



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON TUESDAY 22nd MARCH 2011

PRESENT: Cllrs.: G. Burt, J. Brooks, K. Scutt, P. Dillon and P. Wells (during Min.47)

IN ATTENDANCE: Mrs. E. Adams and Mrs. S. Holmes.

The meeting opened at 6.35 pm.

42. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES OF ABSENCE

In the absence of the Committee Chairman, Cllr. G. Burt, the Vice-Chairman, took the Chair for the meeting.

The Chairman welcomed those present. Apologies of absence were received from Cllr. A. Cunard and Cllr. Mrs. S. Daniells.

43. 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.

44. TO APPROVE MINUTES OF THE MEETING HELD ON 11th JANUARY 2011, PREVIOUSLY CIRCULATED

The Minutes of the Meeting held on 11th January 2011 were agreed as an accurate record and signed by the presiding Chairman.

45. ADJOURNMENT FOR PUBLIC QUESTION TIME

No public were present.

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

There were none.

47. UPDATE ON THE TOWN BOUNDARY SIGNS, REPORT ATTACHED

The Members were in receipt of the report (Appendix 1), previously circulated.

A Member was of the opinion that the addition of the Rotary and Lions sign underneath the BRTC Welcome sign on A29 would set a precedent and could invite applications from other local organisations to have their signs added.

Cllr. P. Wells offered his apologies and joined the meeting.

The chairman recapped the meeting with the Rotary and Lions representatives where it came to light that the organisations wished for their signs to be added to the Chichester Road signs in Bersted, the Flansham Lane signs in Felpham and the BRTC Welcome sign on A29. The Committee was therefore being asked to re-consider its previous decision in relation to the A29 site only.

A Member spoke of the benefits the two organisations bring to the town and some discussion about their activities followed. Another Member felt that all local organisations should be treated the same. However it was pointed out that the Rotary and Lions were internationally known organisations and it was accepted practice in other towns that their signs formed part of the town boundary signs. Following further debate, the Committee **AGREED** to uphold its previous decision whilst offering an alternative way of raising the profile of the organisations. It was further **AGREED** that the Members would welcome other ways of proudly proclaiming the association of the Rotary and Lions with the town and would like to work with the organisations on other ways to promote their presence in Bognor Regis.

The Committee was referred to the Officer's report and the following recommendations were **APPROVED**:

- 1- To lower the In Bloom signs & the Quality Coast Award signs in order to gain a few inches between these signs and the bottom of the Welcome signs.
- 2- Railway station: To install one Welcome sign above the little blue advertising board located next to the phone box.
- 3- Railway station: To move the hanging basket to the right of the blue board.
- 4- To ratify the additional expenditure of approximately £1,200 (RCP)
- 5- To keep the 6th sign as a spare at the Town Force unit.

48. UPDATE ON THE POSSIBLE INSTALLATION OF LED BOARDS AROUND THE TOWN, REPORT ATTACHED

The Members were in receipt of the report (Appendix 1), previously circulated.

The chairman summarized the project for the new Committee Members. It was hoped to cooperate with WSCC on this as the signs would not only promote events but also parking.

49. TO CONSIDER PREVIOUSLY SUBMITTED PROPOSALS FOR THE MARKETING LOGO

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

The chairman suggested leaving a decision on this project to the new administration and this was **AGREED**.

50. UPDATE ON ADVERTISING IN SEAFRONT SHELTERS, REPORT ATTACHED

The Committee was updated as per the previously circulated report (Appendix 2). It was hoped to install the signs within the next two weeks depending on the Town Force workload.

51. THE TOWN GUIDE 2011, REPORT ATTACHED

The Committee was updated as per the previously circulated report (Appendix 2). It was noted that the Guides would be distributed shortly. In response to a Member's regret that the three best restaurants in the town were not included in the restaurant listing, the Events Officer confirmed that they had been given the opportunity. The Committee congratulated the Events Officer on producing a great looking publication at the cost of £4.19. Some concern was expressed about the closure of the Visitor Information Centre and it was suggested to ensure that all Guides are distributed before the closure on 31st August. The Events Officer suggested talking to the town centre shops about installation of dispensers within their premises. A Member reminded those present that Butlins had already consented to have some dispensers. Cllr. Wells agreed to provide details of a supplier from Fontwell.

52. UPDATE ON THE NEWSLETTER, REPORT ATTACHED

The Committee was updated as per the previously circulated report (Appendix 2). It was suggested to approach ADC about the possibility of including the BRTC newsletter in the Council Tax mailings.

53. TO CONSIDER APPOINTMENT OF A PROFESSIONAL PHOTOGRAPHER TO TAKE SOME STOCK PHOTOGRAPHS OF THE TOWN FOR USE IN THE BRTC PUBLICATIONS

The Chairman explained that there was no stock of up to date professional photographs of the town both night and day and events, which could be used for BRTC publications. It was pointed out that ownership of the

photographs would need to stay with BRTC and some debate followed. It was **RESOLVED** to earmark £1,000 from the current budget and to delegate the selection of a photographer to the Officers.

54. TO CONSIDER DISPLAYING A REDUCED VERSION OF THE TOWN GUIDE IN THE LORRY & COACH PARK NOTICE BOARD

The Events Officer reported on the quote she had received and it was **RESOLVED** to earmark £80 from the current budget. It was noted that the Lorry & Coach park is barely used now as most coaches drop visitors off by the Pier.

55. TO EARMARK THE BALANCE OF THE CURRENT BUDGET, REPORT ATTACHED

The Committee was in receipt of the confidential budget sheet.

Concern was expressed about the closure of the Visitor Information Centre. A Member suggested that BRTC should get involved to prevent the loss of the Centre.

The Events Officer spoke of the possibility of re-establishing the local Tourism Forum which used to be active in the town but had drifted away due to the lack of finances to implement projects. The Members were also informed that the matter was also raised at the ADC Liaison Meeting but neither ADC nor BRTC could lead the Forum.

The Committee was informed of the accountant's advice that earmarking the current budget for the LED signs was not be possible as it is classed as capital and the project would therefore have to be funded from the Rolling Capital Programme.

The Committee **AGREED** that there needed to be a tourism group in the town, financially supported by BRTC but led by the local businesses. The Events Officer who used to be involved in the Forum consented to approach the key people/organisations and identify the main tourism points which needed addressing. It was **RESOLVED** to earmark the balance of the current budget for a suitable tourism promotion project delivered via the revived Tourism Forum.

A Member queried the reasons behind the closure of the Visitor Information Centre and some discussion followed.

56. DATE OF NEXT MEETING

The next **proposed** meeting of the **Events & Promotion Committee** will be held on **27th June 2011 at 6.30pm.**

The meeting ended at 7.42pm.