



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE MEETING

HELD ON MONDAY 30TH APRIL 2012

PRESENT: Cllrs: Mrs. J. Warr (Vice Chairman), Mrs E. Anderson, Ms. K. Davis, (from Min. 82), P. Dillon, R. Nash and W. Toovey

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
1 Councillor in the public gallery for part of the meeting

The meeting opened at 6.35pm.

79. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

In the absence of the Chairman the Vice Chairman chaired the meeting and welcomed those present. Apologies had been received from Cllrs. Mrs. S. Daniells and D. Edwards

80. 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.

Cllr. R. Nash declared a Personal Interest in the Folk Festival (Agenda Item 7)

81. TO APPROVE THE MINUTES OF THE MEETING HELD ON 27TH FEBRUARY 2012

The Minutes of the Meeting held on Monday 27th February were **AGREED** as an accurate record and were signed by the presiding Chairman.

82. ADJOURNMENT FOR PUBLIC QUESTION TIME

The meeting was adjourned at 6.37pm

A member of the public asked a question regarding the promotion of new music in the Bognor Regis area

The meeting was reconvened at 6.38pm

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

Minute 76. Additional funding for Rox Music and Arts.

The Head of Street Scene and Leisure Services reported that she was still awaiting confirmation from Rox that they had obtained additional funding to cover the costs of screening the Olympic opening ceremony. Once this is received the £1,500 granted by the Town Council can be released.

84. UPDATE ON EVENTS PROGRAMME 2012

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

84.1 A Councillor asked when it was possible to review spending on Events and which events will be funded by the Town Council in the future. The Head of Street Scene and Leisure Services informed him that a report with recommendations would be presented to the Committee in the autumn.

84.2 A Councillor informed the Committee that a work colleague of his had been in the Town on the day of the Clowns Parade and had remarked on what a good event this was, despite the rain, and they were very impressed with it. The Committee remarked that it was always nice to have positive feedback from visitors to the Town.

84.3 **A Drive Through Time.** The Head of Street Scene and Leisure Services further reported that to date there has been no bookings for trade stands for this event. The budget was small and it had been hoped that income from trade stands would enable spending on entertainment and plaques for the entrants. She requested the Committee's permission to vire £300 from the Olympic Torch Relay budget to A Drive Through Time in order to purchase entrants plaques for the event. Following discussion it was **RESOLVED** to **RECOMMEND** to Full Council to vire £300 from the Olympic Torch Relay to A Drive Through Time providing this does not compromise the Torch Relay.

A Councillor offered to bring his PA equipment to the event and provide music and make announcements during the weekend. The Head of Street Scene and Leisure Services thanked him and will contact him to make the necessary arrangements.

84.4. Jubilee Jamboree. Following discussion regarding the management of the event Members **AGREED** that as the Town Council is taking overall responsibility for the event, the Head of Street Scene and Leisure Services should have the final decision on the day regarding the management and any Health & Safety issues of the joint event. The Head of Street Scene and Leisure Services confirmed that without this agreement the two events will be run separately.

84.5 **Beside the Seaside.** The Head of Street Scene and Leisure Services reported that the Arun Lifeguards who would normally support the Beside the Seaside event are this year unavailable as they are running the boat ramp for Arun District Council. Alternative suitably certificated Lifeguards will need to be found and she is currently undertaking this search.

84.6 **Carnival.** A Member asked where the selection and crowning of the Carnival Queen and Princesses will take place and was informed this will be at the Jubilee Jamboree on June 3rd. A Councillor suggested that any suitable vehicles be approached at the Motor Gala event and asked if they would like to transport the Carnival Queen and Princesses in the Carnival Parade.

84.7 **Request from Italian Market.** The Head of Street Scene and Leisure Services gave details of correspondence received from an Italian Market Operator. Following discussion Members **AGREED** to write to the new Manager of the Italian Market and if he is prepared to pay the

outstanding sum and pay for a market in advance they will be invited to provide an Italian Market in the Town for the Christmas Lights Switch-on event.

- 84.8 Royal Commonwealth Society.** The Head of Street Scene and Leisure Services had received a letter from the Society regarding the Jubilee Time Capsule. This is an online database of people's memories over the past 60 years which the Society are requesting local Councils promote. The Committee **AGREED** that the Head of Street Scene and Leisure Services should find out further information on this project.

85. FURTHER CONSIDERATION OF PROPOSAL FOR A FOLK FESTIVAL IN 2013, INCLUDING UPDATE ON S106 FUNDING, MIN. 71 FEBRUARY 2012 REFERS

Cllr. R. Nash declared a Personal Interest in the Folk Festival

Members discussed the report prepared by Cllr. Nash. The bid for S106 money was successful with certain recommendations such as bringing the Festival into the town and seafront and the requirement for match funding from the Town Council. The Head of Street Scene and Leisure Services had identified sources of funding from amounts allocated in the Events Budget for 2012 which will not happen next year and from other possible sources including possible bids to JWAAC and the Arts Council. Following further discussion on other possible interested parties being involved in the venture the Committee recognised that there is nothing like the proposed event in this part of the country. Members **RESOLVED** to support the Folk Festival in 2013 with a Budget of £7,500, £6,500 identified by the Head of Street Scene and Leisure Services and £1,000 in kind contributions. It was further **AGREED** that a Task and Finish Group be set up to take the planning and execution of this forward. The Committee will need to decide on a name for the Event.

86. CONSIDERATION OF SUGGESTIONS FOR POSSIBLE EVENTS IN 2013

The Head of Street Scene and Leisure Services referred to her report. Councillors discussed the two proposed new events; Halfords Tour Series and the Ace Café London's motorcycle event celebrating the 50th Anniversary of the film The Leather Boys, part of which was set in Bognor Regis. Following discussion Members **AGREED** that these possible events should be further investigated.

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

Meetings have been taking place regarding the safety of the spectators on the route. The Head of Street Scene and Leisure Services read from her report which was **NOTED** and further advised Members of planned activities around the town and confirmed bunting has been ordered to dress the town for both the Olympic Torch relay and the Queen's Jubilee celebrations.

88. MARKETING LOGO UPDATE, INCLUDING:

- a) **RATIFICATION OF PURCHASE OF 500 WINDOW STICKERS AT A COST OF £314 PLUS VAT FROM 2011/2012 FUNDING PREVIOUSLY EARMARKED FOR PURCHASE OF FLAGS TO SELL TO THE PUBLIC – MIN. 75 FEBRUARY 2012 REFERS**
- b) **RATIFICATION OF THE PURCHASE OF TWO A 2 POSTERS TO ADVERTISE NEW LOGO AT A COST OF £20 PLUS VAT FROM 2011/2012 FUNDING PREVIOUSLY EARMARKED FOR PURCHASE OF FLAGS TO SELL TO THE PUBLIC – MIN. 75 FEBRUARY 2012 REFERS**

The Head of Street Scene and Leisure Services read from her report which was **NOTED**. At a previous meeting it had been agreed that the sum of £1,000 should be earmarked from the 2011/2012 Budget for the purchase of flags for sale to the public. It had subsequently been suggested that in addition to the flags, the logo could be printed onto car window stickers. As the logo was about to be launched officially, the stickers would be an effective way of promoting the logo. Car window stickers have therefore been purchased. Some of the window

stickers were given out at the Mayors Reception and the rest will be sold to the Public at Council events throughout the year. Following a discussion the Committee **RESOLVED** to **RATIFY** the purchase of 500 window stickers at a cost of £314 plus VAT and two A2 posters at a cost of £20 plus VAT to be funded from the sum earmarked for purchase of flags to sell to the public. The balance of this funding to be used as originally intended.

89. CONSIDERATION OF PROMOTION AND PUBLICITY BUDGET, INCLUDING:

89.1 Proposal for Earmarked Balance of £1,800 From 2010/2011 Funding For Tourism Initiative – Min. 55 March 2011 refers. At the Committee meeting in March 2011 it was agreed that the underspent budget for the P & P Committee should be earmarked for a tourism project put forward by the local Tourism Forum. The Forum has been working on a website linking all the existing websites in one place for visitors to the town and the Head of Street Scene and Leisure Services proposed that the £1,800 should be used to fund this project. The Committee **RESOLVED** to **APPROVE** the earmarked funding of £1,800 be used to support the development of this website.

89.2 Update on Balance of 2011/2012 Funding. At the 27th February meeting the following amounts were earmarked from the 2011/2012 funding:
Coach Drivers Club yearbook advert £1,065 - this has now been paid
Signage boards £1,500 - this is to cover the cost of the additional work to be done on the interpretive signage boards. This work is currently underway
Photographs £1,500. It was **NOTED** that a photographer would be engaged for specific events and photographs purchased as required.
Information Boards £2,000. The content of these will need to be changed and the Head of Street Scene and Leisure Services is waiting for information from the Leaders as to what they wish the new wording to be.
New logo flags £1,000. Some of this has been used to purchase window stickers and posters (Minute 88 refers.) Flags will also be purchased. This was **NOTED**.

89.3 2012/2013 budget. The budget reduction for 2012/2013 was **NOTED**.

90. TOWN GUIDE UPDATE

The report from the Head of Street Scene and Leisure Services was **NOTED**. 25,000 copies of the Guide have now been printed and are being distributed. A Member enquired whether the Guide is distributed more widely. It was noted that the previous Administration had decided against this because of the cost. The Committee requested the Head of Street Scene and Leisure Services make enquiries regarding the cost of distributing the Guide further afield.

91. CONSIDERATION OF DRAFT 2012 NEWSLETTER

The Committee discussed the draft content and layout for the newsletter. Some changes were suggested in particular to the wording of the questions posed by the resolution at the Electors Meeting regarding the Picturedrome building.

The Head of Street Scene and Leisure Services asked Members for their feedback on the articles and proposed layout and to inform her of any changes required as soon as possible.

92. CONSIDERATION OF PROMOTION ACTIVITIES FOR THE TOWN, INCLUDING:

The Head of Street Scene and Leisure Services referred to her report. The Committee discussed the points above and the following decisions were made:

92.1 Bognor Regis in Britannica. The Committee **AGREED** that the article in the Encyclopaedia Britannica should be reviewed and corrected as necessary.

92.2 A Town Guide App. Members felt that this was the way forward in providing information on Towns both for visitors and residents. It was **AGREED** that the Head of Street Scene and Leisure Services investigate different companies providing these Apps to see if they are well used and supported before committing to one.

92.3 Events On Facebook. Following discussion the Committee **AGREED** that there should be a Facebook page for Town Council Events.

92.4 Advert in Coach Monthly. The Committee **AGREED** to take up the Blue Package offer from Coach Monthly Magazine at a cost of £599 plus VAT.

93. CORRESPONDENCE

The Committee **NOTED** the correspondence including the following additional items:

1. Information from Arts in Action, Arun - events in the area
2. The Helping Hand Company – letter re Tidy your Town for the Olympics. A Member suggested this be brought to the attention of local schools to see if they would be interested in taking up the offer.
3. UK Point of Sale – Display products issue 35
4. The Main Event Magazine Issue 54 April/May 2012

94. ITEMS FOR INCLUSION ON JWAAC AGENDA

There were no items.

95. DATE OF NEXT MEETING MONDAY 25th JUNE 2012

The meeting closed at 8.27 pm.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 30TH APRIL 2012

1. Merlin Fireworks – email from Andrew Goodwin offering their services
2. Coach Monthly – email re Coach Tourism Awards
3. More Bins – email introducing their waste management options for events
4. Coach monthly – email from Lloyd Jones re Coach Tourism Awards
5. TDH Group – email re Jubilee and Olympic Celebrations Resource Guide
6. Event - subscription to Event Magazine
7. Peeks – fundraising 2012 catalogue
8. Coach Monthly – March 2012
9. The Big Lunch – email information for organisers of this year’s Big Lunch
10. Good Food Village – email advertising catering service
11. Take One Media – e-news re Travelodge and Moto Motorway Services
12. Mama Mia Italian Food Market – email advertising market
13. BCP Security - letter introducing their services
14. Classic car monthly – Vol12/Issue4/April 2012 with Events Diary inc “A Drive Through Time”
15. ADC Sussex by the Sea – visitor Guide and stickers
16. Chichester Rotary – information and application form for The Dragon Boat Challenge
17. The Green Tek Group – letter and information on their temporary roadway system for events
18. London 2012 – Olympic Torch Relay info on Torch Route
19. CDC – Yearbook 2012/13 with Bognor Regis Ad on page 339
20. Dr A Amaladoss – letter with flyers re BROS’s production Beauty and the Beast
21. Encyclopaedia Britannica – email requesting check of accuracy of their article on Bognor Regis and link to site
22. Bognor Regis Regeneration Board – email re receipt of application for funds from the Sainsbury’s S106 agreement
23. What a Palaver. Card promoting “30 minute Olympics”
24. Sussex Life Magazine. Email from Charlotte Page re information requested on the Jubilee Jamboree
25. CDC Yearbook – email inviting entry into the 2013/14 edition
26. Insanity Group – email introducing Connie Talbot
27. Historical Promotions – email re Diamond Jubilee and Olympic Sport themed entertainment
28. Artek Display – email re red white and blue bunting offers
29. Coach Monthly – magazine April 2012
30. Bognor Regis Seafront Lights– letter of thanks for financial support from the Council
31. Travel GB – newspaper April 2012 No 402
32. Classic Motor Monthly Issue 277 April 2012 – A Drive Through Time advert inside
33. Information from Arts in Action, Arun - events in the area