



BOGNOR REGIS TOWN COUNCIL

TOWN CLERK: Glenna Frost, The Town Hall, Clarence Road

Bognor Regis, West Sussex PO21 1LD

Telephone: 01243 867744 Fax: 01243 865744

E-mail - bognortc@bognorregis.gov.uk

MINUTES OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE MEETING

HELD ON MONDAY 29TH OCTOBER 2012

PRESENT: Cllr. J. Brooks (Chairman), Cllrs: Mrs. S. Daniells (from Min. 42), Ms. K. Davis (to Min. 48), P. Dillon, and R. Nash (to Min. 48)

IN ATTENDANCE: Mrs. G. Frost (Town Clerk)
Mrs. L. Gill (Clerical Assistant)
1 member of the public in the public gallery

The meeting opened at 6.30 p.m.

39. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllrs. Mrs E. Anderson and Mrs. J. Warr.

40. 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.

Cllrs. J. Brooks, P. Dillon and R. Nash declared a non-Pecuniary interest in the proposed Folk Festival, Agenda item 5.

41. TO APPROVE THE MINUTES OF THE MEETINGS HELD ON 28TH AUGUST, AND EXTRAORDINARY MEETINGS HELD ON 10TH SEPTEMBER AND 11TH OCTOBER 2012

The Minutes of the Meetings held on Tuesday 28th August, Monday 10th September and Thursday 11th October 2012 were **AGREED** as accurate records and were signed by the presiding Chairman.

42. ADJOURNMENT FOR PUBLIC QUESTION TIME

6.34pm At this point the meeting was adjourned to allow a member of the public to speak.
A member of the public asked that he be allowed to speak at item 10 which was **AGREED**.
6.36pm the meeting was reconvened.

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

The Town Clerk reported on matters arising from the Minutes including:

43.1 Minute 24 - 28th August 2012 - The Italian Market

The Italian Market owners had previously 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 was finally received in September and a further communication in October but it is now felt that it is too late to progress this. No payment of the outstanding invoice has been forthcoming and space is limited in London Road for the market to be sited now that several outlets have tables and chairs outside their premises. This will therefore not be progressed.

43.2 Minute 24 - 28th August 2012 - Ace Café proposed Scooter Event

Ace Café had previously suggested a meeting to discuss in more detail exactly how their event could be run in Bognor Regis. This meeting is yet to be organised.

43.3 Minute 24 - 28th August 2012 - Camera

A Canon 600 Camera has now been purchased and investigation undertaken into putting photographs on the website via a Flickr account. This appears to be very time consuming to do as a member of staff would need to sit and upload and organise the photographs manually. This will therefore have to be progressed as staff resources and time permits.

43.4 Minute 35 - 10th September 2012 - Folk Festival

It was agreed at the Extraordinary Events, Promotion and Publicity Committee that the Town Council would not run the Folk Festival but would recommend to the Policy and Resources Committee that a grant is provided to an outside organisation to run this event. The grant application process has now been completed, two applications were submitted and subsequently a one off grant has been awarded by the Policy and Resources Committee to Bognor CAN. This funding is subject to a legal agreement being drawn up so that the Town Council are mitigated of any financial responsibility, implications or loss particularly if the project does not take place and there is any need for recourse by A.D.C. in relation to the use of the S106 monies and also subject to certain criteria being met. Cllr. Nash updated the Committee on the progress made by Bognor CAN with regard to booking acts and venues for the Festival which will run from 20th to 22nd September 2013.

43.5 Minute 6 - 2nd July 2012 - Halfords Cycle Tour

The organisers have now been contacted and information regarding the requirements of the organisers and the host venue obtained. The cost to the host venue would be £60,000 plus a large rider of requirements including removal of street furniture, cats eyes etc., cleansing, venues for crew and media, road closures, traffic management, free parking for 25 vehicles in varying sizes, before, during and post event in close proximity to the finish line. (This will include several articulated Lorries.) 4000 litres of water, Bus stop suspensions etc. (This list is not exhaustive). It is unlikely that funds would be available to stage an event of this size in 2013. The Committee **AGREED** they may wish to consider other alternative cycling events

in the future particularly if a suitable sponsor could be found so this would be referred to the next meeting.

The Chairman reported that he has spoken with a local Town Crier who charges £200 - £300 per event. He suggested that it may be possible to obtain sponsorship for a Town Crier in the future.

44. **UPDATE ON CHRISTMAS ILLUMINATIONS SWITCH-ON EVENT 2012 INCLUDING TRANSFER OF SWITCH-ON EVENT TO ILLUMINATIONS SUB-COMMITTEE FOR 2013**

The Town Clerk referred to her report. Further to the extraordinary meeting on 11th October, the Christmas package to include the Grotto and reindeer has now been booked from 11.00am to 4.00pm and will be located in the Station Concourse. This element will need to be managed by the Town Council and will include monitoring and managing the queue levels. Cllrs. Dillon, Mrs Daniells and Mrs Warr have all offered to assist staff with this on the day. A site meeting has taken place with the Station Manager to plan where the activities will be sited and the Management Plan submitted to A.D.C.

Sainsbury's have offered to sponsor the total cost of the Grotto which would allow further attractions to be booked if required. Members asked that other entertainment be investigated and also the cost of quality Christmas themed costumes which could be used for some years. It was **AGREED** that the cost of further entertainment and costumes be investigated and Members will make a decision based on that information.

Cllr. Toovey will kindly play Christmas music and play requests for shoppers in London Road during the day. A couple of children's rides, candyfloss and a sweet chestnut stall will also be located in London Road. Contact has also been made with the Salvation Army to see if they would perform in the town during the day but unfortunately due to other commitments this will not be possible. A.D.C. has kindly agreed to waive the car parking charges in Fitzleet car park on Switch-on day. Spirit FM has been booked to attend.

The scaffolding stage has been booked and Cllr Brooks (Leaderboard) is sponsoring this and stage managing the Switch-on of the lights. As Cllr Brooks is stage managing the Switch-on event, responsibility of all aspects of this will be his. The scaffolding stage will have a guard rail around it and steps up onto it which will be fit for purpose. The guardrail at the front of the stage can be wrapped in black material to lessen the impact of it but is required for safety reasons. The Town Clerk advised that if this was changed or omitted it would be against officer advice.

The actual Switch-on ceremony will be around 15minutes and will include members of the cast of Cinderella singing, an appearance by Father Christmas and the Mayor will switch the lights on. A Councillor has sourced a snow machine to use on the day. A discussion took place regarding transport to bring Father Christmas and the Mayor to the Switch-on stage but this will prove difficult as no vehicle movement is allowed in a road closure area. Members considered the possibility of Charlotte Howard singing at the Switch-on but it was considered that with the cast of Cinderella singing this would increase the length of the programme and decided not to book her. A Member suggested a board be produced which could be used at other events during the year with the words "This is a Bognor Regis Town Council Event" and the town crest. It was **RESOLVED** to **APPROVE** the purchase of a board at a cost of up to a maximum of £50.

Councillors discussed the proposal to move responsibility of the Christmas Illuminations Switch-on event to the Christmas Illuminations Sub-Committee for 2013 and this was **AGREED**.

(NOTE: Since the meeting it has been ascertained that George's Jazz Band is already booked and unable to attend. Alternatives are being investigated. Consideration has also been given to managing crowd numbers as the grotto can only cater for approximately 250 children in the day and it has subsequently been agreed that tickets are pre-booked and a nominal charge made the proceeds of this going to charity.)

45. **CONSIDERATION OF BUDGETS FOR EVENTS IN 2013**

The Town Clerk referred to her report, which had been circulated previously (appended to file copy of the Minutes). Some discussion had been undertaken previously about the possibility of amalgamating two events into one weekend event including the Carnival, with an extended route, and elements of Sands of Time. This has yet to be investigated but the Clerk advised that having spoken with the Accountant he has confirmed there is a level of underspend on this year's Carnival event so it would be prudent for the Committee to resolve that any 2012 event budget underspends that are identified at the end of the financial year are earmarked to ensure that if additional funding is required to significantly change any events for 2013, once further discussion has taken place, then funding will be available to do so. This was **RESOLVED**. A separate meeting will be arranged to discuss the content and dates of events in the near future.

The Clerk advised that these recommendations were in line with the proposals put forward by the Head of Street Scene and Leisure Services at the last meeting with the addition of the Sunday afternoon concerts and a slight increase in the proposal for Beside the Seaside to ensure adequate budget is available. It was noted that events such as Heritage Open Days and Clowns 2014 have not been funded, as previously suggested in the report by the Head of Street Scene and Leisure Services dated 28th August 2012. This was **APPROVED**.

The Committee also noted that an allocation is allowed for within the Events Committee budget for Town Force which covers their attendance at Town Council events. These are budget neutral. A further £800 is also budgeted for in the Events General budget to allow for subscriptions, publicity and other general events related expenditure.

The Clerk detailed the proposed events for 2013 as listed below:-

| | |
|---------------------------------|---|
| A Drive Through Time | £2,000 |
| Beside the Seaside | £3,500 |
| Event in Park | £3,000 |
| Proms in the Park | £650 |
| Sunday afternoon concerts | £1,200 |
| Armed Forces Day | £500 |
| Carnival | £6,500 |
| Christmas Lights Switch-on | <u>£2,500</u> - <i>This will no longer be the responsibility of this Committee and the budget will therefore be vired over to the Christmas Illuminations Sub-Committee who will be taking responsibility for the event from 2013</i> |
| | £19,850 |
| Less Christmas Lights Switch-on | <u>- £2,500</u> |
| Total | £17,350 |

This is a saving of £10,850 on the 2012/13 event budget after deducting the £2,500 for the Christmas Lights Switch-on event, which is no longer part of this Committee. The Committee noted that £6,500 of this saving has already been allocated as a grant in the 2013/14 budget to enable an outside organisation to run a Folk Festival.

The Jubilee Big Lunch in the Park, Jubilee Beacon Lighting and Olympic Torch Relay events that were held this year will not be happening again, which has enabled the £6,500 to be identified as savings and used as a one off grant for the Folk Festival event in 2013.

The Cultural and Sponsorship budgets for events have also been moved from this Committee over to the Policy and Resources Committee to avoid the fragmentation of Grant Aid funding through various Committees (P&R Min. 109.3 of 12.12.11 refers).

Members noted the proposals put forward and debated the provision of funding for Sunday afternoon concerts. Following some discussion, it was **AGREED** that the Committee would prefer to see this funding used for entertainment such as Punch and Judy on the seafront and similar style entertainment. The Sunday afternoon concerts budget would therefore now be allocated to a new budget heading called 'Extra Entertainment' to be used in this way.

Following discussion regarding the amount of money that is allocated for the Carnival and the amount of work it generates, it was **AGREED** to **RECOMMEND** to the Policy and Resources Committee that a grant of £4,000 be made available to an outside organisation to take on the running of the Carnival.

It was further **RESOLVED** to **RECOMMEND** to the Policy & Resources Committee that the budgets detailed above for the proposed events in 2013, including the £800 budgeted for in the Events General budget to allow for subscriptions, publicity and other general events related expenditure be **APPROVED**.

46. TO CONSIDER PROMOTION AND PUBLICITY BUDGET 2013

The current year's budget for the Promotion and Publicity Committee is £3,750. It was recommended that this either remain the same or be reduced for the 2013/2014 financial year. Following discussion it was **RESOLVED** to **RECOMMEND** to the Policy & Resources Committee that the budget be set at £3,750 and that any underspend from the current year go to earmarked reserves to allow for extra funding to market the town more effectively in 2013.

47. UPDATE, IF AVAILABLE, ON PROPOSAL FROM BOGNOR REGIS PUBLIC REALM PROJECT GROUP FOR A BRANDING EXERCISE FOR THE TOWN

A company has now been selected to undertake the branding exercise for the town. Loose Marbles has been appointed and will work towards finding a brand for the town which makes the most of what is already here. The Landscape Architect is also shortly to be chosen and initial meetings will take place this week with stakeholders to move the project forward.

48. CONSIDERATION OF PROPOSAL TO SITE A WEBCAM ON THE FORESHORE OFFICE

A Councillor had suggested looking into this idea to show potential visitors a view of the foreshore and the weather on the day. A report had been prepared by staff which had been circulated to Members detailing the results of the initial investigation already undertaken. Following discussion it was proposed that further investigation take place on this including liaising with other providers in the town including Arun District Council who were investigating the possibility of wifi connectivity in the town.

At this point Cllrs. Ms. K. Davis and R. Nash left the meeting.

49. CONSIDERATION OF SALE OF BOGNOR REGIS LOGO FLAGS, HANDWAVING FLAGS AND POLICY ON SALE OF SAME

The Town Clerk referred to the report outlining the cost of production of both fabric and paper flags bearing the new logo and asked Councillors to consider how these should be used. Following discussion Councillors **AGREED** to allow the paper handwaving flags to be given away at Bognor Regis Town Council Events with a donation box being available for anyone who wanted to contribute towards the cost.

With regard to the fabric flags it was **AGREED** that these could be sold to interested members of the public at a cost of £65 inclusive of VAT. Members also **AGREED** that flags

should be flown by the Council wherever it is possible. A Councillor will investigate the ownership of a flagpole in London Road and the possibility of flying one on the Council's own flagpole outside the Town Hall.

50. TO CONSIDER REPORT ON TOWN GUIDE INCLUDING PROPOSALS FOR 2013 ADVERTISING RATES

The Town Clerk referred to the report on the Town Guide. With the reduced numbers being sent out via the VICs a large quantity of the 2012 guides are left. Members offered to take some to hand out at the Theatre and Cinema and suggested some shops/pubs may take some to hand out. The suggested new format was discussed and following discussion it was **RESOLVED** to **APPROVE** that:

- A new style more user friendly pocket size Town Guide for 2013 be produced
- The preferred paper quality is 170gm
- The quantity required 10,000 initially with the option to reprint later and if possible amend the print run to keep the guide up to date as the year progresses.

50.1 With regard to advertising rates, in view of the current economic climate it was **RESOLVED** to **APPROVE** the following rates:

- | | |
|--------------------------|-------------------|
| • Food & Drink listings | 2012 rates £25.00 |
| • Where to Stay listings | 2012 rates £25.00 |
| • Quarter Page | 2013 rates £50.00 |
| • Half Page | 2013 rates £75.00 |

All of the above would be subject to the addition of VAT

50.2 It was further **AGREED** to make savings on printing a separate events listings leaflet by incorporating this into the Town Guide and producing poster style listings to be used on billboards etc to advertise upcoming events.

51. CORRESPONDENCE

The Committee **NOTED** the correspondence (Appended to File Copy of the Minutes) A member enquired regarding the Coach Drivers Club advertising correspondence and asked if there were any statistics to show if advertising had increased coach numbers in the Town. Without a driver's incentive there is nothing to quantify this.

52. ITEMS FOR INCLUSION ON JWAAC AGENDA

No items were put forward for inclusion

53. DATE OF NEXT MEETING MONDAY 3RD DECEMBER 2012

The meeting closed at 8.46 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 29TH OCTOBER 2012

1. Brian Entwistle - email regarding information on who puts on firework displays and who pays for them in the town during the year including the Head of Street Scene and Leisure Services reply
2. Peeks Christmas Catalogue
3. St Richard's Hospital - email and attached poster re their Christmas Fair
4. Location Maps Ltd - letter with information on the company producing walkers maps for Councils
5. B Wilson - email asking why there were no events organised for Heritage Open Days 2012 and the Head of Street Scene and Leisure Services response
6. Travel GBI September 2012
7. Rotary Club of Bognor Regis - letter re street collection at Carnival enc cheque for £385.70 and response from the Head of Street Scene and Leisure Services
8. Baker Ross Catalogue
9. Rotherham Council - Email request for information for a customer and The Head of Street Scene and Leisure Services response
10. Sussex by the Sea - enquiry re Christmas lights switch-on
11. The ABC of Town Guide Apps a Free Case Study
12. Peeks Christmas Range 2012.
13. Arun District Council, Phil Graham - email re a security company: Triguard Security Solutions
14. ICIS - email with information for parish magazines
15. Coach Monthly and Coach Drivers Club - email advertising offer re flagged entry on a map.
16. Coach Drivers Club Magazine Sept 2012
17. Vander Wheel of Death - email regarding the Quad wheel of Death Touring UK Summer 2013
18. Arun Business Partnership - Business 2 Business exhibition October 18th Fontwell Park Racecourse
19. Town Guide Apps - email The ABC of Town Guide Apps a Free Case Study
20. Historical Promotions - email re Halloween and Christmas Entertainment 2012
21. Southern United Ltd - Making Labels and Nameplates Sales information
22. Jazz Smugglers - email re Big Band events on offer
23. Triguard Security Solutions Ltd - information re their services
24. B-loony paper flags promotion
25. Stand Out magazine October 2012
26. Peter Johnson Entertainments Ltd 2013 Brochure
27. Coach Monthly Magazine October 2012
28. Arun District Council - email from Maureen Chaffe re website
29. CDC advert offer
30. Hampshire flag Co - Halloween offers
31. Historical and Cultural Event Programmes 2013
32. Civic Pride - Christmas Magic
33. lots4charity - email your fundraising events silent auction
34. Event Solutions - email Christmas Offers
35. Materials Bank and Craft Centre - Spooktacular Half Term Workshops Games and Face Painting
36. Peeks - Halloween Offers