



# BOGNOR REGIS TOWN COUNCIL

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

### **HELD ON MONDAY 22<sup>ND</sup> AUGUST 2011**

**PRESENT:** Cllrs: Mrs. S. Daniells (Chairman), Mrs. E. Anderson, Ms K. Davis, P. Dillon, R. Nash, W. Toovey and Mrs. J. Warr

**IN ATTENDANCE:** Mrs. S. Holmes, Head of Street Scene and Leisure Services  
Mrs. L. Gill, Clerical Assistant  
One Councillor in the public gallery

*The meeting started at 6.30pm.*

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

The Chairman welcomed those present. No apologies had been received.

#### **20. 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.

Members and Officers should declare an interest by stating:-

- a) The item they have an interest in
- b) Whether it is a personal interest and the nature of the interest
- c) Whether it is also a prejudicial interest
- d) If it is a prejudicial 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.

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.

The Committee noted that there were no Declarations of Interest made at this point in the Meeting.

#### **21. TO APPROVE THE MINUTES OF THE EVENTS PROMOTION AND PUBLICITY COMMITTEE MEETING HELD ON 27<sup>TH</sup> JUNE 2011**

The Minutes of the Meeting held on Monday 27<sup>th</sup> June 2011, were **AGREED** as an accurate record and were signed by the presiding Chairman.

#### **22. ADJOURNMENT FOR PUBLIC QUESTION TIME**

No members of the public were present at this time.

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

**27<sup>th</sup> June - Min. 4 Terms of Reference for Events, Promotion & Publicity Committee, including proposal to make amendments**

The proposed amendment was approved by the Policy and Resources Committee and Recommended to Council.

**27<sup>th</sup> June - Min. 17. Report on damage to marquee at Sands of Time event**

At the previous Committee meeting it was Resolved to Recommend to the Policy and Resources Committee that the invoice for the damage done to the marquee at Sands of Time should be paid from Reserves.

However, the P & R Committee had decided that the invoice should not be paid, as it had not been proved beyond doubt that the damage was the responsibility of the Town Council. The company have been notified of this decision and it appears they have accepted the Council's decision, although with regret.

**24. TO APPROVE HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON EVENTS**

The Head of Street Scene and Leisure Services referred to her report, previously circulated and updated the Committee on the current progress. The following additional points were made:

**24.1** Councillors congratulated the Head of Street Scene and Leisure Services on the Beside the Seaside event on 21<sup>st</sup> August and there was a discussion on the running of the event and use of volunteers on the day including the following points:

- There were problems with people hearing the PA on the beach as the PA Inspire Leisure were using was louder.
- Councillors felt that volunteers who arrived on the morning were not allocated tasks. The Head of Street Scene and Leisure Services said that unless volunteers made themselves known to her before the event when she would be able to brief them on tasks for the day it was not possible to spend time on the day as tasks had already been allocated to those known to be attending.

**24.2 Christmas Illuminations Switch-on event**

The Head of Street Scene and Leisure Services Report was **NOTED**. After a discussion it was agreed that no further decisions on the content of the day would be made until the Head of Street Scene and Leisure Services had spoken with the owner of the retail business, which has offered to host the Grotto, and the Observer newspaper to ascertain what is proposed. At that point the Council can decide on what other attractions to offer.

A Member offered to organise a series of small events on the three Saturdays on the run up to Christmas with perhaps Schools singing carols, or choirs and the Salvation Army Band, and possibly hot potato and chestnut vendors. The Committee agreed that Delegated Authority should be given to the Head of Street Scene and Leisure Services to work in liaison with Cllr. Toovey on this project.

**25. TO CONSIDER HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON POSSIBLE EVENTS FOR 2012**

The Head of Street Scene and Leisure Services referred to her report.

**25.1 Proms in the Park.** It was felt that this Event was popular and although the bad weather this summer had had an effect, previous years had seen large numbers of people enjoying the Concert. The Budget of £650 was **AGREED**.

- 25.2 Armed Forces Day event.** Members discussed the event and whether giving funding for it provided value for money. The Budget of £500 was **AGREED**.
- 25.3 Sunday Afternoon Concerts.** After a discussion it was **AGREED** to reduce the number of Concerts to 4 and to offer different styles of music for each one. The budget figure of £1200 was **AGREED**.
- 25.4 Sands of Time Seaside Festival.** It was **AGREED** to stop running this event but to incorporate some of its more successful elements into other events or a new event.
- 25.5 Carnival.** It was **AGREED** to run the 2012 Carnival with an Olympics theme and review continuing the Carnival after this. Budget of £6,500 was **AGREED**.
- 25.6 Beside the Seaside.** After a discussion about incorporating some of the Sands of Time elements into this event the Members **AGREED** the budget of £3,500.
- 25.7 Heritage Open Weekend.** Although the take-up this year was lower than last year it was expected that more would take part next year and it was value for money. Budget of £350 was **AGREED**.
- 25.8 Christmas Illuminations Switch on event.** A budget of £2,500 was **AGREED**.
- 25.9 Clowns Parade 2013.** There was a discussion regarding the Clowns Parade, Reception and visits to schools. It was **AGREED** as a cost cutting exercise not to fund the trips to schools and to reduce the budget to £4,000.
- 25.10 New Events.** After a discussion regarding possible new events for 2012, a Member had spoken at a previous meeting about a possible Celtic and Folk Music Festival. This was discussed in some detail and various options were considered. A meeting has been arranged between Cllr. Nash, the Head of Street Scene and Leisure Services and an organiser of a folk festival from another area. They will meet in Hotham Park to assess the suitability of the Park as a venue for a folk festival and a more detailed report will be prepared for the next meeting. Other proposals put forward and **AGREED** for further research included an Alice in Wonderland event, a Vintage event, and a Classic Car Rally. A further report will be made on these for the next meeting.
- 25.11 Queens Diamond Jubilee Celebrations Nationwide.** The Committee **NOTED** the Head of Street Scene and Leisure Services Report on the Queens Diamond Jubilee Celebrations and after a discussion it was **AGREED** that the Council would participate in the Beacon Lighting on Monday 4<sup>th</sup> June with a program of entertainment on the Place St Maur leading up to the lighting and a short firework display following the Beacon Lighting.
- 25.12 Report on Olympics London 2012.** The Head of Street Scene and Leisure Services report was **NOTED**. Members felt that to theme the Carnival around the Olympics was sufficient and that there were no events which would fit around the Olympics theme during the Olympics themselves.

**26. TO CONSIDER HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON MARKETING LOGO AND/OR STRAPLINE**

The Head of Street Scene and Leisure Services referred to her report and showed Members a selection of possible logos. After a lengthy discussion regarding the merits of individual logos there were two which were considered suitable. The Head of Street Scene and Leisure Services would ask the designer to amend them slightly to add “Sunnier” to the design and then a final decision can be made.

**27. TO CONSIDER HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON TOWN GUIDE INCLUDING PROPOSALS FOR 2012 ADVERTISING RATES**

The Head of Street Scene and Leisure Services referred to her report. In addition she reported that she had received an email from Arun District Council expressing the belief that the Visitor Information Centre would continue in a “Lite” version. There would be a physical place for people to collect information. Therefore as a large number of Town Guides were distributed through the Centre it was

likely this would continue. Following a discussion regarding the circulation of the Town Guide and the rates review for advertisers Members **AGREED** to continue to produce 25,000 copies offering advertisers the reduced rates with a view to covering costs of £206 per page from advertising. The Head of Street Scene and Leisure Services advised that there was already £1,000 in the budget towards funding the Town Guide for the coming year, should there be a shortfall of advertising revenue.

**28. TO APPROVE POLICY FOR ALLOWING EXTERNAL LINKS TO BOGNOR REGIS TOWN COUNCIL WEBSITE**

The draft Policy had been presented to the Committee at a previous meeting and amendments had been suggested. The Head of Street Scene and Leisure Services presented the amended Policy to the Committee and Members **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee the adoption of the Draft External Links to Website Policy for Bognor Regis Town Council.

**29. TO CONSIDER PROPOSALS TO DEVELOP A STRATEGY TO ENCOURAGE COACH TRAVEL TO BOGNOR REGIS**

An opportunity had arisen to place an advertisement in the Coach Drivers Club Yearbook 2012/13 which has a circulation of 6,000. Following a discussion it was **AGREED** that the Council take the Gold Package for £1,065 and the content of the advertisement will be taken from the Town Guide.

**30. TO NOTE CORRESPONDENCE**

- 30.1** D Richardson Letter regarding the Midlands Youth Jazz Orchestra performance. Response from Head of Street Scene and Leisure Services and her letter to the Theatre. Copy of letter from Mike Stevens (Managing Director of the Regis Centre) in response to D Richardsons letter
- 30.2** Butlins. Email requesting link from Bognor Regis Town Council website to Butlins website
- 30.3** UKMetro. Email re Travel News
- 30.4** “the Singout Sisters” Andrews sisters Tribute act. Email offering their services
- 30.5** BBC London. Email via Village fetes re filming a Village Fete
- 30.6** Coastal Connect. Email re request to include their website as a link on Bognor Regis Town Councils Website
- 30.7** Colin Clark. Emails with copy of suggested logos for Bognor Regis
- 30.8** Bishop Tufnell, Dave Gray, (Mark1 Focus) Hazel Latus, (Alexander Theatre & Regis Centre) and Kay Fall, (Bognor Museum) Emails of congratulations and thanks for Bognor Regis Carnival
- 30.9** Midland Youth Jazz Orchestra. Email about their Tour
- 30.10** Phillippa Dart. Email re Ladies wash facilities in Hotham Park
- 30.11** Bognor Regis Seafront Lights. Email from Greg Burt re Illuminated Gala invitation to enter
- 30.12** Bognor Regis Seafront Lights. Email from Greg Burt re appeal for helpers with bucket collection at the Illuminations Gala (copied to all Councillors)
- 30.13** Chestnut Tree House. Letter of thanks for donation on behalf of Blooms Cars for providing a car for the Carnival Queen
- 30.14** University of Chichester. Email from Julie Leseure re student placement to run an event in 2013
- 30.15** University of Chichester. Email from Julie Leseure re a Volunteering Fair, requesting the Head of Street Scene and Leisure Services appear as a guest speaker
- 30.16** INSPIRE Leisure. The Ideas Shop poster
- 30.17** Bognor Shopmobility. Letter complaining about the car park being closed on 3<sup>rd</sup> July and 16<sup>th</sup> July Head of Street Scene and Leisure Services response and response from Barry Jones (Chairman International Bognor Birdman Limited)
- 30.18** Steel Bands4u. Email requesting link from Bognor Regis Town Council Website
- 30.19** The Main Event – Magazine for event organisers issue 50 August/September 2011
- 30.20** TravelGBI Newsletter July 2011 no 393
- 30.21** Sheila and Rod Green. Email re Beside the Seaside Event
- 30.22** Stephanie Bayley email re Beside the Seaside Event
- 30.23** Sue Harris, email re Beside the Seaside Event
- 30.24** Colin Clark. Email re Logo for Town

- 30.25** Phil Graham. Arun District Council. Tourism South East re Southern Railways request for events to promote to rail travel providers this Autumn
- 30.26** Output Arts. Email re Beside the Seaside Event
- 30.27** Output Arts. Email from Jonathan Hogg re feedback from Beside the Seaside event

**31. DATE OF NEXT MEETING**

Monday 31<sup>ST</sup> October 2011

*The meeting ended at 8.45 p.m.*