



BOGNOR REGIS TOWN COUNCIL

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

HELD ON WEDNESDAY 28TH AUGUST 2013

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

IN ATTENDANCE: Mrs. S. Holmes (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Clerical Assistant)
1 Member of the public in the Public Gallery

The Meeting opened at 6.30 p.m.

13. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Ms. K. Davis and Mrs. E. Anderson.

14. 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.

15. TO APPROVE THE MINUTES OF THE MEETING HELD ON 17TH JUNE 2013

The Minutes of the Meeting held on Monday 17th June 2013 were **AGREED** as an accurate record and were signed by the presiding Chairman.

16. 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 the webcam on the promenade and asked if the Council intended to install a further webcam. He also spoke about general advertising of the town and the content of various websites regarding the town.

6.40 p.m. the meeting was reconvened.

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

There were no matters arising which are not separate agenda items.

18. UPDATE ON EVENTS FOR 2013

18.1 Funshine Days

The Head of Street Scene and Leisure Services reported that the Funshine Days had been a success. They had proved popular and feedback from the public and the seafront concessions had been positive. Lessons had been learnt and she hoped that this series of activity days could be repeated next summer. A Member reported that dialogue with the theatre was taking place to be able to use the studio if required in the event of bad weather subject to availability on the day.

18.2 Wizard of Oz Day

The Head of Street Scene and Leisure Services reported that the day had been very popular and the park had been full all day with children and families enjoying the various free activities.

18.3 With regard to the Jig-it competition the BBC had pulled out of filming after two months of negotiation as there was no guarantee that the competition would still be running at the time they wanted live coverage. However, due to inclement weather on the day, the competition was cancelled.

18.4 Possible events for 2014

At the next meeting in October the Head of Street Scene and Leisure Services reported she will make suggestions for the events programme for 2014. She reminded Members that 2014 will be the 70th Anniversary of D-Day and 100th Anniversary of the outbreak of WWI and the Council may wish to run an event to commemorate this.

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

19. CONSIDERATION OF PROPOSAL TO HAVE A HALF DAY WORKSHOP FOR MEMBERS TO CONSIDER QUOTES RECEIVED FOR NEW TOWN COUNCIL WEBSITE

Redacted copies of the quotes received from web design companies had been circulated. Some comment had been received but not all Members had responded. A Member who has recently set up a new website for his business had advised Councillors to ensure the package was exactly what was required as mistakes can be expensive. The Head of Street Scene and Leisure Services therefore suggested that a half day workshop be organised to discuss the quotes and if necessary invite one or more of the companies to come in and demonstrate their package. This was **AGREED** and the Council Chamber will be booked for this purpose.

20. UPDATE ON WIFI IN THE TOWN CENTRE, SEAFRONT AND HOTHAM PARK

The Head of Street Scene and Leisure Services reported she had spoken with a local business that had put forward a proposal to Arun District Council to provide wifi in Bognor Regis and had asked him for information on his proposal. At the last meeting it had been agreed to contact the new cafe provider to see if they were planning to put wifi in the cafe but as it would appear that provision of a new cafe was not imminent this would not happen at this time. It was **AGREED** that further investigation would be done.

21. CONSIDERATION OF 2014 TOWN GUIDE, INCLUDING QUOTE FROM TAKE ONE MEDIA FOR A DISTRIBUTION CAMPAIGN - MIN. 99 APRIL 2013 REFERS

A quote had been received from Take One Media. The Head of Street Scene and Leisure Services reported that the area covered was not much greater than that already being covered by Town Council staff and it did not represent good value for money. She suggested work is done to find venues for the Town Guide to be distributed in London as they are not currently sent there. Members **NOTED** her report. The Committee also suggested that more information be sent out electronically.

22. FURTHER CONSIDERATION OF IMPROVEMENTS TO TOWN NEWSLETTER - MIN. 100 APRIL 2013 REFERS

The Head of Street Scene and Leisure Services reminded Members that decisions would be made at the meeting in October on the style and content of the 2014 newsletter and also if Members wanted to produce more than one a year, possibly via e-newsletters. Members **AGREED** that this would be a better way of disseminating information at minimal cost as there would be no printing or distribution. Following a discussion on the elements of the newsletter which are mandatory it was agreed that further research should be done on the legal requirement for the newsletter. A Member also reminded the Committee that there may be a possibility of a bi-weekly column in the Bognor Regis Observer which would also disseminate information. It was also suggested that an audio version of the newsletter could be produced.

23. PROMOTION & PUBLICITY BUDGET 2013 - 2014, INCLUDING RATIFICATION OF PAYMENT OF £270 FOR REPLACEMENT POSTCARD PRINT IN BON MARCHE WINDOW

A large window at Bon Marche had been broken and the large photograph copy of a postcard of old Bognor Regis damaged. The Head of Street Scene and Leisure Services had previously contacted the Committee for agreement to replace the picture at a cost of £270.00 + VAT. Bon Marche had agreed to pay £125.00 + VAT towards this leaving £145.00 + VAT to be paid. The payment of £145.00 + VAT was **RATIFIED**.

£599.00 had previously been agreed by the Committee for advertising in the Coach Drivers Club magazine and yearbook. Therefore the remaining Promotion & Publicity Budget for 2013 - 2014 is £3006. Members were reminded that this budget will need to be used or earmarked for a specific project before the end of the financial year.

24. CONSIDERATION OF REWARD SCHEME FOR LOCAL BUSINESSES / GROUPS / INDIVIDUALS

The Chairman reported that he would like to see a certificate of recognition for good service or commendable acts in Bognor Regis. He would like to see anything that is good and positive in the town recognised and publicised. This could even extend to a well written sign or menu. Members agreed this was a good idea. The Chairman will source a design for the certificate which he would then like to see presented in a frame. Members were invited to note anything they thought worthy of the award. This item will need to be discussed at a future Meeting to decide from where it would be funded.

25. ELECTRONIC DISPLAYS AT KEY POINTS AT ENTRANCES TO TOWN

The Chairman drew Members attention to the idea of electronic displays to advertise events in the town which had previously been discussed. With the prospect of the new road diverting travellers away from the town he felt this idea should be reviewed. The Head of Street Scene and Leisure Services agreed to contact WSCC for advice on planning and specification of such signs. A Councillor suggested a sign at Fontwell on the A27 would be a suitable venue.

26. AUTOMATIC ON-LINE DISTRIBUTION OF 'WHATS ON' INFORMATION FOR BOGNOR REGIS

The Chairman suggested that a constantly updated source of information on events happening in the town would be desirable to keep residents and visitors alike informed. The Head of Street Scene and Leisure Services reported that this was one of the features requested for the new website and that once that was in place this would be provided.

27. CORRESPONDENCE

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

- 27.1** Flexfurn - Globe and Europa folding chairs
- 27.2** E-mail from a member of the public thanking the Council for running the Funshine Days
- 27.3** Trophy Store - Corporate Awards
- 27.4** Chichester University - Student work placements information for employers

The Meeting closed at 8.12 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 28TH AUGUST 2013

1. Email thank you for the Carnival from the Bognor Regis South District Guides
2. Notes from Meeting on 18 June re Southdowns Folk Festival
3. Chestnut Tree House - newsletter Summer 2013
4. Email of thanks for Carnival from Bognor Regis District Scouts
5. Friends of Bognor Regis Pier - email request for information
6. Take One Media - e-news
7. ADC - email re 118118 Family Fun Run and Walk
8. Churchill Security Limited - event security information
9. Thank you email from "The Jazz Smugglers" re the Drive Through Time event
10. Thank you email from entrant to Drive Through Time
11. Thank you email from trade stand for Drive Through Time
12. Thank you email from entrant to Drive Through Time
13. Thank you email from entrant to Drive Through Time
14. Thank you email from entrant to Drive Through Time
15. Thank you email from Talking News re Drive Through Time
16. Cloudhopper Gallery - preview on 5th July to which Councillors were invited but only the Mayor had responded
17. Email correspondence between the Head of Street Scene and Leisure Services, Arun District Council and Bensons FunFair regarding litter
18. Web Creation UK - 2 emails re their website quotation
19. Event Production Solutions - Portable road
20. Take one Media - e-news
21. Pitman's People - staffing solutions for events industry
22. CDC magazine - July 2013
23. Letter of thanks from Charity stall holder at A Drive Through Time
24. Email correspondence between ADC, a pc company and a provider of wifi regarding a wifi provision for the town
25. Email from ROX organiser congratulating on Proms event and inviting Councillors to the backstage area of ROX - copied to all Councillors
26. Invitation to participate in Bognor Regis Illuminations Gala
27. Get Cycling - info on the Tour de France 2014
28. Historical promotions - Entertainers available
29. Channel 4 tv - email re a new programme they are recruiting for about retired people
30. Email from truworth tv researcher re filming in Bognor Regis
31. The Landscape Product Directory - latest products
32. UK Point of Sale - Issue 41
33. Email from a member of the public asking for information on the Wizard of Oz Day
34. Peter Johnson Entertainment Ltd information on displays entertainers etc 2014
35. Beachcroft Hotel - information on Christmas 2013 party nights
36. Chestnut Tree House - Invitation to their 10th Birthday Luncheon on Thursday 5 September
37. Coach Monthly - August 2013
38. Paper Wizard - information on Children's entertainer
39. Plus publishing re Town Guides
40. Request from Chairman of Aldingbourne Parish Council for loan of crowd barriers cable covers tapes and bollards
41. Pier Trust request for tables and chairs for their fundraising event