



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE MEETING

HELD ON MONDAY 2ND JULY 2012

PRESENT: Cllr: J. Brooks (Chairman), Cllrs. Mrs. S. Daniells, 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

The meeting opened at 7.30pm.

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

The Committee **NOTED** that Cllr. J. Brooks had been elected Chairman and Cllr. Ms. K. Davis elected Vice-Chairman of this Committee at the Annual Council Meeting on 14th May 2012.

2. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllrs. Mrs. E. Anderson, P. Dillon and Mrs. J. Warr. Late apologies had been received from Cllr. Ms. K. Davis.

3. 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
- d) If it is a Pecuniary 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. 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.

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

4. **TO APPROVE THE MINUTES OF THE MEETING HELD ON MONDAY 30TH APRIL 2012**

The Minutes of the Meetings held on Monday 30th April 2012 were **AGREED** as an accurate record and were signed by the presiding Chairman.

5. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

There were no questions from members of the public.

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

The Head of Street Scene and Leisure Services reported on matters arising from the Minutes including:

Minute 84.7 The Italian Market owners have been informed that they may provide a market over the Christmas Illuminations weekend, providing they pay the outstanding invoice and agree a fee for this year. A response is still awaited.

Minute 86 Ace Cafe have suggested a meeting to discuss in more detail exactly how their event would be run. The Head of Street Scene and Leisure Services and the Committee Chairman will arrange a meeting with them. There has not as yet been any contact made with Halfords regarding the cycle road race.

Minute 92.2 Research has been done on Town Guide Apps. It appears at the moment there are very few of these and they are not well used. The Head of Street Scene and Leisure services suggested this may be something to look at again at a later date to see if it had gained more popularity.

Minute 92.3 An Events Facebook page has been created and this can be found at Bognor Regis Town Council, Events.

Minute 92.4 Coach Monthly has been contacted to take up the advertising offer.

7. **TO CONSIDER CURRENT TERMS OF REFERENCE AND MAKE ANY NECESSARY RECOMMENDATIONS ON PROPOSED CHANGES, IF ANY**

7.1 The Committee considered the current Terms of Reference and **RESOLVED** that no amendments to these were required.

7.2 Proposed Terms of Reference for Folk Festival 2013 Task & Finish Group:

TR6A Folk Festival 2013 Task & Finish Group

To identify and co-opt organisations and individuals as members of the Task & Finish Group

To plan the programme of activities for the event

To identify any possible funding streams

To identify promotion and publicity opportunities

To seek sponsorship for different elements of the event

To report to the Events, Promotion and Publicity Committee

To provide to the Events, Promotion and Publicity Committee details of all proposed expenditure for their agreement before any actions are taken

Following discussion Members requested that an amendment was made to the proposed Terms of Reference to read "To identify and plan promotion and publicity opportunities".

Subject to the amendment "To identify and plan promotion and publicity opportunities" it was therefore **RESOLVED** to **APPROVE** the Draft Terms of Reference.

It was further **RESOLVED** to **RECOMMEND** to the Policy & Resources Committee that the Terms of Reference for the Folk Festival 2013 Task & Finish Group would be included

within the Terms of Reference for the Events Publicity and Promotion Committee. SO18.4 refers.

8. UPDATE ON EVENTS PROGRAMME 2012

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

8.1 A Drive Through Time The event was well received and it was suggested that it may run for one day only in future, with the cavalcade of cars driving through the town as many owners had indicated they would like this element of Sands of Time retained.

8.2 Beside the Seaside It was **NOTED** that it would not be possible to reschedule the event for 2012, but that if the Birdman organisation wished to run the Jig-saw competition alongside their event the Committee would agree to lend the equipment necessary. However, the Council would not be able to provide staff time or prize money. A Member also suggested that all events should have “weather permitting” as a rider on the publicity information. It is not known at this stage if the services booked for the event will incur a charge, due to the late cancellation, but there should be an underspend in this budget.

8.3 Proms in the Park This has been rescheduled for 21st July. Programs had not been printed for the original date of June 16th. Following a question, Members were advised that no sponsor had been found for the event this year but due to the cancellation there was still time for this to happen.

8.4 Carnival Littlehampton Carnival Queen and entourage will be attending our Carnival and requested our Carnival Princesses attend theirs. This will be reliant on their parents being able to take them and a suitable vehicle being available to drive them.
A Member suggested that the Committee look at the Carnival again next year, in particular whether it is still supported by the town as it was felt that numbers of entrants had dropped since the Carnival was reinstated.

8.5 Alice in Wonderland Day The Head of Street Scene and Leisure Services requested that the sum of £1,500 be vired across from the unspent Beside the Seaside budget to enable more content for this event. As Beside the Seaside had been cancelled there is no other event aimed at children this year and the extra money would enable further attractions to be booked. Following discussion Members **RESOLVED** to vire the sum of £1,500 to the Alice in Wonderland Day.
A Councillor suggested that Councillors could help with the day, possibly by dressing up as characters from the book.

8.6 Clowns Parade 2013 The Head of Street Scene and Leisure Services had been contacted by one of the clowns who will be helping to co-ordinate the event in 2013 for Clowns International. Having been made aware that the budget for 2013 had been reduced the clowns wanted to keep the schools visits element of the event and possibly put on a show in the Regis Centre.

9. FURTHER CONSIDERATION OF PROPOSAL FOR A FOLK FESTIVAL IN 2013

Cllr. Nash referred to his report and the report from the Head of Street Scene and Leisure Services. A discussion followed including the following: Three headliner acts have been approached and are available but will need to be booked soon. Possible venues for camping had been contacted and venues identified for performances in the town including Hotham Park. A number of issues required decision:

The Festival will run over 3 days, with a performance on Friday evening possibly in the Theatre, and further performances around the town, in local school halls and in Hotham Park on the Saturday and Sunday - **AGREED**.

A Sussex Young Folk Performers competition could be run leading up to the Festival with the finals being held in the Park over the weekend - **AGREED**

The proposed name – “The Southdowns Folk Festival” was **AGREED**.

Discussions have taken place with a mobile stage, PA and equipment provider and a quote has been obtained for provision of staging, sound and lighting systems, fencing and outside lighting and further quotes will be sought. Other discussions have taken place with external organisers of dance/ceilidh and marketing and promotions managers, who have pledged support. There is availability of a suitable web domain name which will need to be purchased quickly to secure it.

The Committee have agreed to the formation of a Task and Finish Group for the Folk Festival and the Terms of Reference for this group were previously agreed. It was further **AGREED** that recommendations from the meetings will be brought to this Committee for approval. In the event of a quick decision being necessary it was **RESOLVED** that the Chairman, Vice Chairman and Head of Street Scene and Leisure Services will have delegated power to make decisions, provided any spending is within the budget.

With regard to managing the budget, until tickets are sold or sponsors come onboard the existing budget will be taken up with the logistics of the event. However, the headliner acts will need to be booked to secure their involvement, before further funding becomes available. The Council cannot commit to spending more than the available budget. Cllr. Nash offered to personally underwrite the budget for booking acts up to £8,000, should there be insufficient ticket sales or sponsorship to cover the costs of the three headline acts – Show of Hands, Spiers & Boden and Colvin Quarmbury. It was **RESOLVED** to accept Cllr. Nash’s offer: there would be two budgets with the headliner acts being paid from a separate budget underwritten by Cllr. Nash. As alternative sponsors or ticket sales come in this would be reimbursed first to cover the booking costs.

It was **AGREED** that the Task and Finish Group should meet before the end of July, and comprise Councillors, outside interested parties and the Head of Street Scene and Leisure Services. It was further **AGREED** that at the first meeting Members would agree how and where tickets will be sold and paid for and produce a draft budget. Quotes for provision of security for the event would also be obtained.

It was **AGREED** to purchase the domain name for the website to be created.

10. UPDATE ON POSSIBLE EVENTS IN 2013

The Head of Street Scene and Leisure Services read from her report which was **NOTED**. A discussion followed on the merits of having fewer events run by the Town Council but supporting others to put on events. It was felt events are important to attract visitors to the town but there has to be a balance with other work commitments. Members asked the Head of Street Scene and Leisure Services to bring her recommendations as to which events should continue to be run in 2013 to the next meeting for consideration.

11. UPDATE ON OLYMPIC TORCH RELAY

Referring to her report the Head of Street Scene and Leisure Services informed members of the plans for the Olympic Torch Relay. The Report was **NOTED**.

12. MARKETING LOGO UPDATE

Flags with the new Sunniest Bognor Regis logo were being printed and paper handwaving flags also. Both of these will be for sale to members of the public. The Head of Street Scene and Leisure Services asked Members if the window stickers should be sold or given away free

of charge. Following a discussion the Committee **AGREED** that they should be given away free of charge. It was suggested that the taxi companies be asked if their drivers would display them and they can be given away at events to promote the town and the logo.

**13. CONSIDERATION OF PROMOTION AND PUBLICITY BUDGET:
(a) UPDATE ON 2011/2012 EMR**

Reading from her report, the Head of Street Scene and Leisure Services requested that the Committee consider that out of the £1,500 allocated for purchasing photographs of the town and events for publicity material, up to £600 should be allocated for the purchase of a digital camera capable of taking high resolution pictures. This would allow staff to take photographs of the town as and when they can. This is currently being done but staff have to use their own cameras. This was **AGREED**.

(b) ALLOCATION OF 2012/2013 BUDGET (£3,750)

The Head of Street Scene and Leisure Services reminded the Committee that out of the 2012/2013 budget of £3,750 only £599 has been committed and that ideas for spending the remaining £3,151 were required. She suggested one possibility would be to replace the aluminium signs which blew down in York Road in the high winds. A Member suggested that new signs be designed incorporating the new logo. Following discussion it was **AGREED** that the signs be replaced with the original design at this stage, but that costs of replacing all the signs with new ones bearing the new logo be investigated for a future project.

14. TOWN GUIDE UPDATE

The Town Guides have been delivered to the surrounding areas, with a second delivery due before the start of the school holidays. 34 VICs in various towns in the south east region have also been sent some of the Guides, with a slip to order further copies if required. The Head of Street Scene and Leisure Services requested that Members give consideration to the future format and content of the Guide in readiness of preparing the 2013 edition. The report was **NOTED**.

15. TOWN NEWSLETTER UPDATE

The Head of Street Scene and Leisure Services referred to her report which was **NOTED**. Councillors suggested the content be reduced to allow the type to be in a larger font size with possibly more pictures which would make it easier to read.

16. CHAIRMAN'S REPORT ON PROPOSED ITEMS FOR CONSIDERATION AT FUTURE MEETINGS

The Chairman reported on issues which he would like to see brought to the Committee, including:

- a. All events staff having uniforms, practical, weather appropriate with hi-vis built in and with the town logo on. This would look smart and bring a cohesive look to the team.
- b. Press Officer. The Head of Street Scene and Leisure Services should have the authority to make a quick response to items in the news relating to Bognor Regis. Monthly press releases should be issued to raise the profile of the town.
- c. The VIC should be manned over weekends possibly by volunteers – this may happen during the school holidays.
- d. The Chairman asked the Head of Street Scene and Leisure Services to investigate what had happened to the bid for Post signs for the town car parks.
- e. Electronic signs at the entrance to the Town and on the seafront showing what's on in the town.
- f. A Town Crier to welcome people to functions and events in the town.
- g. A portable stage with built-in PA unit for functions and events.

The Head of Street Scene and Leisure Services will liaise with the Chairman to include these items on future Agendas.

17. CORRESPONDENCE

The Committee **NOTED** the correspondence including the following additional item:
France magazine Issue 164 May 2012 – Article on Twin Towns featuring Bognor Regis.
Appended to File Copy of the Minutes.

18. ITEMS FOR INCLUSION ON JWAAC AGENDA

No items were put forward for inclusion.

19. DATE OF NEXT MEETING MONDAY 20TH AUGUST 2012

The meeting closed at 9.53 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 2ND JULY 2012

1. TDH group – email re Jubilee decoration packs
2. Christina Catton – email re attending The Big Lunch from North Carolina USA
3. Coach Monthly – email advertising offer for 2013/14
4. Symonds Leisure Services Ltd – letter re: their mobile catering services
5. BCP Security – email re security for upcoming events
6. Coach Monthly Magazine May 2012
7. Event Magazine – Discount Subscription Order Form
8. Travel GBI – Newspaper May 2012 no 403
9. Classic Motor Monthly – May 2012
10. St Wilfred’s Hospice Cares – May 2012
11. Sussex Neighbourhood Watch – email re Mid Sussex Torch Relay Volunteer Marshal request and FAQ
12. Email via Bognor-regis.org from Ali Reza re accommodation in Bognor. Forwarded to Margaret Murphy
13. The Queen’s Diamond Jubilee – letter from Bruno Peek re Sainsbury’s sponsorship
14. Dee Christensen – ADC – email re danger of balloons
15. Travel GBI June 1012 no 404
16. Coach Monthly – June 2012
17. Jazz Smugglers – e.mail advertising their events
18. Kim Slade – email requesting information on using the seafront Bandstand
19. Coach Monthly – email advertising packages