



# BOGNOR REGIS TOWN COUNCIL

TOWN CLERK Kate Gill, 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)

## MUSIC FESTIVAL

### MINUTES OF A MEETING OF THE MUSIC FESTIVAL 2007 COMMITTEE

Tuesday 7<sup>th</sup> August 2007 at the Town Hall

- PRESENT:** Cllrs.: Mrs. J. Gillibrand (Chairman), Mrs. Jeanette Warr (Vice-Chairman), D. Eldridge (during Min.43), J. Brooks, S. Kerrigan (during Min.45), A. Cunard, Mrs. J. Walker.
- IN ATTENDANCE:** E. Benackova, S. Holmes, S. Ross, R. Parker (during Min. 42) and S. Goodheart (during Min 42).  
3 Councillors in the Public Gallery.

*The meeting opened at 7.04pm.*

#### 41. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies of absence were noted as being received from M. Ringwood and S. Levtov.

#### 42. 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.

*Cllr. A. Cunard and Cllr. J. Brooks both declared a Prejudicial Interest in all business related to the Hotham Arts Centre as Trustees of the Hotham Arts Centre.*

*Cllr. Mrs. J. Walker declared a Personal Interest in all business related to the Hotham Arts Centre.*

*Mrs. S. Ross declared a Personal Interest in all matters related to The Bognor Regis Concert Band.*

*R. Parker and S. Goodheart offered their apologies and joined the meeting at 7.06pm.*

#### 43. APPROVAL OF THE MINUTES OF THE MEETING HELD ON 18<sup>th</sup> JULY 2007, PREVIOUSLY CIRCULATED

The Minutes of the Meeting held on 18<sup>th</sup> July were amended to remove Declaration of Interest made by S. Ross as she was not present at the meeting.

The Minutes were then **APPROVED** as a true and correct record of the proceedings and the Chairman signed them.

*Cllr. D. Eldridge offered his apologies and joined the meeting at 7.08pm.*

**44. MATTERS ARISING FROM THE MINUTES**

There were none.

**45. REVIEW OF INDIVIDUAL ELEMENTS OF SUNFEST 2007 MUSIC & ARTS FESTIVAL**

The Events Officer called upon Members to comment on different elements of the Festival. R. Parker and S. Goodheart spoke positively on the ROX weekend and the favourable feedback they had received from the public and performers. They also praised hard work of Town Force and the volunteers. It was regretted that there was no greater involvement from BRTC and ADC throughout the weekend. The Committee agreed that support from Spirit FM was exceptional however some issues with the Observer were noted. S. Goodheart also reported on arrangements with the County Highways as to the advertising.

Although M. Ringwood could not attend the meeting, the Committee noted his report and Sunfest SWOT analysis (Appendix 1).

The Events Officer provided a resume of successful performances at the Music Club and the Regis School of Music. Members were also advised that the concerts planned for RNH grounds had to be moved indoors due to strong winds. The numbers for shows at the Theatre, apart from the Hamsters and Humphrey Lyttelton, were disappointing. Member regretted that the audience was not larger as all acts were incredibly talented and gave outstanding performance. Tribute was paid to all technical staff and the volunteers at the Theatre who worked extremely hard during the week.

The Committee noted the positive feedback from the Bognor Regis Concert Band and their wish to contribute to the publicity for future concerts.

Vote of thanks were recorded to the Officers. Question was raised about BRTC support required during the ROX weekend and detailed discussion followed.

*Cllr. S. Kerrigan offered his apologies and joined the meeting at 7.30pm.*

Elected Members in the public gallery indicated that they would like the opportunity to participate in the meeting. It was **AGREED** that they could speak on this item.

*Cllr. P. Wells declared a Prejudicial Interest in the ROX element of Sunfest as Unique Promotions supplied T-shirts to ROX organisation.*

Members commented in detail on the ROX weekend and BRTC contribution. It was regretted that no BRTC banner was displayed by the stage and ROX banners did not include Sunfest logo. Councillor reported positively on Folk on the Coast and said how disappointed he was that there was not much arts involved in Sunfest.

**46. TO NOTE BUDGET TO DATE**

Confidential budget list was circulated to those present and figures commented on. Members were informed that there are still some estimates as not all invoices had been received. It was **RESOLVED** to approve the budget.

*The meeting closed at 7.43pm.*

## SUNFEST SWOT ANALYSIS:

Sunfest has great potential but for this potential to be realised there are a number of issues which everyone on the Music Festival Committee has to be fully aware of.

My personal viewpoint is that Sue Holmes has done a great job this year under very difficult circumstances, she has also established valuable links with different sectors of the community within the town which can be further developed. I have to make my observations as someone who no longer lives in the town, and my comments are largely confined to the 4 events I was involved with at Hotham Arts Centre (HAC). For two events – The Hamsters, and Warsaw Village Band – my organisation conducted audience research which is still being analysed but the overwhelming response has been that the majority of those responding had not been to HAC before, despite having lived in the area for many years.

## STRENGTHS

Committed number of individuals want Sunfest to work

No major competition in area

Number of useable venues and sites

Goodwill from certain areas of the town

Impact of Rox can be positively built on and expanded

Compact geographical area in town centre

Programme appeals to wide range of ages and interests

Partners on-hand to share workload and considerable event/programming experience

## WEAKNESSES:

Lack of arts infrastructure in the town

No previous legacy

A substantial number of insular groups who nurture their own audience only.

HAC tends to programme 'cover' bands, classical music, and community events – with the exception of classical music these other two genres do nothing to widen the arts audience in the town.

Lack of overall knowledge as to how to programme and run a festival

No cohesive marketing policy

Lack of personnel to share workload

Weak visual image of signage on lampposts

Local government elections halted membership continuity

Arts Council funding could have been accessed to assist in programming and legacy

No sense of unity

Current timing falls outside of school/university term times

No engagement with businesses who can benefit from Sunfest

No interest of any note from Arun District Council

Lack of clarity as to what the actual name of Hotham Arts Centre really is – it's also referred to by staff as 'The Regis Centre' and Alexandra Theatre

Ineffective distribution of print by company engaged to do this.

## OPPORTUNITIES

Visiting artists can act as ambassadors for the town when they return to from whence they came

Chance to engage with the migrant population

Use Sunfest as a catalyst to engage with and bring arts practitioners together in the town

Build a corps of volunteers to help with future Sunfest and related events

Develop mentoring and training schemes

Create new partnerships

Develop year-round programme of activity with elderly and young population

Link with Rox more closely to foster new opportunities for young people

Access funding from previously untapped sources

Expansion into out of town-centre areas

Engage with University of Chichester

Sponsorship opportunities untapped

Imaginative programming can generate substantial media coverage for town

Reduce overall expenditure but increase frequency and range of events.

#### THREATS

Lack of understanding of what Sunfest can achieve

Takes time to establish festival

No overall CEO to develop ongoing arts strategy for festival or town

Long-term future of Alexandra Theatre is unknown