



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE EVENTS, PROMOTION AND PUBLICITY COMMITTEE MEETING

HELD ON MONDAY 5TH DECEMBER 2011

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

IN ATTENDANCE: Mrs. S. Holmes. (Head of Street Scene and Leisure Services)
Mrs. L. Gill (Clerical Assistant)

The meeting opened at 6.30pm.

46. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE

The Chairman welcomed those present. Apologies had been received from Cllrs. Mrs. E. Anderson and Mrs. J. Warr

47. 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.

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

48. TO APPROVE THE MINUTES OF THE EVENTS PROMOTION AND PUBLICITY COMMITTEE MEETING HELD ON 31ST OCTOBER 2011

The Minutes of the Meeting held on Monday 31st October 2011, were **AGREED** as an accurate record and were signed by the presiding Chairman.

49. ADJOURNMENT FOR PUBLIC QUESTION TIME

No members of the public were present at this time and no written questions were received.

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

31st October – Min. 43 Request from Television Company to use the Bathing Machine

Further email correspondence has been received from the TV company. They were advised that the costs would be at least £10,000 but they have indicated that this would not necessarily be an issue.

They were further advised that the Council would need to undertake a lot of research to find out the actual costs of this project and whether it was, in fact, feasible. As they have not yet decided whether they do wish to use the Bathing Machine, it has been agreed that nothing further will be done for the moment. If they decide they do wish to proceed, further research will be undertaken and a more accurate cost produced for them to consider.

51. 2011 EVENTS – TO CONSIDER REPORT FROM HEAD OF STREET SCENE AND LEISURE SERVICES

The Head of Street Scene and Leisure Services referred to her report, previously circulated, the content of which was **NOTED**. She updated the Committee on the current progress. The following additional point was made:

51.1 Christmas Illuminations Switch-on Event.

It was agreed that there were some issues around the switch-on which need consideration before next year's event. A member said that people did seem to be enjoying the day and that it had been very successful in terms of bringing people into the town. There was a discussion around some of the issues with staging, PA equipment and the Grotto including the suggestion of a mobile stage on a trailer. However, it was agreed to undertake a review of this event in the New Year when less time would be required on the Free Parking Scheme.

52. EVENTS PROGRAMME FOR 2012, INCLUDING RE-CONSIDERATION OF FOLK FESTIVAL, REFERRED FROM FULL COUNCIL – MIN. 93.1REFERS.

The Head of Street Scene and Leisure Services referred to her report which was **NOTED**.

52.1 Folk event / Festival

Following much discussion at the last meeting, it was considered that a small scale one day Folk event should be run in Hotham Park, probably in September, with a budget of £1,500. This item was debated at Full Council on 14th November, when concern was raised as to whether this was the type of event that the Town Council should be running and whether there was sufficient staff capacity to cope with a Festival. Council therefore resolved that this item should be re-considered by the Events, Promotion and Publicity Committee.

A discussion took place regarding the decision to hold the Folk Festival and the reasons to postpone it. Members felt it was a good idea in principle but that 2012 was already going to be a busy year with the Queen's Jubilee and the Olympics and that it would place staff under too much pressure to organise a new big event as well. Cllr. Nash suggested the Festival be postponed and looked at again early in 2012 with a view to running it in 2013. This would give more time to prepare and form a Task and Finish Group to run the event. There has been some initial interest from Butlins in holding part of the event there and there may be funding available from the Sainsbury's 106 money.

The Head of Street Scene and Leisure Services made the point that other agencies involved would have to work within the Town Council's processes and that a ticketed event would involve setting aside funds to underwrite the ticket costs in the event of cancellation or low sales. Following further discussion it was **AGREED** to postpone the event for 2012 and look at forming a Task and Finish Group in the New Year to investigate this issue further.

53. OLYMPIC TORCH RELAY – CONSIDERATION OF REPORT FROM HEAD OF STREET SCENE AND LEISURE SERVICES

The Head of Street Scene and Leisure Services referred to her report. As the Olympic torch will be coming through Bognor Regis, the Council has been approached by Arun District Council with a view to becoming the co-ordinator working with ADC and the Olympic Authorities to organise the Bognor Regis section of the Relay. There are two issues for decision:

1. That the Town Council, via the Head of Street Scene and Leisure Services, take on the role of co-ordinating the Olympic Torch Relay event through Bognor Regis
2. If the Committee decides not to have a Folk Festival in 2012, the budget of £1,500 be allocated to the Olympic Torch Relay

Councillors discussed the issues around the organisation of the relay and what the Town Council's role might be as Co-ordinator.

It was **AGREED** that the Town Council, via the Head of Street Scene and Leisure Services, take on the role of co-ordinating the Olympic Torch Relay event through Bognor Regis

It was **RESOLVED** to **RECOMMEND** to Full Council that the budget of £1,500 previously allocated to the Folk Festival be allocated instead to any expenses incurred in co-ordinating the Olympic Torch Relay

54. MARKETING LOGO UPDATE – REPORT ATTACHED

The Head of Street Scene and Leisure Services referred to her report. The final version of the logo was presented and there were decisions to be made on the following issues:

Is the Committee in agreement to adopt the amended logo, attached, as the official Town Logo?

Where should the new logo be used, in place of the official town crest?

Does the Committee agree that flags should be produced with the new logo and that these should be available for the general public to purchase?

Should the cost of any flags produced be funded from the Promotion and Publicity budget?

Should other items be produced featuring the new logo and should these also be funded from the Promotion and Publicity budget?

Members discussed the final version of the logo and whether it required any further changes. It was **RESOLVED** to **RECOMMEND** to Full Council that the final version of the logo be adopted as the official Town logo.

Members discussed where the new logo should be used, in place of the official town crest. It was felt that the Town Crest should continue to be used for official Civic occasions and on the seafront. The new logo could be made into flags and sold to the public for use anywhere by the Town Council and/or the public; however no decision could be made on this without the relevant costings. The Environment and Leisure Committee had spoken in support of this at their last meeting. With regard to the use of the logo on stationery it was suggested that a draft design of headed paper incorporating the new logo be prepared for decision on whether it should be used instead of the current headed paper and under what circumstances.

The Head of Street Scene and Leisure Services will obtain costings for printing the logo on flags for sale and a draft of the headed paper incorporating the logo for decision at the next meeting.

55. TOWN GUIDE UPDATE

Businesses who had advertised in this year's Town Guide have been approached for the 2012 Guide. Of the thirteen businesses approached five had agreed to placing an advertisement next year, four had said no and four had not to date responded. Businesses in the Town Centre had not been approached as they had already been asked to take out advertising in the Shopper's Guide. However, the budget figure for the Town Guide added to the booked advertising revenue may be sufficient to print 20,000 guides, which is fewer than last year but with the Visitor Information Centre not working in the same way as before that amount would probably be sufficient. Councillors asked if it was necessary to have a Town Guide as well as a Shopper's Guide. The Head of Street Scene and Leisure Services explained that the two are aimed at different target groups, the Shoppers Guide to promote the Town as a Shopping Centre and the 2 hours free parking and the Town Guide is a way of advertising the town to holidaymakers.

It was **RESOLVED** to **RECOMMEND** that the reduced number of 20,000 Town Guides be printed for 2012.

56. PROMOTION AND PUBLICITY BUDGET UPDATE

The Head of Street Scene and Leisure Services reminded members that out of the Promotion and Publicity Budget last year £850 had been paid to a local photographer to take photographs of all Bognor Regis Town Events and scenes during the year. These photographs are hi-resolution and the Council own the copyright so can use them when and however they wish. The Promotion and Publicity budget has been cut for next year and she suggested Members reserve some funds towards engaging him for this service next year. This year's budget has not been fully committed yet and ideas need to be brought forward as soon as possible. A Councillor asked if the website could host a gallery with these photographs on, or possibly a Facebook page with these photographs for people to see. The Head of Street Scene and Leisure Services will investigate these forums.

57. CORRESPONDENCE

The Committee **NOTED** the correspondence as circulated (appended to file copy of the Minutes) including the following additional correspondence as detailed below:

- 57.1** Coach monthly - Email re booking advertising for 2012 issues of Coach Monthly.
- 57.2** Anon of Swansea - Letter and brochure about events in Swansea vs. Bognor Regis.

58. TO NOTE DATE AND TIME OF EXTRAORDINARY EVENTS, PROMOTION & PUBLICITY COMMITTEE MEETING TO CONSIDER SPONSORSHIP AND CULTURAL GRANT AID APPLICATIONS – 30TH JANUARY 2012 AT 6.30PM

The date and time of the Extraordinary Events, Promotion & Publicity Committee Meeting was **NOTED**.

The meeting closed at 7.38 p.m.

GENERAL CORRESPONDENCE FOR EVENTS, PROMOTIONS AND PUBLICITY
COMMITTEE MEETING 5TH DECEMBER 2011

1. Ticketprinters - email re performance wristbands.
2. Arts in Action - Email from Duncan Thrussell re funding streams and jobs available
3. West Sussex Arts Partnership - Email job opportunity.
4. Events Guide - Email requesting event information for 2012 season
5. Arun District Council - Email from Sadie Tooley forwarding email from Timewontwait offering their “human sized” Punch and Judy show.
6. Travel GB - newspaper November 2011 No 397.
7. Theatreview - Newsletter of Group Line Issue 47 October 2011.
8. Arun District Council - Email from Phil Graham re the Olympic Torch Relay coming to the area and a link to The London 2012 Local Leaders page on London 2012 website with ideas to celebrate the Olympics.
9. Coach Monthly - Email from Lloyd Jones re upcoming features list for Coach Monthly newsletter.
10. Coach Monthly - Email on South West England Feature advertising opportunities
11. Coach Monthly - November 2011.
12. Town Guide Apps - Email re A Town Guide Smartphone App for your Town.
13. UK Point of Sale - issue 33 Range of Festive Display Products.
14. End of the Pier Film Festival - Email from Brian Gartside re the revised date for screening the films in their competition.
15. BBC - letter re their website “things to do” area which publicises events.
16. Letter received anonymously from Swansea. There was no way to respond to this letter so it can only be filed for information.
17. Letter from the BBC offering free inclusion on their “Things to Do” area of their website. Members AGREED the Town Council should make use of this offer.
18. Town Guide Apps - Email re A Town Guide Smartphone App for your Town. An offer to design host and run a Smartphone App about Bognor Regis. A Councillor mentioned that Arun District Council are considering producing a QR code for the area and that there may be a crossover or conflict with this. The Head of Street Scene and Leisure Services will investigate the two different applications and report back to the Committee whether there is duplication or crossover between the two before the Council makes a decision on whether to take up this offer.