



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE MEETING

HELD ON MONDAY 27TH JUNE 2011

PRESENT: Cllrs: Mrs. S. Daniells (Chairman), Mrs. E. Anderson, 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
One Councillor in the public gallery,
A member of the public for part of the meeting

The meeting started at 6.30pm.

1. TO NOTE THE APPOINTMENT OF CHAIRMAN AND VICE-CHAIRMAN AS AGREED AT THE ANNUAL MEETING

The Committee noted that Cllr. Mrs. S. Daniells had been elected Chairman and Cllr. Mrs. J. Warr elected Vice-Chairman of this Committee at the Annual Council Meeting on 16th May 2011.

2. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. D. Edwards

3. DECLARATIONS OF INTEREST

Members and Officers were reminded to make any declarations of personal and/or prejudicial 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 personal interest and the nature of the interest
- c) Whether it is also a prejudicial interest
- d) If it is a prejudicial interest, whether they will be exercising their right to speak under Question Time.

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.

In accordance with good practice, individual forms were available to those Councillors present in order that they could personally record their interests - both Prejudicial and Personal. 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.

The Committee noted that there were no Declarations of Interest made at this point in the Meeting.

4. **TO CONSIDER TERMS OF REFERENCE FOR EVENTS, PROMOTION & PUBLICITY COMMITTEE, INCLUDING PROPOSAL TO MAKE AMENDMENTS**

The Committee considered the current Terms of Reference and approved the following addition: “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.” Subject to this addition the Terms of Reference for the Events Promotion and Publicity Committee were **APPROVED**.

It was therefore **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that the addition as detailed above is made to the Terms of Reference for the Events Promotion and Publicity Committee SO18.4 refers.

5. **TO APPROVE MINUTES OF EVENTS COMMITTEE MEETING HELD ON 20TH APRIL 2011**

The Minutes of the Meeting held on Wednesday 20th April 2011, were **AGREED** as an accurate record and were signed by the presiding Chairman.

6. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

No members of the public were present at this time.

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

7.1 **20th April Minute 88.4 Sands of Time**

Members commented that not all the concessions were open during Sands of Time although they should have been. A Member reported that she would be having a meeting with Nigel Croad about the concessions and will mention this.

8. **TO APPROVE HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON EVENTS**

The Head of Street Scene and Leisure Services referred to her report, previously circulated and updated the Committee on the current progress. The following additional points were made:

8.1 Councillors congratulated the Head of Street Scene and Leisure Services on the Royal Wedding Party in the Park. There was a discussion on the future running of the Carnival Princess competition. Concern was expressed regarding the inadequate washing facilities in the Ladies toilets in Hotham Park and the Head of Street Scene and Leisure Services agreed that she would raise this with Arun District Council.

8.2 There was a discussion regarding the number of entries to the Carnival. A Member asked if trade entries should be charged to enter. It was agreed that in the current economic climate this should not be considered but may be looked at again in the future. A Member reported that at the recent Sussex by the Sea tourism meeting, accommodation providers had expressed the view that two day events would be beneficial as they would encourage visitors to stay. It was suggested that perhaps a series of events on different days could be considered in future planning of the events programme.

8.3 Members discussed the Armed Forces Day Event and the problems created by the weather. It was suggested that the parade could go some way along the promenade in future rather than just from the RAFA Club to the Pier. It was suggested that more could be done on AFD but there is a problem with space and also funding. The Councils financial input is £500 and the rest is raised by the AFD Committee and is an unpredictable amount. If Bognor Regis Town Council want the event to be bigger they may have to offer additional funding.

8.4 Arrangements for Beside the Seaside are progressing. It was suggested that more activities could be run on this day. The Head of Street Scene and Leisure Services told members that to do so would require more stewards and any volunteers would be welcome. A Member suggested asking the Jet-ski people if they could put on a display at sea whilst the Jig-It competition was taking place for more visual interest. The Member will speak to the jet-ski people and if they are interested they could be factored in. Two Members offered to assist at the event.

8.5 *Councillor J. Brooks and Councillor R. Nash declared a Personal Interest in item 8.5 as members of a folk group*

8.6 Future events. A number of suggestions were put forward from Councillors and the Head of Street Scene and Leisure Services advised she would be putting forward proposals including suggested budgets at the next meeting. Any Members who wish to put an idea forward should contact her as soon as possible with details. Ideas put forward included a "Celtic and Country Festival" for 2013 and a Barbeque in the Park.

8.7 Members **AGREED** to continue producing the Town Guide in-house.

8.8 Arts in Arun. There was a discussion about promoting art in Bognor Regis, including looking at what is being done in Margate

The Report from the Head of Street Scene and Leisure Services was **APPROVED**.

9. ALTERATION TO ORDER OF BUSINESS

The Committee resolved to alter order of business and discuss agenda item 9 (confidential business) at the end of the meeting

10. TO NOTE CORRESPONDENCE

The Committee **NOTED** the correspondence as detailed below:

10.1 Phil Graham – Email re database of events in Arun for 2012.

10.2 Arts in Action: Email from Gemma Cumming regarding Community Art Gallery in Littlehampton. Members discussed whether there was anywhere in Bognor Regis we could do something similar.

10.3 Historical Promotions and Event Management. Email from Rob Butler with ideas and offers for Heritage Open Days or Diamond Jubilee events.

10.4 Littlehampton Bonfire Society; invitation to enter. Town Force usually enter Illuminations Gala and Littlehampton Bonfire Night. The Head of Street Scene and Leisure Services asked the Members if they can enter this year, if they wish, and this was **AGREED**.

11. TO APPROVE MINUTES OF PROMOTION & PUBLICITY COMMITTEE MEETING HELD ON 22ND MARCH 2011

The Minutes of the Meeting held on 22nd March 2011 were **AGREED** as an accurate record and were signed by the presiding Chairman.

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

22nd March Minute 55. To Earmark the Balance of the Current Budget

A suggestion was put forward by a Member for possible use for the outstanding balance on the Promotion & Publicity budget from 2010/11. The Head of Street Scene and Leisure Services advised that this had already been earmarked as per her report, however the budget for 2011/12 is £7,500 and any proposals for possible projects should be forwarded to the Head of Street Scene and Leisure services for inclusion as an Agenda item at the next meeting.

13. TO APPROVE HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON PROMOTION & PUBLICITY, UPDATE ON ONGOING PROJECTS TO DATE

The Events Officer referred to her report, previously circulated, and updated the Committee on the current progress. The following additional points were made:

13.1 Review of Literature available for visitors The issue of possibly having a dispenser for Town Guides at Butlins was briefly discussed. It had been previously considered by Promotion and Publicity Committee and could be reviewed again in the future.

13.2 Marketing logos and/or strap line.

There was a discussion about the logo. In view of recent publicity regarding Bognor Regis' sun record Members felt the logo should promote "sunny Bognor Regis" Members felt they were happy for the Head of Street Scene and Leisure Services to do the initial work on choosing a logo and bring three to the next meeting for Members to consider. The Head of Street Scene and Leisure Services will contact designers and bring three possible logos to the next meeting.

13.3 Town Council Website. The Head of Street Scene and Leisure Services informed Members that staff are now being trained to update the website and hopefully this will improve the overall presentation and content.

14. TO DETERMINE POLICY FOR ALLOWING EXTERNAL LINKS TO BRTC WEBSITE

There was a discussion on the draft policy document put forward by the Head of Street Scene and Leisure Services. Clarification was sought by the Head of Street Scene and Leisure Services on a number of criteria as detailed below and it was agreed as follows:

1. That Parish Councils in the Greater Bognor Regis area should be included.

7. That the sponsorship figure should be £400.

8. Inclusion of local groups. It was decided that this should be at the discretion of the Head of Street Scene and Leisure Services, with the Town Clerk having the final decision.

Other suggested links include local PCSOs (if available), West Sussex Credit Union and links to local sporting sites.

The Head of Street Scene and Leisure Services will make the appropriate changes and the Policy will be presented for adoption at the next meeting.

15. TO CONSIDER REPORT FROM HEAD OF STREET SCENE AND LEISURE SERVICES ON PROPOSALS TO DEVELOP STRATEGY TO ENCOURAGE COACH TRAVEL TO BOGNOR REGIS

The Committee noted the content of the report and the Committee **AGREED** that the Head of Street Scene and Leisure Services should draw up a Draft Strategy to encourage coach travel to Bognor Regis .

16. TO NOTE CORRESPONDENCE

The committee **NOTED** the correspondence as detailed below:

16.1 Firmsites. Web designers regarding improving our website. A discussion took place regarding the maintenance of the Town Council Website. Now that staff are being trained to use the website it may be easier to keep it updated. If the staff find it is a problem the offer could be considered.

16.2 Springboard. Email from Diane Wehrle regarding a footfall monitoring package. It was decided not to pursue this.

16.3 Lamps and Tubes. E mail regarding Flags and Bunting.

17. **TO CONSIDER REPORT FROM HEAD OF STREET SCENE AND LEISURE SERVICES ON DAMAGE TO MARQUEE AT SANDS OF TIME EVENT – CONFIDENTIAL REPORT**

It was **RESOLVED** that in view of the confidential business about to be transacted, it is advisable in the public interest that the public be temporarily excluded and they are instructed to withdraw (SO29.1) Agenda item 24 (contractual)

Members **NOTED** the report and after lengthy discussion **RESOLVED** to **RECOMMEND** to Policy and Resources Committee that this invoice be paid from Reserves.

18. **DATE OF NEXT MEETING**

Monday 22nd August 2011

The meeting ended at 9.10pm.