



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 21ST OCTOBER 2013

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. E. Anderson (from Min. 31.), Mrs. S. Daniells, P. Dillon, R. Nash (until Min. 39.) and W. Toovey

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

The Meeting opened at 6.30 p.m.

28. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. No apologies for absence had been received.

29. 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.

30. TO APPROVE THE MINUTES OF THE MEETING HELD ON 28TH AUGUST 2013

The Minutes of the Meeting held on Monday 28th August 2013 were **AGREED** as an accurate record and were signed by the presiding Chairman.

31. ADJOURNMENT FOR PUBLIC QUESTION TIME

6.37 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 touch screen information point at the Visitor Information Point. He had tried to use it but found it not working or "frozen" on one screen on several occasions.

A Councillor in the Public Gallery spoke about the Agenda item proposing not to run the Carnival this year.

A member of the public spoke about the proposal to install wifi in the town.

6.47 p.m. the meeting was reconvened.

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

28th August. Min. 23. The photograph of old Bognor Regis has been replaced in the Bon Marche window which had previously been broken. The cost of this was shared between Bognor Regis Town Council and Bon Marche.

28th August. Min. 25. Electronic displays at key points at entrances to town. The Head of Street Scene and Leisure Services informed Members that she will soon be enquiring about the planning requirements for siting electronic displays.

33. PROPOSALS FOR EVENTS IN 2014, INCLUDING BUDGETS

33.1 The Head of Street Scene and Leisure Services reported that during the past few months discussions have taken place in various Committees on issues relating to staff lieu time and also the new emerging Corporate Strategy and Town Council Priorities 2013 – 2016. Many of these emerging priorities are around the issue of the promotion of the town and developing the brand of Bognor Regis. Some of the discussions taking place have been on how the Council can focus on these priorities with the existing staffing levels in place, while reducing pressure on senior staff to allow them to take lieu hours owed to them.

One suggestion that has been put forward is that for one year, initially, there should be a reduction in some of the other activities undertaken by the Town Council and in particular that the events programme should be carefully considered. The proposals are therefore based on these considerations.

6th July A Drive Through Time

This date will allow the British Grand Prix to be shown on a big screen again.

Budget: £4,000.

Funshine Days

To be run for 20 days in the Summer holidays, 5 at Easter, 3 in the spring and 3 in the autumn half terms.

Suggested budget £9,300

Proms in the Park

Date to be decided

Suggested budget £800.

Armed Forces Day

Suggested budget £800

This is organised by an AFD Committee which the Town Council supports with officer time and a £500 budget. However, as 2014 commemorates the start of WWI and also important events in WWII, such as the 70th anniversary of the D Day landings, the Committee may like to consider increasing the budget to allow for additional events to mark these important anniversaries and the suggestion is a budget of £800 for this year only.

The Head of Street Scene and Leisure Services suggested that the events team concentrate on these events in 2014 and that the Town Carnival and the Day in the Park (Alice, Wizard of Oz) are not run. The Switch on event for the Christmas Illuminations will also be run but details of that will be decided by the Christmas Illuminations Committee.

Members discussed these proposals and concern was raised regarding the cancellation of the Carnival for 2014. Following discussion a Councillor proposed that as a compromise the Funshine Days be set at 24/25 days £7,800, A Drive Through Time £4,000, Proms in the Park £800, Armed Forces Day contribution increased for 2014 only to £800 as it is the 100th

Anniversary of WW1, this would total £13,400. A grant of £3,500 could then be offered to an outside organisation or community group to run the Carnival in 2014. This would be a total budget of £16,900, a reduction from last year's budget (£18,350) giving a saving of £1,450 on 2013. Following discussion it was acknowledged that it was with reluctance that the decision would be made to cancel the Carnival and the Children's event in the Park in 2014, but there were valid reasons for this. The Head of Street Scene and Leisure Services confirmed that she would be available to offer help and guidance to any outside group who wished to undertake running the Carnival as she had previously for other organisations.

A vote was taken. Five Members were in favour of the amended proposal and one abstained. Therefore Members **RESOLVED** that the Funshine days would increase to 24/25 days with a budget of £7,800; A Drive Through Time, 6th July 2014, £4,000; Proms in the Park, date to be decided, £800; Armed Forces Day contribution increased for 2014 only to £800. A grant of £3,500 will be offered to an outside organisation or community group to run the Carnival in 2014

- 33.2 The Head of Street Scene and Leisure Services reported that the organisers of 'Jazz in the Village', who arrange monthly jazz and swing evenings in Felpham had made contact to ask if the Town Council would consider working with them to stage a one or two evening weekend event, themed around 1939 – 1945. Members felt this was a worthwhile event for the town and suggested that the organisers be given contact information for the Folk Festival organisers as this may be something that could be run alongside the Folk Festival in 2014, and that they should be encouraged to pursue their plan.

34. **PROPOSALS FOR THE 2014 TOWN GUIDE, INCLUDING CONSIDERATION OF FEEDBACK RECEIVED FOR 2013 GUIDE – MIN 21 REFERS**

The Head of Street Scene and Leisure Services reminded Members that the style of the Town Guide was changed for 2013 to a smaller format. The decision was also made that the Council would not print a separate Events List but would include this in the Guide.

The following feedback has been received about the 2013 Guide:

The smaller size is very popular but it would work better as a DL size (it is currently slightly wider than this). This would allow it to fit better into the racks located at Visitor Information Points and other outlets, as its current size is causing some difficulties. It would also fit better in a DL envelope.

The map inside has been a success and a larger A2 version of the map has been printed and is now on the wall of the VIP. It has also been suggested that the front of the Guide could state 'free map' or 'map inside' or similar.

The front cover has been a huge hit and it has been suggested that this is retained, as it stands out very well against other Guides, even though it is smaller. The photograph was taken in-house.

Last year an initial print run of 10,000 was done but these were quickly distributed and another 10,000 were printed. The print cost of 10,000 copies last year was £910 and the artwork costs were £360. The budget for the 2013 Guide was £2,000 plus there was some advertising revenue, although the potential for advertising income is reduced with the smaller size. Having spoken to the designer, it is possible to have the same style (pocket size) but as a DL width, at no extra cost.

Following discussion Councillors **RESOLVED** to **AGREE** that the Town Council should produce a Guide for 2014 with a budget of £2,000. The Guide should be produced as a DL pocket size (folded as 2013 Guide but slightly slimmer). The front cover should be similar to that of the 2013 Guide. The print run should be 20,000 and the advertising rates should be increased to £100 for half page and £75 for quarter page

35. RECOMMENDATIONS FOR FUTURE TOWN NEWSLETTER – MIN. 22 REFERS

The style of the Town Newsletter has been discussed previously by the Committee and it was agreed that a different style was needed, with less text. It was decided that the content needed to be provided in a much friendlier format to make the newsletter a more interesting 'read'. The development of the Town Council's website will give the opportunity to provide on-line updates.

Following discussion Members **AGREED** that the Town Newsletter for Spring 2014 should be in a different format and colour to previous years, with more use of photos and reduced text where possible and that the size should be A2 folded if the production cost for this was no greater than £500 more than last year's costs of £1763.00. If the cost was in excess of this, Members **RESOLVED** to **RECOMMEND** to the Policy & Resources Committee to identify the additional budget.

36. PROMOTION & PUBLICITY BUDGET 2013 - 2014, INCLUDING PROPOSAL THAT THE OUTSTANDING BALANCE BE PUT TOWARDS THE COST OF THE DEVELOPMENT OF THE TOWN COUNCIL'S WEBSITE

The Head of Street Scene and Leisure Services reported that at the previous meeting Councillors were informed that a balance of £3,006 remained in the Promotion and Publicity budget for 2013-2014. This sum had not been allocated for any particular project.

It was proposed that the outstanding balance of £3,006 should be earmarked for the provision of the new Town Council website. This was **RESOLVED**.

37. CONSIDERATION OF LETTER RECEIVED FROM A MEMBER OF THE PUBLIC EXPRESSING THEIR CONCERN ON THE IMAGE OF THE TOWN PRESENTED TO DRIVERS APPROACHING FROM THE NORTH

A letter had been received from a member of the public, sent to the Mayor, regarding entry into the town via the A29. In particular attention was drawn to the Longford Road area and the road frontage with the railway. Although the concerns raised are to do with the promotion of the town, they are mainly to do with environmental issues that are outside of the scope of this Committee.

Following discussion Members **AGREED** a letter should be written to Network Rail and the Railway Station manager regarding the unsightly state of the railway property referred to in the letter and to include WSCC and the Bognor Regis Regeneration Committee in this correspondence. It was also **AGREED** to investigate further other ways to improve the area including the possibility of using Town Force.

38. UPDATE ON HALF-DAY WEBSITE WORKSHOP AND CONSIDERATION OF QUOTES RECEIVED TO DEVELOP THE TOWN COUNCIL'S WEBSITE - MIN. 19 REFERS

On 6th September a half-day workshop was held in the Council Chamber to give Members the opportunity to look at the quotes received to develop the Town Council's website. Of the 6 companies who put forward a proposal, 2 were chosen for further consideration.

Company A quoted £12,000 to rebuild the Town Council's website, although they have now reduced this to £10,000.

Company B gave a basic quote of £4,860 with an additional £1,320 for some of the options – total £6,180.

The quotes were not exactly like for like and if Company B were chosen there may be some additional costs to meet all the Town Council's requirements.

The Head of Street Scene and Leisure Services had identified earmarked funding from the Events Promotion and Publicity budgets from 2008/2009 of £284.00, from 2011/2012 of £470.10 and from 2012/2013 of £1053.00 which could be used for the website. In addition an

underspend in the current Promotion and Publicity budget of £3006.00 and unspent website budget from 2012/2013 of £1000.00 and 2013/2014 of £948.82 could be used for the new website. This would total £6761.92 for the provision of a new website which would cover the costs if Company B were chosen.

Following discussion Members **RESOLVED** that Company B were the preferred company but asked that the Head of Street Scene and Leisure Services consult with them further regarding the Council's requirements. It was further **AGREED** that the budget identified above should be used to pay the cost of the development of the website.

39. UPDATE ON WIFI IN THE TOWN CENTRE, SEAFRONT AND HOTHAM PARK – INCLUDING PROPOSAL FROM LOCAL BUSINESS – MIN. 20 REFERS

The Head of Street Scene and Leisure Services reported that following the decision taken at the last Events P & P Meeting that further investigation should be done on the possibility of providing free WiFi in the town centre, seafront and Hotham Park areas, she and the Chairman of the Committee have had a meeting with a local business. This local business has put forward a proposal which would allow an already existing scheme to be extended to provide free Wifi throughout the town centre and seafront. This could be expanded in stages as far as the seafront if required. The cost to the Council would be minimal compared with providing a complete new system.

Members considered the proposal as outlined. There was a discussion including points raised by a member of the public. Following this discussion Members **AGREED** to support the proposal (Appended to file copy of the Minutes) and to **RECOMMEND** to the Environment & Leisure Committee that the outstanding balance of the New Homes Bonus funding be used for this project.

Members further **RESOLVED** to **APPROVE** that if the New Homes Bonus Funding was not available £1,500 (to provide Phase 1 of the project) should be set aside from the Promotion & Publicity budget 2014-2015.

40. ELECTRONIC DISPLAYS AT KEY POINTS AT ENTRANCES TO TOWN

The Chairman spoke about the idea of electronic displays at the entry to the town to advertise events which had previously been discussed. With the prospect of the new road diverting motorists 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.

41. CORRESPONDENCE

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

- 41.1** Ground-Guards Ltd - Lightweight unbreakable roadways on show
- 41.2** Betty Brawn - Strong Lady 2013 quotes flyer
- 41.3** Historical Promotions - Historical and Cultural Events 2014

The Project and Street Scene Support Officer drew Members attention to correspondence regarding the Cloudhopper Gallery list of Exhibitions and Workshops and from the Home Town publishers regarding their book line "Santa is Coming..." requesting information on the Town for inclusion in their new book, "Santa is Coming to Bognor Regis"

The Meeting closed at 8.40 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 21st OCTOBER 2013

1. AMT - Destination Marketing principles
2. List of websites including info on Bognor Regis compiled by a member of the public
3. Pitman's people - Events staffing agency information
4. Coach Monthly -September 2013
5. Historical promotions - Halloween and Christmas Entertainment 2013
6. Email thanks from one of the organisers of the Caribbean Party thanking for the use of the chairs for their event
7. ADI - information re their LED screens
8. Take One Media - e-news
9. LPTent - branded gazebos
10. Travel GBI - September 2013 No 418
11. Baker Ross - September - December catalogue
12. Take One Media - e-news Early booking for 2014
13. Britevents - Add your Autumn/Winter events
14. Performance Ticket Printers - online ticket designers
15. Chestnut Tree House - Autumn newsletter
16. Get Cycling CIC - on-line presentation
17. Get Cycling School Activity Days - Special Offer!
18. GPS Lighting Technical Services - Live Events Solutions
19. Historical Promotions - New Christmas Entertainment 2013
20. Cloudhopper Gallery - List of Exhibitions and Workshops
21. Coach Monthly October 2013
22. Email correspondence between BRTC SSLs and Home Town World books re Santa's coming to Bognor Regis
23. Brainy Cat - information on Website Editing Package
24. Ningbo Furniture - Strong Trestles
25. Ground-Guards Ltd - Event prep (temp roads)
26. The Main Event - offer of free event advertising
27. Applause Rural Touring - act promotion for 2014
28. ADI TV latest news and events across Europe