



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE MEETING

HELD ON MONDAY 27TH FEBRUARY 2012

PRESENT: Cllrs: P. Dillon (Chairman), Mrs E. Anderson, Ms. K. Davis, (from Min. 67), D. Edwards, 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 in the public gallery
1 member of the press in the public gallery
1 Councillor in the public gallery for part of the meeting

The meeting opened at 6.30pm.

65. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

In the absence of both the Chairman and Vice Chairman it was **RESOLVED** that Cllr. P. Dillon take the Chair for this meeting. The Chairman welcomed those present. Apologies had been received from Cllrs. Mrs. S. Daniells, R. Nash and Mrs. J. Warr.

66. 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.

67. TO APPROVE THE MINUTES OF THE MEETING HELD ON 5TH DECEMBER 2011 AND THE EXTRAORDINARY MEETING HELD ON MONDAY 30TH JANUARY 2012

The Minutes of the Meetings held on Monday 5th December 2011 and the Extraordinary Meeting held on Monday 30th January 2012 were **AGREED** as an accurate record and were signed by the presiding Chairman.

68. ADJOURNMENT FOR PUBLIC QUESTION TIME

The meeting was adjourned at 6.35pm

A member of the public asked a question regarding the Sainsbury's S106 money and whether the Council planned to bid for any money from the events pot.

Barry and Jenny Jones gave a presentation on the Bognor Birdman Event 2011 and outlined briefly plans for 2012. The Chairman thanked them for attending and congratulated them on their success, hard work and dedication.

The meeting was reconvened at 6.45pm

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

Events Sponsorship, Min. 62.2 refers and Allocation Of Town Force Hours For Events 2012, Min. 63. refers

The Head of Street Scene and Leisure Services reported that following the decisions made at the Extraordinary Meeting on Monday 30th January the letters had been sent to all the groups advising them of the amount of their Grant funding and allocated Town Force hours for their event.

70. UPDATE ON EVENTS PROGRAMME 2012

The Head of Street Scene and Leisure Services referred to her report, tabled at the meeting and copy appended to file copy of Minutes, the content of which was **NOTED**. She updated the Committee on the current progress. The following additional points were made:

70.1 A Councillor asked if there is a "bank" of Entertainment and Sideshow Providers who can be called upon to attend events. The Head of Street Scene and Leisure Services said she does have a list and will add new providers to this if they make contact.

70.2 Jubilee Events. Following discussion regarding the proposal that helium doves and 6 Eco-lanterns should be used at the Beacon Lighting rather than sky lanterns it was **RESOLVED** to purchase Helium doves and 6 large eco-lanterns at a total cost of £341.00

70.3 Carnival. The Head of Street Scene and Leisure Services further reported that she had had a meeting with the Fairground providers from last year regarding the issues which had arisen regarding placement of rides, and they had assured her that this would not happen again should they be invited to provide the fair this year. The Committee **AGREED** the Fairground operator should be invited to support the 2012 Carnival, subject to close liaison with the Head of Street Scene and Leisure Services and agreement on a maximum area for the fairground rides.

71. CONSIDERATION OF PROPOSAL TO BID FOR S106 MONEY FOR A FOLK FESTIVAL IN 2013

Cllr. R. Nash had prepared a draft Bid for S106 money for the Council to run a 2 day Folk Festival in Hotham Park in 2013. If this Bid was successful the Council would be required to match fund the amount awarded in order to claim it. The Head of Street Scene and Leisure Services advised Members that the Bid had to be in by Wednesday 29th February and that the Committee needed to decide whether to support in principle the Folk Festival and sanction the submission of the Bid. Even if the Bid was successful this would not commit the Council to running the Event, it would need further discussion and decision but that if it did not go in at this time there would be no further opportunity to apply before 2013. The Committee discussed the possible issues around running the Folk Festival. It was **AGREED** to support, in principle, a Folk Festival in 2013 with a Town Council budget of £7,500. This is subject to the Bid for S106 monies being successful. Should the Bid fail, the issue of the Folk Festival would be reconsidered by the Committee. It was therefore **RESOLVED** that the Bid for the S106 money should be submitted on behalf of the Town Council.

72. UPDATE ON OLYMPIC TORCH RELAY – CONSIDERATION OF REPORT FROM HEAD OF STREET SCENE AND LEISURE SERVICES

The Head of Street Scene and Leisure Services reported that she has now met with the SAG group, Lions and Rotary Clubs to discuss the organisation of this event. Details are still not being made public but may be released soon in order to allow co-ordination of groups along the route. It is likely there will be a large convoy with the sponsors at the head and the torch bearers following with Metropolitan Police outriders. There will be rolling road closures and once the convoy has passed the road will reopen behind them. There will be some fringe events around the relay but the Town Council's main focus will be on safely marshalling the route. There are some concerns regarding the large number of holiday makers entering and leaving Butlins on the day, which will need careful managing.

73. MARKETING LOGO UPDATE

The new logo previously chosen by the Events Promotion & Publicity Committee was **AGREED** by Full Council on 16th January. Due to other commitments the Head of Street Scene and Leisure Services reported work had not yet been done on providing a draft letterhead or other stationery featuring the logo. There was a mock-up of the existing letterhead with the new logo in place of the Town Crest which Members were given for their comments. Flag manufacturing companies have been approached to give an estimate for producing waving flags with the logo on but those quotes had not yet been received. A full report will be prepared for the next meeting.

74. TOWN GUIDE UPDATE

The Town Guide is nearly at printing stage. The Head of Street Scene and Leisure Services reported that one advertiser has dropped out but the revenue from advertising will pay for the 20,000 print run previously agreed and may be sufficient for a further print later in the year. The text is currently being re-written and it is hoped the first proof will be available by 11th March and it will then be circulated to Councillors.

75. CONSIDERATION OF PROPOSALS FOR USE OF THE BALANCE OF THE 2011/2012 PROMOTION AND PUBLICITY BUDGET

The Head of Street Scene and Leisure Services read from her report tabled at the meeting and appended to file copy of the Minutes, which was **NOTED**. She outlined the expenditure from the budget to date including an advert in the Coach Drivers Club Yearbook and Coach Monthly (£1,065), and additional work on the signage boards (£1,500). It was suggested that the remaining budget be allocated as follows:

£1,500 for engagement of photographer and purchase of photographs of events and activities in the Town over the year.

£2,000 to renew the information on the boards at either end of London Road which are out of date.

£1,000 for flags with the new Town logo on for sale to the public

Total £7,065

This would leave the sum of £435 unspent.

Following a discussion the Committee **RESOLVED** to earmark the above expenditure totalling £7,065 from the 2011/12 Events Promotion and Publicity Budget.

76. ADDITIONAL AGENDA ITEM: TO RATIFY REQUEST FROM ROX MUSIC AND ARTS FOR FUNDING TOWARDS OLYMPIC OPENING CEREMONY SCREENING, REFERRED FROM P & R COMMITTEE 13TH FEBRUARY 2012 - MINUTE 120 REFERS

The Head of Street Scene and Leisure Services reported that at the P & R Committee on 13th February it was **RESOLVED** to **RECOMMEND** to the Events Promotion and Publicity Committee that an underspend of £1,500 should be granted to Rox Music & Arts for funding towards screening the Olympic Opening Ceremony. Following discussion it was **RESOLVED** that the sum of £1,500 be allocated to Rox Music & Arts subject to

confirmation being received by Rox that the balance of the funds required to stage the event had been received from other sources.

77. CORRESPONDENCE

The Committee **NOTED** the correspondence tabled at the meeting (appended to file copy of the Minutes) Cllr. Edwards enquired regarding the DVD of the Armed Forces Day which he would like to see. This will be made available to him. Another enquiry was made regarding the Littlehampton Bonfire Society entrance Form. The Head of Street Scene and Leisure Services explained that in some years the Town Force team have constructed an entry for the Illuminations Gala and have taken this to the Littlehampton Bonfire. This however depends on their good will to construct an entry and give their time to take part.

78. DATE OF NEXT MEETING MONDAY 30TH APRIL 2012

The meeting closed at 7.47 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 27th FEBRUARY 2012

1. Coach Monthly Magazine December 2011
2. The Royal Commonwealth Society - Letter from Samantha Frost inviting the Council to participate in the Jubilee time capsule project to commemorate the Queens Diamond Jubilee.
3. Get Cycling - DIY software kit for cycling to work challenges
4. Dynamic Fireworks – letter regarding the provision of firework displays for the Diamond Jubilee
5. The Main Event – issue 52 December 2011/January 2012
6. Casabella Band – email of introduction to their band
7. Stage Services Ltd – email introducing the company, hire and productions department.
8. Centre Stage Events – email re stage hire offers
9. British Event Catering – email offering event catering
10. Creative Workshops – email from Lucy Jackson re children’s activity workshops 2012
11. Running Imp – catalogue of Diamond Jubilee mementoes and party products
12. Inspire Leisure – email from Duncan Thrussell re Arts in Action, detailing events, exhibitions, workshops etc
13. Coach Monthly Magazine – January 2012
14. St John Ambulance – Fire Marshal training
15. British Event Catering – information on catering suppliers
16. Top Gear Experience – email regarding hiring the “experience” for events
17. Coach Monthly – email re The Coach Tourism Awards voting website
18. Travel GB January 2012 no 399
19. WPS Town Council Insurance Scheme – information on Insurance for Diamond Jubilee and Olympic Celebrations
20. WPS Town Council Risk Management Guide
21. Coach Monthly – email offer to insert promotional leaflets in Coach Drivers Club Yearbook
22. Chichester Film & Video Makers – DVD of Armed Forces Day 2011 – In Defence of Freedom
23. Bcp Security – letter offering security services
24. Littlehampton Bonfire Society Ltd – Entry form for Bonfire night procession 2012
25. Stand out Magazine - February 2012
26. John Sturgeon – newspaper article on Desert Island Discs (music composed at Bognor Regis)
27. Historical Promotions and Event Management – email from Rob Butler re event shows
28. Tony Hannam, Bognor Regis Motor Club – email with piece to be in their Newsletter
29. Coach Monthly – Lloyd Jones letter re Top 50 Coach Friendly UK Attractions/Destination Listing
30. Bognor Prom 10k Road Race – entry form
31. Coach Monthly – email re promote coach driver incentives through CDC magazine
32. Arun Sounds – letter of thanks for successful Grant Aid application
33. Queen City Caring Clowns – letter from Canadian clown wanting information on the Clowns Convention and copy of an article in a book “Britain and Her People” on the Clown Convention.
34. Coach Monthly – February 2012 magazine
35. International Confex – exhibition information

36. International outdoor event expo – information and registration form
37. Coach Monthly – email re CDC Partner Attractions Scheme 2012/13
38. Arun – email from Phil Graham re One-off Arun Events Guide
39. Big Lottery Fund – email forwarded by Phil Graham re e-bulletin
40. Top Marquees – catalogue of branded marquees
41. Kelly Media Sales – email re Customer Information Point - Tesco