consider and make recommendations on the publicity and promotion of the Town Council including: Town Council website and Newsletters
11. Formulation publication and distribution of the Town Guide
12. To support local tourism initiatives to promote the town of Bognor Regis including the allocation of funding, providing each project is reported to and agreed by the Events, Promotion and Publicity Committee.
13. The Committee will deal under delegated powers with the above decision-making issues within the budget and policies approved by the full Council.
14. In the event of a dispute with another Committee that cannot be resolved by the two Committees, the matter shall be referred to the Policy and Resources Committee for arbitration and the P&RC's decision on the matter shall be final.

15. Where the Committee proposes actions or policies outside of agreed Council policy, it shall make recommendations to the Council.
16. The Committee shall refer any proposals which would incur non-budgeted expenditure or would reduce by more than £500 budgeted income to the Policy and Resources Committee which shall make recommendations to the Council on the matter.
17. The Committee may vire monies within its approved budget between heads provided that any virement which would exceed more than 5% of the Committee's budget would be referred to the Policy and Resources Committee for consideration of any purely financial implications of such a change.
18. Where acting under delegated authority the Committee may decide, by a simple majority of Councillors present and voting (abstentions counting as a vote), to refer the matter for decision to full Council and shall make recommendations as appropriate.
19. The Committee will take representations from the public on an agenda item if it is notified to them prior to the meeting and with the majority agreement of the meeting.

105. UPDATE ON WIFI IN THE TOWN CENTRE AND SEAFRONT – CHAIRMAN TO REPORT

The Chairman reported that Arun are looking at a pan-Arun wifi option and this may take some time to come to fruition. He has spoken with a company who install wifi who has advised on a possible installation in Bognor Regis. Companies which install wifi will also manage them once installed. Following discussion Members **AGREED** that further discussion should take place with Arun District Council to ascertain whether they have any definite plans for installing wifi and if so to work in partnership with them. Members will also investigate where there is existing wifi provision in the town.

106. CONSIDERATION OF ISSUES RELATING TO THE USE OF THE TOWN NAME BY THE MEDIA AND ADVERTISING COMPANIES – CHAIRMAN TO REPORT

A Member was concerned that derogatory use of the town's name in the media apparently cannot be regulated. He requested that information be sought on any legal redress to this. Following discussion it was thought that there probably wasn't anything that could be done to stop this but it was **AGREED** that legal advice will be sought.

107. CORRESPONDENCE

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

1. ROX Comedy - email re an event: comedy at the George Inn Felpham
2. Email from a member of the public enquiring when Jig-It is on having seen it on BBC's Coast programme
3. Sussex Life - The County's Towns and Villages
4. Email from two members of the public who previously entered Jig-It re the Coast programme and enquiring whether the competition is running this year

The Head of Street Scene and Leisure Services drew Members attention to emails from:
Sapphire Photography UK - a professional photographer who has photos of Bognor
British Music Radio - email regarding broadcasting starting soon
South Downs National Park Authority - Invitation to a South Downs Tourism Evening
Trade your Way to the USA - email informing of the show date of the episode filmed at the Clowns Parade

The Meeting closed at 8.07 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 22nd APRIL 2013

1. South Downs Antiques & Interiors - email re their Easter event requesting advertising/publicity & response
2. Eshot - email re their email marketing services
3. The Extreme Team - email re Extreme Adventure mobile zip line
4. Stablecroft - email re products for conferences and marketing events
5. Event Production Solutions - email re portable flooring for events
6. Baker Ross Ideas Shop Easter 2013
7. British Music Radio - email re broadcasting starting soon
8. The New Carnival Company - email re Carnival Diary listings 2013
9. Correspondence between BRTC and Altitude Events re providing a mobile climbing tower
10. Su Cloud - invitation to Community Arts Bognor Regis, Creative space meeting
11. Chestnut Tree House - Spring newsletter
12. London Road Press - introduction to their business and price list
13. London Philharmonic Skiffle Orchestra - information
14. Live Experience expo exhibition information
15. Karmarama - risk assessment/method statement for B&Q relaunch event in London Road
16. GPS Lighting Event Services - unique alternative to fireworks
17. Weprint Lanyards - lanyards for your Event, bespoke printed lanyards and ID cards
18. Coach Monthly magazine March 2013
19. Peeks - Fundraising 2013
20. Strong Lady - Advertising her act
21. Silvermaze Ltd - new town centre and business products - co-ordinated wayfinding system
22. Covent Garden Entertainers on Tour
23. NOEA - National Outdoor Events Association - 2013 Yearbook
24. Request from Chichester University requesting loan of equipment and The Head of Street Scene and Leisure Services reply
25. VIP Security Services - email information on their service
26. University of Chichester - email correspondence between The Head of Street Scene and Leisure Services, ADCs Events & Leisure Development Officer, The Chairman of the Federation of Small Businesses and the Volunteering & Activities Co-ordinator regarding the Bognor RAG Race
27. ROX in the Park - email correspondence asking for Town Force hours foc for their event and response from Head of Street Scene and Leisure Services
28. Emails from ADC and WSCC re Planned Events in 2013
29. Get Cycling - Ready for 2013
30. Foster Care Fortnight 2013 - request from WSCC to help publicise this event
31. Email information on a workshop on Development and Management of Tourist Town or Destination
32. Stand out magazine April 2013
33. Correspondence between the Head of Street Scene and Leisure Services and the Manager of the Royal Norfolk Hotel regarding the Town Carnival route
34. TOP Marquees - brochure
35. Correspondence between Sussex Police and a Councillor re the cancellation of the Seafront Lights Switch on
36. Heritage Open Days - email re Opendays 2013
37. Brainy Cat website development - information on their services
38. Top Gear Sounds - email re Event Sound Systems

39. Assured Invoice for Clowns Parade
40. Historical Promotions - events 2013 entertainers
41. Stg Media Systems - Megavoice Portable PA
42. Jazz Smugglers - promotional email
43. Get Cycling - Publicity for events
44. South Downs National Park Authority - South Downs Tourism Evening
45. ITV Studios - Return of ITV's FOOL BRITANNIA entrants wanted
46. Coach Monthly - April 2013
47. Construction Management - email request to advertise in Parish Magazine
48. UK Firework Company - email introduction to the Company
49. GPSLighting Technical Services - Live Event Solutions
50. Arun Business Partnership - email invitation to a seminar 1st May 2013
51. Take One Media - e-news
52. Sapphire Photography UK - professional photographer who has photos of Bognor
53. Town Guide Apps - Town Guide Apps Buzzing with Social Media
54. Regis Centre - email requesting removal of old information (not on our website)
55. Trade your Way to the USA - email informing of the show date
56. Rotary Club of Bognor Hotham - letter regarding Town Force hours and equipment required for the 10k roadrace
57. Baker Ross - the Ideas Shop catalogue April-August 2013
58. Ecolocal - solar power for your event
59. Travel & Leisure Magazine with entry for Clowns
60. ADC - Correspondence between the Licensing Officer and the Head of Street Scene and Leisure Services regarding Site Management Agreement between the Professional Fundraising Regulatory Association (PFRA and Arun District Council
61. ADC - email from the Events & Leisure Development Officer regarding the Centenary of the outbreak of the First World War and any events planned to mark this
62. Letter from a member of the public regarding the Clowns weekend