



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON TUESDAY 11th JANUARY 2011

PRESENT: Cllrs.: A. Cunard (Chairman), G. Burt (Vice-chairman), J. Brooks, Mrs. S. Daniells, P. Dillon (during Min no. 34).

IN ATTENDANCE: Mrs. E. Adams and Mrs. S. Holmes
Ms. T. Webb, WSCC Highways (part of the meeting)

The meeting opened at 6.31 pm.

28. **CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES OF ABSENCE**

The Chairman welcomed those present especially Ms. Tracey Webb of WSCC Highways. Apologies of absence were noted as being received from Cllr. K. Scutt.

29. **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.

Notice should be given at this part of the meeting of any intended declaration. The nature of the interest should then be declared later 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. J. Brooks declared a Prejudicial Interest in agenda item no. 7 as a supplier of LED signs.

30. **TO APPROVE MINUTES OF THE MEETING HELD ON 30th SEPTEMBER 2010, PREVIOUSLY CIRCULATED**

The Minutes of the Meeting held on 30th September 2010 were agreed as an accurate record and signed by the presiding Chairman.

31. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

No public were present.

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

There were none.

33. **UPDATE ON THE TOWN BOUNDARY SIGNS, REPORT ATTACHED**

The Members were in receipt of the report (Appendix 1), previously circulated, and today's email from the Assistant Highway Manager. Careful consideration was given to the proposal from the Rotary and the Lions to install signs below the boundary signs but the Committee with regret felt that the proposed signs did not fit in with welcoming tourists and it therefore declined the request. Ms. Webb concurred with the Members' opinions and pointed out that any additional signs would increase the wind load.

The Committee also **AGREED** to pursue installation of the new 'Welcome to Bognor Regis' signs on the railway station platform and Ms. Webb said she would provide a contact for Network Railway.

Cllr. Burt offered to collect the new signs once manufactured. It was noted that the Committee hoped to have the signs installed by the end of April.

**34. UPDATE ON LED BOARD ON BUTLINS PERIMETER FENCE, REPORT ATTACHED
*Cllr. J. Brooks declared a Prejudicial Interest in agenda item no. 7 as a supplier of LED signs.***

The Committee was in receipt of the report (Appendix 1) circulated with the agenda.

A Member asked Ms. Webb whether it would be possible to install the LED sign on highway land as previously the Committee had been advised that this was not an option as a car might collide with it. Ms. Webb informed the Members that there were several ways around this, one of the solutions being the installation of passive safety posts.

In answer to a question about a third location for the LED sign, it was noted that it has not been decided yet. It was felt that the High Street, above the Arcade, could be an option.

A Member felt that the LED should be located at the gateways to the town to welcome the visitors. Ms. Webb was asked whether Highways would be agreeable to the signs if highway related messages were displayed. Ms. Webb confirmed that this would be the case and informed the Members of her involvement in a similar signage scheme. It was suggested to run the project in partnership with the County Council. The Committee was pleased about the positive responses and thanked Ms. Webb for her attendance.

A Member spoke about the importance of the number of pixels on the LED signs and recommended that a moving message should be avoided due to the distraction element.

Cllr. P Dillon offered his apologies and joined the meeting at 6.55pm.

The Committee was reminded of the upcoming Council meeting where a list of ideas for the use of the Sainsbury's section 106 money would be officially agreed and then submitted to Arun DC. The Members engaged in a detailed discussion about the Town Council's chances of securing funding for its projects. There was also a debate about using the section 106 money on free car parking scheme.

35. UPDATE ON THE MARKETING LOGO, REPORT ATTACHED

The Committee was in receipt of the previously circulated report (Appendix 1).

A Member felt that the logo was far too complex and it would not copy well in black and white. Other Members agreed and regretted that the logo was not what they had hoped for. Also the Events Officer confirmed that it would be too distracting if used on events posters. Following some discussion, it was **AGREED** to display all logos previously considered at the next meeting.

36. TO CONSIDER EARMARKING THE BALANCE OF THE CURRENT BUDGET, REFERRED FROM THE LAST MEETING (MIN. 20), BALANCE SHEET ATTACHED

It was **RESOLVED** to defer the agenda item to the next meeting which is scheduled to take place just before the end of the financial year.

37. TO REVIEW LITERATURE ABOUT THE TOWN, REFERRED FROM THE LAST MEETING (MIN.23)

Following some debate, it was **AGREED** to defer this item until after the May elections.

38. UPDATE ON ADVERTISING IN SEAFRONT SHELTERS, REPORT ATTACHED

The Committee was in receipt of the previously circulated report (Appendix 2) and **AGREED** to proceed with the project.

39. THE TOWN GUIDE 2011, REPORT ATTACHED

Having considered the officer's report (Appendix 3), a Member suggested funding the shortfall from the unspent budget. It was noted that the Visitor Information Centre was not going to be there in its present form and therefore 25,000 copies might not be required. A Member commented that the Theatre was happy to include the guide in its mailings but it was pointed out that this might put the letters over the weight limit. Following further discussion, it was **AGREED** to delegate decision about the required number of copies and the costs to the officers. It was felt that ideally the Guide would be produced at no cost to the Council but it was acknowledged this would be difficult to achieve in the current economic climate.

40. CONTENTS OF THE 2011 NEWSLETTER

The Committee was asked whether it wished to publish the newsletter before or after the elections as there was no budget provision for 2 newsletters as in 2007. A Member suggested having the newsletter ready for distribution after the elections when details of the new administration will be known and can be included. The Members engaged in a detailed discussion about pros and cons of this proposal. It was **AGREED** to distribute the newsletter before the elections in order to advertise the electors meeting and to publicise what has the Council achieved during its term. Cllr Burt agreed to write an article on the sun sculpture and Cllr Brooks on the future use the beacon. The Mayor would also provide a piece.

41. DATE OF NEXT MEETING

The next meeting will be held on **Tuesday 22nd March 2011 at 6.30pm.**

The meeting ended at 7.25pm

