



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE MEETING

HELD ON MONDAY 31ST OCTOBER 2011

PRESENT: Cllrs: Mrs. S. Daniells (Chairman), 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
Two members of the public in the public gallery until item 9

The meeting started at 6.30pm.

32. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllr. Mrs. E. Anderson.

33. 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.

Cllr. R. Nash declared a Personal Interest in the Folk Festival (Item 7)

34. TO APPROVE THE MINUTES OF THE EVENTS PROMOTION AND PUBLICITY COMMITTEE MEETING HELD ON 22ND AUGUST 2011

The Minutes of the Meeting held on Monday 22nd August 2011, were **AGREED** as an accurate record and were signed by the presiding Chairman.

35. ADJOURNMENT FOR PUBLIC QUESTION TIME

The meeting was adjourned at 6.40pm

A representative of Hotham Park Country Fair told the Committee they had decided not to run the Country Fair in 2012 as there were so many National events during the summer but would be willing

to help and support any event the Town Council might run in the Park especially over the weekend of the Queen's Diamond Jubilee. She had previously sent an email to the Council offering this.

The meeting was reconvened at 6.45pm

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

There were no matters arising.

37. TO APPROVE HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON 2011 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:

37.1 Christmas Illuminations Switch-on Event. A Member suggested that Councillors dress in Dickensian (or similar) costumes and sell Raffle tickets. Councillors **AGREED** this would be a good idea and add to the atmosphere.

A request had been received from Jill Dennison (Fundraising Officer) from St Wilfrid's Hospice who asked if they could attend in costume to publicise their fundraising Santa Stroll Event on 11th December at the Weald and Downland Open Air Museum. This was **AGREED**.

A Member agreed to provide stage blocks for the main switch on. Cllrs. Daniells and Toovey **AGREED** to man the raffle and tombola stalls.

It was **AGREED** to invite a representative of Sime Darby to the Switch on event as they were offering a raffle prize.

37.2 Clowns Parade 2012. A Councillor asked what the Council gains from this event. It was felt that it was mainly Media coverage and publicity for the Town. The Budget had been reduced for the 2013 event and Councillors felt the event should be reviewed again after the 2012 event.

38. TO CONSIDER HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON POSSIBLE EVENTS FOR 2012 INCLUDING BUDGETS

The Head of Street Scene and Leisure Services referred to her report. The Accountant had set the Budgets for events for 2012 as recommended by the previous meeting. A decision was required on which new events would be staged and the budget apportioned.

38.1 Proposed New Events:

Classic Car Event. After a discussion regarding possible new events for 2012, it was **AGREED** to run a 2 day Classic Car Event in West Park with the co-operation and help of local classic car clubs, with a craft and charity fair and the possibility of stands provided by car manufacturers. Dates **AGREED** 26th and 27th May 2012 and Budget **AGREED** £1,250

38.2 Alice in Wonderland event in Hotham Park. This was **AGREED** with a date of Sunday 19th August and a budget of £1,250

Cllr. R. Nash declared a Personal Interest in the Folk Festival

38.3.1 Folk Event/Festival. There was a lengthy discussion regarding the two options put forward in the Head of Street Scene and Leisure Services report. Option 1 involved a ticketed event with 2 or 3 stages with fenced-off audience area. It would involve substantial costs, estimated as a minimum of £10,000, for staging, PA equipment, fencing etc. Option 2 was for a one day free event around the bandstand, using our own equipment. The estimated cost for this would be £1,500. Cllr. Nash put forward a further option that the Council run a ticketed event on one day around the Bandstand area with one or two popular groups headlining to bring supporters in. He suggested tickets could be sold for £20 a head or £35 for a family of four. A similar event had been run 20 years ago but had

discontinued when funding was withdrawn. It was suggested that additional funding for such an event could be sourced through Sainburys 106 money and Butlins support. Issues were raised regarding the financial implications in underwriting a ticketed event, the amount of staff time it would require and whether it was an appropriate event for the Town Council to run or whether it should be run by an outside organisation with Town Council support.

Members **AGREED** that as a trial run Option 2 would be the better choice but if 106 funding and Butlins support was available it could be used to make the event bigger and ticketed.

Budget of £1500 was **AGREED** and a date to be agreed in September.

- 38.4 Jubilee Event.** The Head of Street Scene and Leisure Services referred to her report. As an addendum she informed the Members that the sum of £5,000 has been allocated to the event in the budget. She also reminded Members that Hotham Park Heritage Trust have offered their support for a Jubilee event in the Park as they are not holding a Country Fair in 2012. It was suggested that an additional event be held on Sunday 3rd June in Hotham Park with a big screen showing the Thames Pageant with a “Big Lunch” which will be nationwide that day. Supermarkets could be approached to supply food and drink for the day. With the big screen there was an opportunity to seek sponsors to assist towards the costs. It was **AGREED** to allocate £3,000 on this day.

For the Beacon lighting on Monday 4th June it was **AGREED** to book a band who would play some “sing along” patriotic music for the evening and after the Beacon lighting 60 (eco-friendly) lanterns to be released to symbolise 60 years. Schools will be invited to enter a poetry competition about the Queen’s Jubilee for the event and children whose poems are selected will release the lanterns.

39. 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 the selection of possible logos.

At this point the meeting was adjourned to allow Cllr. Brooks to speak on this issue and present his ideas on the logo

Discussion then took place regarding the merits of individual logos and number 5 on the sheet was felt to meet the criteria set out in the guidelines. Although this had not been the most popular when all Councillors were asked to make a selection, it was felt that it was the most suitable as it had clear lines and was not as ‘bitty’ as some of the others. Cllr. Brooks suggested that the fonts should be changed so that they were both the same, as currently ‘Sunniest’ was in a different font to Bognor Regis.

The meeting was reconvened and it was **AGREED** to **RECOMMEND** to Council that logo 5 be chosen as Bognor Regis logo, subject to the fonts being changed so that they were all the same and the sun was changed to an orange colour to allow it to be photocopied in black and white.

40. TO CONSIDER HEAD OF STREET SCENE AND LEISURE SERVICES REPORT ON TOWN GUIDE

The Head of Street Scene and Leisure Services reported that all of the companies who had previously advertised in the Guide had been contacted and to date £810 of advertising had been obtained. However, some of these needed to be followed up and not all of the letters to the Food and Drink outlets had been sent out, due to the work being done on the Shoppers Guide. The cost to produce the Guide last year was £3,260 for 25,000 copies and there is a Town Guide budget of £1,000 should this be required to cover a shortfall in advertising. Once all responses have been received from previous advertisers it will give a better idea of the financial situation. The Report was **NOTED**.

41. TO CONSIDER REPORT FROM HEAD OF STREET SCENE AND LEISURE SERVICES ON PROMOTION AND PUBLICITY BUDGET

The Head of Street Scene and Leisure Services referred to her report. After some discussion it was **AGREED** that a sum of £1,500 be Ear Marked to cover additional costs of producing, designing and

printing the remaining Interpretive Signage Boards, and that the Council take the production of the remaining boards back and outsource them to suitable contributors, where necessary

The Head of Street Scene and Leisure Services informed Members that there is £4,400 remaining in the budget to be spent on Promotion and Publicity and requested Councillors give some thought to how that could be used. There was a discussion about the possibility of printing information cards to send to other town's information services and of providing Wi-Fi access in parts of the town. A Member thought Arun District Council may be considering this and the Committee asked the Head of Street Scene and Leisure Services to contact Arun to see if the Town Council could work in Partnership with them on this.

42. UPDATE ON PROPOSALS TO DEVELOP A STRATEGY TO ENCOURAGE COACH TRAVEL TO BOGNOR REGIS

As agreed at the previous meeting an advert has now been placed in the Coach Drivers Club Yearbook, at a cost of £1,065. Once the switch-on has taken place, work will continue on developing better links with coach companies. The Committee **NOTED** the content of the report.

43. ADDITIONAL AGENDA ITEM FOR THE MEETING OF THE EVENTS PROMOTION AND PUBLICITY COMMITTEE – TO CONSIDER REQUEST FROM TELEVISION COMPANY TO USE THE BATHING MACHINE IN A NEW SERIES TO BE FILMED FOR CHANNEL 4

A television company had contacted the Council to request the use of the Bathing Machine in a new series about Victorian inventions and how they shaped lives and the Country. The last programme of the series is to be on how the railways contributed to the development of seaside towns. They are looking for a Bathing Machine to film being taken into the water as it would have been during its use. The producers would probably wish to take the Bathing Machine to Llandudno to film it and it is likely there would be no reference to or coverage of Bognor Regis. There would be a large cost in moving, transporting and insuring the Bathing Machine. Councillors **AGREED** that the Head of Street Scene and Leisure Services should contact the television company and offer them the use of the Bathing Machine for a fee plus expenses. A sum of £10,000 was suggested as a starting point.

44. CORRESPONDENCE

The Committee **NOTED** the correspondence as detailed below:

1. Stand out Magazine September 2011
2. Tower Mint. Email re commemorative Medal for Diamond Jubilee
3. Rotary Club of Bognor Regis. Letter with cheque for £687.85 from the Carnival street collection
4. Arun District Council. Letter from Lynn Haymes re The Queen's Diamond Jubilee Beacons – 4 June 2012
5. Coach Monthly Magazine September 2011
6. Arun District Council. Email from Lynn Haymes re The Queen's Diamond Jubilee Beacon Lighting
7. Chichester University. Email from Wendy Sealy re The Head of Street Scene and Leisure Services agreeing to be a speaker at their volunteer fair on September 23rd.
8. Arun District Council. Email from Jacqui Ball re diverting enquiries to the VIC to sussexbythesea@arun.gov.uk.
9. Aston Seabridge, Assistant Manager at Poundland re addition of a French/Farmers Market in London Road.
10. Top Gear Sound, email from Nigel Wade re Event Sound Systems hire service.
11. Littlehampton Town Council. Email from Sophia Teixeira enquiring if Bognor Regis Town Council has events planned for the Jubilee.
12. London Philharmonic Skiffle Orchestra. Email regarding online concert on September 29th

13. Robin Parker. Email re events in Bognor Regis next April/May and informing that Rox is planned for July 28th and 29th 2012
14. Peeks, Christmas 2011 Catalogue
15. Travel GBI news September 2011 No. 395
16. Coach Monthly. E mail offer to advertise in October issue of magazine
17. Coach Monthly. Email offer to advertise on Wall planner
18. Augustus Press Limited. Email re printing of leaflets etc
19. Bognor Regis Art Society. Letter from Caroline Ragless re the cessation of Sands of Time including Sue Holmes Response
20. Coach Monthly. Email with Features list for 2012
21. London 2012. Email re Young Games Maker volunteer applications.
22. Historical Promotions. Email re Diamond Jubilee Events 2012
23. Arts in Action re Arts in Action Network Meeting Monday 3rd October, and responses
24. The Digital Paparazzi. Email offering services at events
25. Catherine Waring. Email re Christmas Market, Hotham Park.
26. Darren Maxwell. Email re Workwear event and street furniture company DM Wholesale
27. Stand Out. Email re Temporary Structures Guide 2011
28. ADC email from Phil Graham re the next Edition of the Arun Times publication requesting information on any forthcoming events leading up to Christmas 2011
29. Bruno Peek, Pageantmaster. Acknowledgement of Beacon Lighting Registration Form
30. Arts in Action. Email from Duncan Thrussell re Open Studios
31. Arts in Action. Public Art online e-newsletter Sept 2011
32. Coach Monthly. Email with Book 3 get 3 free offers on advertising.
33. Coach monthly. Email with features upcoming advertising offers. Also informing that their organisation now owns the Best of Britain & Ireland (BoBI) travel trade exhibition.
34. The Stage Bus. Email from Tom Hyland re the Stage Bus
35. Coach Monthly. Email re advertising “deal” available
36. 11th Bognor Regis Scout Group. Email asking if there will be a suitable event for them to run their tombola at as it is one of their major fundraising events. Head of Street Scene and Leisure Services reply attached
37. Robert Smith. Email re a fun fair style duck shoot game.
38. Cobra events email with their event offers
39. Friday Ad. Email re their Christmas Campaign
40. UK Point of Sale Display Buyers Guide
41. Elliott hire supplies for events Catalogue
42. Arts In Action. Email from Duncan Thrussell re notes and Action points from meeting 3.10.11
43. Coach Monthly October 2011 edition
44. Travel GBI newssheet October 2011 no 396
45. Showbizworks email re Calvos Walkabout entertainment
46. Creative West Sussex Newsletter 7.10.11
47. Community Arts Bognor Regis Creative space project. Email from Su Cloud re meeting at Hotham Park on 15th November at 7.00pm re developing a creative space in Bognor Regis.
48. Neighbourhood Policing Team. Email from Michelle Davis requesting a list of Events for 2012 as far as they have been decided
49. Bruno Peek – Pageantmaster. Letter inviting Council to take part in the Queen’s Diamond Jubilee Beacon
50. Take One Media – email e-news. Feature your leaflets exclusively in high footfall motorways with Take One Media.
51. Coach monthly. Email re advertising space in November issue

The following additional correspondence was noted:

- 52. Top Marquees Under the canopy newsletter issue 2
- 53. End of the Pier International Film Festival. Letter re postponement of “live” festival.
- 54. CDC email re Partner Attractions offer

45. DATE OF NEXT MEETING

Monday 5th December 2011

The meeting ended at 8.25 p.m.