



# **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](mailto:bognortc@bognorregis.gov.uk)

## **MINUTES OF THE MEETING OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE**

**HELD ON MONDAY 17<sup>TH</sup> DECEMBER 2012**

**PRESENT:** Cllrs: J. Brooks (Chairman), Mrs. S. Daniells, Ms. K. Davis (from Minute 58 to Minute 62) and W. Toovey

**IN ATTENDANCE:** Mrs S. Holmes (Head of Street Scene and Leisure Services)  
Mrs. L. Gill (Clerical Assistant)  
4 Members of the public in the Public Gallery for part of the Meeting  
1 Member of the press in the Public Gallery

*The meeting opened at 6.31 p.m.*

### **54. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE**

The Chairman welcomed those present. Apologies had been received from Cllrs. Mrs. E Anderson, P. Dillon, R. Nash and Mrs. J. Warr

### **55. 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

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.

### **56. TO APPROVE THE MINUTES OF THE MEETING HELD ON 29<sup>TH</sup> OCTOBER 2012**

The Minutes of the Meeting held on Monday 29<sup>th</sup> October 2012 were **AGREED** as an accurate record and were signed by the presiding Chairman.

57. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

*6.33pm 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 8 which was **AGREED**. He further requested that item 8 be brought forward in the meeting. It was **RESOLVED** to change the order of business by moving Agenda item 8 to be the next item.

*6.36pm the meeting was reconvened.*

58. **PROPOSED CAFÉ IN HOTHAM PARK IN DESIGNATED EVENTS AREA – REPORT FROM HEAD OF STREET SCENE & LEISURE SERVICES ON MEETING WITH ARUN OFFICERS**

The Head of Street Scene and Leisure Services reported that it was recently brought to her attention that the proposed new café in Hotham Park was to be placed in an area of the Park that has been designated by Arun as the Events area. She was concerned about the position of the café, as it appears that it is to be built in the space that has previously been used for a big screen when showing the Royal Wedding and Jubilee celebrations. Following a meeting on site with Caroline Gosford, Michael Rowland and Phil Graham it was agreed that the impact of the footprint of the cafe could be reduced by improving the surface of the other parts of the events area, levelling out one of the mounds to create more useable space and providing three phase power.

*6.40pm At this point the meeting was adjourned to allow Members of the Public to speak.*

Some members of Hotham Park Heritage Trust in the Public Gallery expressed their concerns at the proposed site of the new cafe. They have been in touch with the Heritage Lottery Fund organisers who have said if there was a revision to the site this would be considered favourably if it could be justified.

*6.50pm The Meeting was reconvened.*

Following discussion Members **AGREED** the Head of Street Scene and Leisure Services should organise a meeting in the New Year between Arun District Council, members of Hotham Park Heritage Trust, Bognor Regis Town Council and herself in the Park to look at the best possible areas to site the cafe to ensure its success.

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

**29<sup>th</sup> Oct - Min 43.1 Italian Market.** A Member enquired whether payment had been received from the Italian Market and the Head of Street Scene and Leisure Services confirmed that it had not.

**29<sup>th</sup> Oct - Min 48 Wifi.** A Councillor enquired whether there was any further information on the possibility of Arun providing wifi along the promenade but there has been no further news on this.

**29<sup>th</sup> Oct - Min. 49 Logo Flags.** It had previously been agreed that the hand waving flags and stickers with the “Sunniest Bognor Regis” logo would be handed out at events. A Member suggested that they also be available from the VIC. The owner of the flagpole in London Road is still unidentified.

60. **UPDATE ON EVENTS PROGRAMME 2012, INCLUDING THE CHRISTMAS ILLUMINATIONS SWITCH-ON EVENT (FOR INFORMATION, AS THE 2013 EVENT WILL BE ORGANISED BY THE CHRISTMAS ILLUMINATIONS SUB-COMMITTEE)**

The Head of Street Scene and Leisure Services reported that there had only been one event since the last meeting which was the Christmas Illuminations Switch-on. This event will be organized by the Christmas Illuminations Sub-Committee in 2013 and a full

report will go to them. The event went well considering the wet and windy weather conditions on the day which had resulted in other towns cancelling their switch-on events. The Grotto and Reindeer at the station were a success and kept dry. She thanked Cllr. Brooks for being the “MC” for the actual switch on and Town Force for all their hard work in making the stage as dry as possible.

A Member commented on the fact that it appears not all the Christmas lights are working correctly and the Head of Street Scene and Leisure Services assured him this issue was being dealt with by the contractor.

**61. CONSIDERATION OF PROPOSED EVENTS FOR 2013, INCLUDING DATES AND BUDGETS, AND FURTHER CONSIDERATION OF THE TOWN CARNIVAL – POLICY & RESOURCES COMMITTEE MEETING OF 26<sup>TH</sup> NOVEMBER REFERS**

**61.1 Clowns Parade.**

The budget for the Clowns weekend had been cut by £800 from previous years and Clowns International were given the choice of the Friday evening reception or the visits to the schools and decided they wished to continue the visits to the schools, as this gave more to the town than the reception.

There has been a change in the organising committee of the Clowns Weekend and local clown Zaz is proposing to hold two shows at the Regis Centre on Friday the 1<sup>st</sup> March. The first will be a children’s after-school show and the second will be a Clowns International Gala show. This will be the first time since the Town Council reintroduced the Clowns Parade that clown activity, apart from the clowns that appear in London Road on the Saturday, has taken place outside of Butlins.

A band has been booked to lead the parade and schools will be contacted in the New Year regarding the clown visits.

An enquiry had been received from a Television Production company wanting permission to film during the Clowns Parade. Following discussion Members **AGREED** to allow filming subject to Arun District Council being informed.

**61.2 A Drive Through Time.**

Budget: £2,000

The proposal is to run a one day event, on a Sunday, working with local motor clubs as points of contact and to support on the day. Last year there were charity and craft stalls at the event which brought in some income (as well as adding interest for visitors) and it is proposed to repeat this. Entertainment will also be provided as this proved popular at the 2012 event.

Requests had been received from those taking part in 2012 to re-introduce the Cavalcade through the town, as there used to be with Sands of Time. It is proposed that this is included in the 2013 event.

Members **AGREED** to run a one day event on 12<sup>th</sup> May 2013, including a cavalcade through the town, with craft and charity stalls and entertainment.

**N.B. It has since been ascertained that the 12<sup>th</sup> May is not a suitable date for this event and following further investigation the 30<sup>th</sup> June has been found to be the only other date when the park is available. It has therefore been AGREED to move the date of this event to 30<sup>th</sup> June.**

**61.3 Town Carnival.**

Budget £6,500

The issue of the Town Carnival has been referred back to this Committee by the Policy & Resources Committee, who did not support the event being run by an outside organisation via a grant.

Members discussed whether the event should continue in its present format, with the parade starting at West Park and ending at the Regis Centre Car Park (1.2 miles), or whether the route should be extended to follow the route previously used by the Lions Club when they ran the event. This route is the same for the first part of the parade but instead of finishing in the Regis Centre Car Park, the entries continue down Clarence Road and through the High Street, in to West Street and then along Aldwick Road to Silverstone Avenue and then back to West Park (2.6 miles). It was **AGREED** that previous entrants in the Carnival should be contacted and asked which option they would prefer and a decision will be based on their responses. The Head of Street Scene and Leisure Services will also contact The Lions Club to ask how they managed the longer route. It was also **AGREED** that more effort should be put into encouraging more trade entries.

The Rotary Club has again indicated that it is willing to assist and has offered more help with the setting up/booking in process.

It was **AGREED** to run the Carnival on 16<sup>th</sup> June 2013. The theme will be agreed at the next meeting and a decision will be made on the route at that time. It was noted that this may also have implications for the cost of the event.

**61.4 Armed Forces Day**

Budget: £500

Members **AGREED** that, as in previous years, the Town Council's contribution will be in the form of a £500 donation towards costs plus officer and Town Force time to assist at the event. The date set by the Armed Forces Day Committee is Sunday 23<sup>rd</sup> June.

**61.5 Proms in the Park**

Budget: £650

The Committee **AGREED** the date of Saturday 6<sup>th</sup> July. The Head of Street Scene and Leisure Services will be in contact with the band regarding their availability on this day.

**61.6 Beside the Seaside event**

Budget: £3,500

Following a lengthy discussion on this event and its future the Committee **RESOLVED** not to run this event in 2013 but to amalgamate the budget of £3,500 with the budget of £1,200, previously agreed to provide extra entertainment, making a total of £4,700 with which to provide a "Festival of Activities" - a range of children's entertainment/activities across the summer holidays. These could include donkey rides, Punch and Judy shows, pavement art etc and these could be held during the week as well as at weekends. The Head of Street Scene and Leisure Services will do some research into activities which could be run and will bring the results back to this Committee for decision.

**61.7 Event in the Park**

Budget: £3,000

This year the Alice in Wonderland Day in the Hotham Park proved to be very popular. Staff and Councillors were in costume and all of the games and activities were themed to the title. Having done research, the events team have identified two possible themes for 2013 – The

Wind in the Willows and The Wizard of Oz. Both of these stories are now out of copyright. Following discussion Members **AGREED** that the date should be 11<sup>th</sup> August to suit visitors and residents and the theme should be “The Wizard of Oz”.

**61.8 Extra Entertainment**

Budget: £1,200

It was **RESOLVED** that this budget will now be amalgamated with that originally set for the “Beside the Seaside” event to provide activities and entertainment during the summer holidays as detailed in 61.6 above.

**62. UPDATE ON TOWN GUIDE / EVENTS LEAFLET**

The Head of Street Scene and Leisure Services read from her report which was **NOTED**. Work has begun on the Town Guide and the designer is developing a suitable map for this edition which will stretch from Pagham to Middleton and enable all advertisers to be marked on the map.

**63. CONSIDERATION OF TOWN NEWSLETTER, INCLUDING CHANGES TO FONT SIZE AND POSSIBLE INCLUSION OF ADDITIONAL PAGE FOR NEIGHBOURHOOD PLAN QUESTIONNAIRE**

The Head of Street Scene and Leisure Services reported that the Town Newsletter is printed and delivered to every home in the four Wards of Bognor Regis every spring, which is a legal requirement of the Town Council. There has been some criticism in recent years that with the amount of content produced in the Newsletter the print size is too small to be easily read (DWP Office for Disability Issues recommend a minimum of font size 14 for ease of reading).

Space has to be allocated to the financial report and message from the Chairman of the Policy & Resources Committee and a message from the Mayor. Previous Newsletters have also included a list of Town Council Events for the year, a back page of information and entry form for the “In Bloom” competition and topical articles of interest. The Neighbourhood Plan group want to send out a questionnaire in the spring and have indicated that they would like this to go with the Newsletter and that they would pay the additional costs involved.

Following discussion Members **AGREED** that the newsletter should be printed with a font size of 14, that the required elements of the financial report and message from the Chairman of the Policy and Resources Committee, the Mayor’s message, Events listing, information on the Council’s website and Facebook pages, some information on In Bloom and contact details for further information or entry forms. They requested that further investigation be undertaken into the costs involved in inserting additional pages for the Neighbourhood Plan questionnaire before proceeding with this.

**64. CONSIDERATION OF USES FOR PROMOTION & PUBLICITY BUDGET 2012/2013, INCLUDING THE SUGGESTION TO PURCHASE BUNTING TO ‘DRESS THE TOWN’ DURING THE MAIN HOLIDAY SEASON, AS WAS DONE FOR THE JUBILEE CELEBRATIONS**

Members discussed the possible uses of the remaining Promotion and Publicity budget of £2,903. Bunting had been popular for the Jubilee year but the Committee thought it was not appropriate to use every year. A Councillor suggested more banners across the London Road catenary wires or advertising plaques on the planters. There was a discussion on electronic solar powered signs which one Member thought had been considered previously. It was also suggested that some money could be used to improve the Council’s website. A Member also suggested some could be spent lighting the Town boundary signs and replacing the maps in the signage boards in the town.

**65. CLARIFICATION OF EVENTS, PROMOTION AND PUBLICITY COMMITTEE TERMS OF REFERENCE, TR6, AND IN PARTICULAR ITEM 11: “TO CONSIDER AND MAKE RECOMMENDATIONS ON THE PUBLICITY AND PROMOTION OF THE TOWN INCLUDING:**

- **REVIEW LITERATURE AVAILABLE FOR VISITORS INCLUDING VISITOR GUIDE**
- **MARKETING LOGOS AND/OR STRAP-LINE**
- **TOWN BOUNDARY SIGNS**
- **TOWN MAP BOARDS”**

The Chairman would like the Committee to have a brief which covers the promotion of the town generally and not just relating to the above. It has previously been understood by this Committee that only the items above were within the remit of the Committee but the Chairman would like to see wider promotion and publicity of the Town. This needs to be clarified and, if a wider brief is agreed, then clear guidelines need to be established. Members discussed the background to the current Terms of Reference and following discussion it was **AGREED** to look at these in more depth at the next Meeting and recommend to the Policy and Resources Committee any changes the Committee want to make.

**66. UPDATE ON PROPOSAL FROM BOGNOR REGIS PUBLIC REALM PROJECT GROUP FOR A BRANDING EXERCISE FOR THE TOWN**

The Head of Street Scene and Leisure Services reported that there will be a meeting in the New Year for the Project Team to give feedback and make a decision on the preferred design. This report was **NOTED**.

**67. CONSIDERATION OF TOWN FORCE HOURS AT EVENTS 2013**

There was a discussion on the report from the Head of Street Scene and Leisure Services regarding the time allocation of Town Force hours on Bognor Regis Town Council and other town events. Members **AGREED** the allocation as suggested in the report. (Appended to File Copy of the Minutes)

**68. CLARIFICATION OF MANAGEMENT OF BRTC EVENTS FACEBOOK PAGE**

The Town Council now has a Facebook page for events in the town as well as other Facebook pages and Groups run by the Town Council. As the use of Facebook pages is a relatively new medium for the Town Council it would be advisable for a policy on the administration and criteria of material for any Town Council Facebook pages to be set up. Following discussion on the likely use of the Facebook pages and options to restrict posts or activities it was suggested that the Head of Street Scene and Leisure Services draw up a draft policy to bring to the next Events Promotions and Publicity Committee for decision on a policy to recommend to the Policy and Resources Committee.

**69. TO NOTE CORRESPONDENCE**

The Committee **NOTED** the correspondence (Appended to File Copy of the Minutes) including the following additional items:

Coach Monthly December 2012  
Event Production Show 2013: invitation to register to attend

The Head of Street Scene and Leisure Services drew Members attention to the Purple Guide Update which is the Event Organisers “bible” containing information on the legalities of all aspects of organising an event. It is hoped that a new, up to date guide will be available in 2013.

**70. ITEMS FOR INCLUSION ON JWAAC AGENDA**

No items were put forward for inclusion

*The Meeting closed at 9.30 p.m.*

**GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY**  
**COMMITTEE MEETING 17<sup>th</sup> DECEMBER 2012**

1. Event Pad - iPad software
2. Classic Motor Monthly advertising opportunity
3. Baker Ross the Ideas Shop catalogue Christmas 2012
4. Coach Monthly - November 2012
5. Applecart - email: Jolly good design deals this Christmas and New Year
6. Milward printing. - email re printed event badges
7. The Silhouette Show tribute band - email re show dates and availability for 2013
8. Travel GBI - November 2012 No 409
9. Daily Mail - email offer to promote events on their website
10. The Wild Animal Centre - Information on booking mobile zoo visits in 2013
11. Marquee and inflatable safety at public events - free seminar offer
12. Insanity - Agency with details of girlband "Parade"
13. Covent Garden Entertainers on Tour - email re street performers for hire
14. Top Marquees - End of Season Stock Sale
15. Tropical Ice catering company - email re catering provision for events
16. Baker Ross - email money off offers
17. Baker Ross - The ideas shop Christmas 2012
18. Hampshire Flag Co - Christmas themed bunting for sale
19. Farnborough Concert Band - email asking if BRTC want to book them next year
20. Coach Drivers Club - email re Partner advertising schemes
21. Coach Drivers Club - email re advertising in Coach Monthly
22. Purple Guide Update