



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 17TH JUNE 2013

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, Ms. K. Davis, 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)
2 Members of the public and 1 Councillor in the Public Gallery

The Meeting opened at 6.32 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. Mrs. S. Daniells elected Vice-Chairman of this Committee at the Annual Council Meeting on 13th May 2013.

2. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. Mrs. E. Anderson.

3. 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.

4. **TO APPROVE THE MINUTES OF THE MEETING HELD ON 22ND APRIL 2013**

The Minutes of the Meeting held on Monday 22nd April 2013 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 member of the public to speak.

A member of the public spoke about a project he had funded. He had purchased a live cam camera which will be mounted on the pier and will provide a live view of the seafront. This will be operational soon. Members thanked him for his presentation and congratulated him on providing this excellent service for the town.

6.40 p.m. the meeting was reconvened.

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

22nd April – Min. 99 Town Guide

As agreed at the last meeting, following liaison with the Town Clerk, sufficient funding was allocated to allow a reprint of 10,000 Guides. These are now being distributed locally and a wider delivery will be done prior to the start of the school holidays.

The Head of Street Scene and Leisure Services is investigating the option of resuming countryside distribution. This was **NOTED**.

22nd April – Min. 100 Town Newsletter update and possible column/page in local paper

The Head of Street Scene and Leisure Services had been in contact with the Editor of the Observer and a response is awaited. A Councillor has spoken to the Editor and it would seem that Arun had paid for editorial for a number of weeks. There may be an opportunity to supply a monthly column but this needs further investigation.

22nd April – Min. 106 Advice re the use of the Town name by media

The Head of Street Scene and Leisure Services had been in touch with SALC for advice on this issue and the following response had been received:

‘If you were a company with a product name that was being misused you would probably have a legal remedy; unfortunately the Town Council does not have any ownership of the place name, Bognor Regis.

Members **NOTED** the response.

7. **ANNUAL REVIEW OF TERMS OF REFERENCE**

It was **NOTED** that the Terms of Reference had been reviewed at the previous meeting and amendments had been **AGREED**.

8. **UPDATE ON EVENTS FOR 2013**

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

8.1 **Town Carnival**

The total number of entries for the Carnival was 15, which was 6 down on last year. Of the 15 entries, 6 were floats. The Head of Street Scene and Leisure Services informed the Committee that there had been some difficulties with the running of the Carnival especially regarding managing road closures. An individual had also been seen loading Town Council crowd barriers onto a truck. They were stopped by a local trader but had already loaded four before driving off. The Head of Street Scene and Leisure Services reported on various staff related issues such as maternity leave and illness that were having an impact on the events team and may continue to do so for some time this year. This was **NOTED**.

Members discussed the Carnival and its future. They acknowledged it is a large event for a small team to manage. A Carnival Committee including outside groups could be set up to take on areas of management of the Carnival over the course of the year and enable the Head of Street Scene and Leisure Services and her team to take on more of a supervisory role on the actual day. Some Members expressed the opinion that the event should now be taken on and run entirely by an outside organisation with a grant from the Council. However following discussion it was **AGREED** to issue a press release asking for groups or individuals to join the Carnival Committee and if there was sufficient interest, to form a Carnival Sub-Committee to include Councillors and members of the public or groups in organising the 2014 Carnival. This would then be run as a Town Council event under the Council's Insurance.

There had been some criticism of the lack of advertising of the Carnival but the Head of Street Scene and Leisure Services detailed all the places where there had been advertising for events this year.

8.2 Armed Forces Day

The Committee **NOTED** that the AFD Committee have now drawn up a complete programme for the day. This will include a display by a 'Lancaster' of the Battle of Britain Memorial Flight as well as an RNLI display, entertainment, and displays and exhibitions by local cadet groups. The day will begin at 11am with the Drumhead Service.

8.3 A Drive Through Time

To date 182 vehicle entries have been received, with more to come, and 12 craft and charity stalls. Adverts have been placed in several classic vehicle magazines as well as general advertising.

The local motor club will be providing some stewards and the local Rotary clubs have been approached to see if they can assist during the morning when the vehicles will be arriving.

8.4 Proms in the Park

This enhanced event is being sponsored by Simply Delicious who will be providing a beer tent and BBQ. A Temporary Events Notice has been applied for and an SIA steward has been booked for the beer tent.

8.5 Funshine Days

It was decided to call the activity days 'Funshine Days', as this reflects 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*
5 th Aug	Mosaic workshop
6 th Aug	Punch & Judy
7 th Aug	Clown Day
8 th Aug	Magician
9 th Aug	Donkeys
12 th Aug	Skate Park instructor
13 th Aug	Samba drumming
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*
23 rd Aug	Donkeys

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

All of the days have now been filled. Flyers will be produced which will be circulated before the schools break up for the summer.

A designer offered the Council a deal for 5,000 DL size flyers for £100, which The Head of Street Scene and Leisure Services accepted. These advertise the Carnival, Armed Forces Day, A Drive Through Time, Proms in the Park, Wizard of Oz Day and the seaside Funshine Days.

8.6 Wizard of Oz Day

The Events team are still working on this event.

- 8.7 The Head of Street Scene and Leisure Services had been approached by a primetime TV programme regarding the Jig-It Competition. They were hoping to film it for their programme live. This event is not planned for this year and there is no budget allocated for it. The Head of Street Scene and Leisure Services asked Members if they would support running the event if the TV Company wants to go ahead. Following discussion Members **AGREED** that this was a good opportunity for the promotion of the town and that if the Company wanted to pursue it the Committee would support this, including investigating a possible budget if this was required.

9. CONSULTATION ADC DRAFT SITE MANAGEMENT AGREEMENT WITH ADC AND FUNDRAISERS REGULATORY ASSOCIATION – TO RATIFY BRTC RESPONSE

The Head of Street Scene and Leisure Services had received a letter (previously circulated to Councillors) from Arun District Council enclosing a Draft Site Management Agreement between Arun and the Professional Fundraising Regulatory association (PFRA). This gave details of the proposed agreement that will apply to Bognor Regis.

The Head of Street Scene and Leisure Services had already raised concerns about the proposed number of fundraisers (5) and suggested that this was too high. She had also raised concerns about the fundraising clashing with street collections when an event is taking place.

Members were previously asked to look at the documents and advise the Head of Street Scene and Leisure Services of any comments by the 10th May so that she could pass these on to ADC for their consideration when making their response to the voluntary agreement. No comments were received from Members. The Head of Street Scene and Leisure Services Scene response was **RATIFIED**.

10. CONSIDERATION OF QUOTES TO PROVIDE NEW TOWN COUNCIL WEBSITE

Four web design companies had submitted quotes to design the new Town Council Website based on the criteria that was decided upon at the website workshop. Following discussion Members **AGREED** to examine these quotes and report back to the Head of Street Scene and Leisure Services which ones were to be considered. They discussed the need to take time to examine the quotes and for the design to be right and the right company to be contracted in order not to waste time and money. A Member asked for redacted copies of the quotes to be provided in order that they could examine the quotes, and possibly seek expert advice, without revealing the designers names.

11. UPDATE ON WIFI IN THE TOWN CENTRE AND SEAFRONT

A Councillor had raised the issue with WSCC that Bognor Regis Town Council may want to place wifi boxes on the new seafront lights at some point so that they are aware of this.

A Member had undertaken some investigation into the various options for wifi in public places and reported on this to the Meeting. A précis of this report is appended to file copy of the Minutes.

Following discussion it was **AGREED** to investigate further the possibility of providing wifi in Hotham Park as Members felt that would be a place where people could sit and access the internet. Students from the nearby University would probably make use of it and those using the new Cafe when it is built. It was suggested that Pistachios in the Park be approached to see if they had any plans to provide wifi at the new cafe.

12. CORRESPONDENCE

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

- 12.1 Ground-Guards Ltd - ground protection for events
- 12.2 ID&C - Security passes and Custom wristbands for Events/free sample pack
- 12.3 Community Arts Bognor - Invitation to opening of Cloudbopper Gallery - copied to all Councillors
- 12.4 Arun District Council - New Visitor Information Initiatives for Bognor Regis, previously copied to Councillors seeking comment. Members present **AGREED** to support in principle the proposals put forward in the briefing papers although they did not think these were sufficient improvements
- 12.5 Event production solutions - Portable flooring
- 12.6 Travel GBI - June 2013 No 416
- 12.7 Email re the Carnival from a member of the public
- 12.8 Email re the Carnival from a member of the public
- 12.9 Email re the Carnival and AFD car parking arrangements from a RAFA club member
- 12.10 Get Cycling - email re Pedal Powered Velodrome

The Head of Street Scene and Leisure Services drew Members attention to the following correspondence:

A request forwarded by Arun District Council from a TV production Company to use a Tenants Handbook produced by Bognor Regis Urban District Council in one of their programmes. The Head of Street Scene and Leisure Services had informed them they could use it and asked that the Council be made aware when the programme was being aired.

Bognor Regis Seafront Lights - An invitation to take part in their Illuminated Gala. The Town Force team will be asked if they would like to attend. A Member suggested Billy Bulb could be used if it could be found and renovated.

An email from a couple from Switzerland wanting to attend A Drive Through Time and requesting information on hotels in the area. The Head of Street Scene and Leisure Services had responded.

Three emails from members of the public congratulating the Council on the Carnival.

A Member reported that the Picturedrome Cinema had been rated by the Daily Express in the top 40 attractions in Great Britain.

The Meeting closed at 8.12 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 17TH JUNE 2013

1. email from a member of the public enquiring about entering the Jig-It competition if it is running this year
2. EMS - advertising their services
3. Event Radio Communications - email re Event Radio Communications
4. ADC - Email from Tourism Development Officer & Arun District Tourism Data Steward requesting more Town Guides for the Visitor Information Point (VIP)
5. Town Guide Apps - Video Introduction to Town Guide Apps
6. Littlehampton Town Council - email regarding Armed Forces Day and loan of equipment for the day
7. Friday media group - email re advertising in their Worthing Friday Ad Summer Event publication
8. Waverley excursions - Great Days Out Paddle Steamer cruises timetable
9. Cancerwise - Chichester Dragon Boat Challenge 2013 information re sponsoring the event
10. Coach Monthly Magazine May 2013 including Bognor Regis flyer
11. Mobex Exhibition and Roadshow Specialists - email re help for road shows
12. Sanitation Choice interest group - email re provision of female urinals at events
13. Email from a member of the public regarding tourist information sent to ADC and copied to the Head of Street Scene and Leisure Services
14. Email from Twenty Twenty TV regarding a document on housing produced by BRUDC being used on their programme
15. LPTENT - email with information on their semi-permanent gazebo range
16. Ground-Guards Ltd - email information on temporary roadways and trackways for events
17. Message from Chichester City Band who will be playing in London Road on Saturday 18th May
18. Heritage Open Days - Spring Newsletter
19. Friday-Ad - Advertising Promotion offer
20. Firefly Solar Generators - Cygnus Hybrid Power Generator information
21. B-loony News and Offers
22. Tropical Ice - ice cream concession
23. Get Cycling - last chance for bike week
24. Bognor Regis Seafront Lights - invitation to enter the Illuminations Gala 2013
25. ADI UK Ltd - Latest news: ADI set their sights on Europe with new French office
26. UK Carnivals - Invitation to attend UK Carnivals 2013 Event
27. Take One Media - e-news
28. Email conversation between a dance troupe and the Head of Street Scene and Leisure Services regarding the Carnival
29. Take One Media - e-news
30. Coach Monthly June 2013
31. Baker Ross the Ideas Shop catalogue Summer 2013
32. Email from a Swiss couple asking about the A Drive Through Time event and local accommodation
33. Power Logistics - Event update
34. GPS Lighting Event Services - unique alternative to fireworks
35. London Phil Skiffle Orchestra - email re their events