



BOGNOR REGIS TOWN COUNCIL

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

HELD ON MONDAY 9TH DECEMBER 2013

PRESENT: Cllrs: J. Brooks (Chairman), Mrs. S. Daniells and P. Dillon

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.

42. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies for absence had been received from Cllrs. Mrs. E. Anderson, R. Nash, W. Toovey and Mrs. J. Warr.

43. 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.

44. TO APPROVE THE MINUTES OF THE MEETING HELD ON 21ST OCTOBER 2013

The Head of Street Scene and Leisure Services reported that there was an error in the Minutes of the Meeting held on Monday 21st October 2013, Min. 35, last paragraph, which read, "if the production cost for this was no greater than £500 more than last year's costs of £1763.00." This should have read "if the production cost for this was no greater than £500 more than last year's costs of £1263.00." With the amendment the Committee **RESOLVED** to **APPROVE** the Minutes of the Meeting held on Monday 21st October 2013 and these were signed by the presiding Chairman.

45. ADJOURNMENT FOR PUBLIC QUESTION TIME

6.40 p.m. At this point the meeting was adjourned to allow a member of the public to speak.

A member of the public suggested the Town Council newsletter might include an article about the Webcam on the Pier.

A Councillor in the Public Gallery spoke about an organisation which has spoken to him about an event they are considering running in the town to invite all youth organisations into the town to showcase what they offer. He understood this person will be writing to the Head of Street Scene and Leisure Services for assistance in organising this.

A member of the public spoke about the proposal to invite organisations to work alongside the Council to run the Carnival in 2014. The organisation he represented already runs successful events in the town and in response to public opinion that the Carnival requires modernising he suggested an alternative, static, Carnival encouraging the spectators to move through the floats and displays instead of the Carnival moving with all the Health & Safety and security issues this creates.

He felt that with the contacts his organisation had it would be possible to stage such an event in 2014 in association with the Town Council. It would still be a Town Council event. He believed this type of event would bring people into the town and along the seafront; static entries could still have dancing, music and singing etc to draw attention and would still be judged. Comparisons were drawn with static displays at Carnivals such as Notting Hill.

6.57 p.m. the meeting was reconvened.

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

46.1 21st October. Min. 37. Regarding a member of the public's concern on the image of the town presented to drivers approaching from the north. A Member asked if letters had been sent to Network Rail, WSCC and the Bognor Regis Regeneration Committee. The Head of Street Scene and Leisure Services responded that these letters have not been sent due to time constraints.

47. RE-CONSIDERATION OF THE EVENTS PROGRAMME FOR 2013, INCLUDING BUDGETS AND THE FORMATION OF A NEW SUB-COMMITTEE TO OVERSEE THE RUNNING OF THE TOWN CARNIVAL – COUNCIL MEETING OF 11TH NOVEMBER 2013 REFERS

47.1 The Head of Street Scene and Leisure Services read from her report. At the last meeting it was agreed that the Town Council would not run either the Town Carnival or Day in the Park in 2014. However, it was suggested that perhaps an outside organisation could take on running the Carnival with a Council grant of £3,500 which was later increased to £5,000 with the additional £1,500 being found from an earmarked reserve and therefore not part of the Precept calculations. When the Events, Promotion & Publicity Minutes were considered at Council, Members were not in agreement that the Carnival should be offered to an outside organisation but that it should continue to be run by the Town Council. It was also proposed that a Sub-Committee should be formed to assist Events staff with running the event.

Following this decision the Head of Street Scene and Leisure Services had drawn up a revised programme of events including the Carnival but reducing the number of Funshine Days to 20. The total for all events for the year would then be £18,100 with £1,200 of this being taken from earmarked reserves.

Members expressed concern that money would be required from earmarked reserves to fund this level of events despite the Funshine days reverting to the same number of days as in 2013. The Head of Street Scene and Leisure Services reported that funding from earmarked reserves could not be relied on in the future. A Councillor asked if the costs for the Carnival were required at the same level. The Head of Street Scene and Leisure Services responded that much of the expense is in security and Health & Safety issues and that costs are likely to be higher this year.

Following discussion Members **AGREED** to run the Town Carnival with a budget of £6,500 with £1,200 of this being funded from Earmarked Reserves.

The Committee was reminded that a Sub-Committee would incur a running cost with regards to staff time and additional paperwork. If the Council decided to support the alternative Carnival as suggested by the local organisation, then membership would include that organisation who will be working in association with the Council. However if the Council wish to retain a traditional Carnival this organisation has indicated it would not wish to be involved. The Membership of this Sub-Committee would therefore not be known until after the Council meeting in January 2014 when a decision would be sought as to what type of event Members wished to run. It was proposed that the organisation prepare a presentation to put to Council on 13th January 2014 and that pending the decision a Sub-Committee would be formed with or without the organisation according to the decision made at that meeting. This was **AGREED**.

47.2 Members read the draft Terms of Reference for the proposed Sub-Committee which were **AGREED** (appended to File Copy of Minutes). A Councillor suggested that wherever possible meetings should be held in the day time to minimise extra staff lieu hours being accrued which was **AGREED**.

47.3 Date for Carnival – Saturday 14th or Sunday 15th June. If a traditional Carnival is run the date will be Sunday 15th June as there will be less interference between road closures and car parks. However, if the alternative Carnival is run it was agreed that Saturday 14th would be a better day and would encourage more footfall into the town. Following discussion it was **AGREED** that the Carnival would be advertised as being on either Saturday 14th or Sunday 15th June 2014 and a final decision on the date would be made after the Council meeting in January.

47.4 Members **AGREED** the date of 7th June for the Proms in the Park event.

47.5 The Head of Street Scene and Leisure Services had attended a meeting with a representative from Sussex Community Rail Partnership regarding the 150th anniversary of the opening of Bognor Regis Railway Station. The object of the meeting was to raise awareness of this anniversary and discuss ways that the Town Council could support this celebration. 1st June was the date suggested for this, although the following weekend was the actual date of the anniversary. However, that particular weekend will already have a lot of events taking place as it is also the anniversary of the D Day landings. If the Town Council was able to support the celebration event, and provide a small budget, it may be possible to get match funding via the Community Rail Partnership. Following discussion Members **AGREED** the Town Council should support the event by providing Town Force time and equipment but without allocating a budget to this.

48. UPDATE ON NEW WEBSITE – MIN. 38 REFERS

The Committee **NOTED** that a meeting with the company which had been contracted to provide the new website has been organised and work will begin on the website imminently.

49. UPDATE ON WIFI IN THE TOWN CENTRE, SEAFRONT AND HOTHAM PARK - MIN. 39 REFERS

At the last meeting Members agreed to support a proposal put forward by a local business to allow an existing scheme to be extended to provide free WiFi to a wider area of the town. It was proposed that a Recommendation be made to the Environment & Leisure Committee that some of the New Homes Bonus Funding be allocated for this project. If this was not available then it was agreed that £1,500 should be set aside from the 2014-2015 Promotion & Publicity budget instead.

The New Homes Bonus Funding has now been allocated for another project and so the funding of £1,500 to proceed with the WiFi will need to be allocated from the Promotion &

Publicity budget (£3,750) in the next financial year. Discussions will begin with the company so that when the funding becomes available the project may proceed. The report was **NOTED**.

50. UPDATE ON TOWN NEWSLETTER – MIN. 35 REFERS

At the last meeting it was agreed that the preferred option for 2014 was to produce an A2 size newsletter, with more photographs and less text. This was subject to the cost being no more than £500 more than this year's cost of £1,263. A quote has been received to produce 12,500 A2 folded to A4 at a cost of £1,350. Delivery costs would be added to this at a minimum cost of £650, but that does not include delivery to flats which would incur extra costs. The Head of Street Scene and Leisure Services reported it is unlikely the cost will be under the £1,763 previously agreed and suggested that the costs are likely to be nearer to £2,300. However it may be possible to reduce this slightly by reducing the number of newsletters printed to 11,000 - 11,500 as not all copies the last newsletter had been required. The Head of Street Scene and Leisure Services will also obtain further quotes to seek lower printing costs.

Following discussion Members **RESOLVED** to increase the budget for the Town newsletter to a maximum of £2,200 to allow for an A2 size publication to be produced, Members also **AGREED** to reduce the number of newsletter to be produced to 11,000 or 11,500.

51. CORRESPONDENCE

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

- 51.1** Churchill Security Limited - security hire cover
- 51.2** ADC - email invitation to Play Rangers Presentation
- 51.3** Arundel walking tours - Arundel Walking Festival 2014

The Project and Street Scene Support Officer drew Members attention to correspondence from the Chairman of the Federation of Small Businesses and Bognor Regis Traders Association regarding a Multicultural Christmas Event being run in Bognor Regis at the weekend

The Meeting closed at 8.00 p.m.

**Draft Terms of Reference for
Town Carnival Sub-Committee**

1. To invite members of the public and other organisations who can contribute to the event with their skills to join the Sub-Committee as non-voting co-opted members
2. To liaise with the Town Council Events Team to identify a programme of work to assist in developing and delivering a successful Carnival
3. To promote the Town Carnival to local groups and organisations to encourage entries
4. To seek promotion and publicity opportunities
5. To consider ways to improve the Carnival by the addition of new activities
6. To report to the Events, Promotion and Publicity Committee and to provide to that Committee details of all proposals, together with any budget implications, for their agreement before any actions are taken
7. To ensure the Carnival is run with due consideration to Health & Safety issues and that Risk Assessments and Management Plans will be prepared for every element of the event. Health & Safety will be the over-riding consideration when determining whether the event proceeds

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 9th DECEMBER 2013

1. Message maker - High Impact Low Cost Big Screens
2. Ground Guards - Showmans Show News
3. Get Cycling CIC - Tour de France 2014
4. UK Point of Sale - issue 43
5. Bitesize Seminars - How to make your website or flyer count
6. ADI.TV Latest news ICONOVISION at Showman's Show
7. CIM online Limited - Salima, high quality crew and staff for exhibitions and events
8. TravelGB - No 420 November 2013
9. Baker Ross Christmas 2013 Ideas Shop and Winter 2013 catalogue
10. Coach Monthly November 2013
11. Email from a member of the public regarding wifi in the town
12. Historical Promotions - Christmas Entertainers
13. Take One e-news
14. Peeks Christmas Deals
15. Email request from the manager of New Look for information on the town
16. Coach Monthly - features list for 2014
17. Trophy Store UK - Office fun/awards trophies
18. B-Loony Free Delivery on Flags and Bunting offer
19. GPS Lighting - GPS Light the Royal Courts of Justice
20. Email from the Chairman of the Federation of Small Businesses/Bognor Regis Traders Association - Multicultural Christmas Event proposal
21. UK ideas - Banner offers

