



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON THURSDAY 30th SEPTEMBER 2010

PRESENT: Cllrs.: G. Burt, P. Dillon, K. Scutt and P. Wells (during minute no. 19).

IN ATTENDANCE: E. Adams and S. Holmes.
A Member of the Public (part of the meeting)

The meeting opened at 6.36 pm.

14. **CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES OF ABSENCE**

In the absence of the Chairman, the Vice-chairman took the chair for this meeting and welcomed those present. Apologies of absence were noted as being received from Cllrs: J. Brooks, A. Cunard, and Mrs. S. Daniells.

15. **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.

There were no declarations of interest made at this point in the meeting.

16. **TO APPROVE MINUTES OF THE MEETING HELD ON 29th JUNE 2010, PREVIOUSLY CIRCULATED**

The Minutes of the Meeting held on 29th June 2010 were agreed as an accurate record and signed by the presiding Chairman.

17. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

No public were present.

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

There were none.

19. **TO REVIEW THE TERMS OF REFERENCE, ATTACHED**

It was **AGREED** to add 'Formulation, publication and distribution of the Town Guide' as referred from Environment and Leisure Committee (Minute 34 refers). The Terms of Reference were then **APPROVED**.

Cllr. P. Wells offered his apologies and joined the meeting at 6.37pm.

20. TO CONSIDER THE COMMITTEE BUDGET FOR 2011/12, BALANCE SHEET ATTACHED

The Committee was in possession of the confidential budget sheet detailing the balances of the current budget and the earmarked reserves.

A Member spoke of the Observer article in connection with utilizing the Sainsbury's s 106 money and the idea of introducing 2 hour free parking in the town centre. He was of the opinion that the Town Council should support such a scheme by a way of paying for the promotion of the scheme. Details of how the scheme operates in Littlehampton were given. A question was raised whether 2 hours were negotiable as for example Croydon offers 30 minutes only. The Committee agreed that the scheme would make the town centre more attractive to shoppers. It was also noted that if it is agreed to spend the s 106 money on this scheme, it would not be implemented this financial year.

The Committee debated the level of the 2011/12 budget and **RESOLVED to recommend to Policy & Resources Committee** the budget of £5,000.

The Members also **AGREED** to discuss earmarking the balance of the current budget at the next meeting.

21. TO CONSIDER A TECHNICAL SPECIFICATION FOR THE ADVERTISING BOARD ON BUTLINS PERIMETER FENCE, IF AVAILABLE (JB)

The chairman explained the project to the new Members on the Committee and presented the information that Cllr. Brooks had passed onto him. The Members considered the five signage options detailed in the report and **AGREED** on an LED sign (option no. 4) that can be remotely changed, costing in a region of £8,500. Following a discussion on the number of signs and the locations, it was **AGREED** that three signs should be bid for when the use of the Sainsbury's section 106 money is considered. The signs can not only be used for promoting events but also to display highway related messages. It was felt that £8,500 was a rather low cost for such a sign including installation and **AGREED** that other suppliers should be contacted for quotes to see if the amount was realistic.

A Member reported that as part of the Bognor Regis Transport Plan, JWAAC was considering installation of Town Centre Variable Message Signage that provides real time information on the availability of car parking spaces. It was **AGREED** to send a copy of the letter bidding for s.106 money for the LED signs to JWAAC.

The Committee engaged in a detailed discussion about the regeneration and the Events Officer urged the Members to ensure that a Town Council representative is present at the Regeneration Board meetings. The Events Officer also gave a brief report on the discussions at the last Regeneration Board meeting where the use of section 106 money emanating from the Sainsbury's development was discussed. The Members asked that appointment of another reserve representative is put on the next Council agenda. It was noted that Cllr. P. Dillon put his name forward. The Committee also discussed the difficulties of attending daytime meetings when in full time employment. Cllr. Burt reminded the Members that at the spring meeting of the Regeneration Board he had made the point that the Town Council wanted to be involved in the way the section 106 money would be spent. The Committee **AGREED** to send a reminder to Mr. R. McMann. The Members also considered inviting Sainsbury's to a Council meeting.

22. UPDATE ON ADVERTISING IN SEAFRONT SHELTERS

The chairman presented the lockable A2 snap frame previously purchased for this purpose and some discussion followed. It was **AGREED** that the Events Officer would liaise with the Foreshore Officer on installation and location of the prototype.

A Member of the Public joined the meeting.

23. THE TOWN GUIDE 2011

The Events Officer queried whether installation of the brochure dispensers in Butlins was being pursued as this would have a massive impact on the number of Town Guides needed. It was acknowledged that the dispensers were a great idea. However, it would also have a great impact on staff time to obtain sufficient advertising to produce the Guide at no cost to the Council and to keep the dispensers filled.

A Member of the Public left the meeting.

A Member suggested installing a dispenser in a lobby of each hotel or displaying the Guides on the receptions desks which would be more realistic and manageable. In answer to a question, the Events Officer informed the Members that only corporate materials were being put into the guests' rooms. A Member suggested changing the format of the Guide to an A3 folded into A5 double sided leaflet as this would reduce the printing costs. The Events Officer provided a quote for printing 40,000 Guides which was about £600 more than the advertising revenue last year. It was felt that by reducing the number of copies to 30,000 the Guide could be produced at no cost to the Council. However, it was pointed out that time was running out and a decision on the number of copies had to be made at this meeting so that sufficient advertising could be obtained. A Member was of the opinion that last year the advertising was expensive and the local market was very volatile so it was crucial to set a right price. Following some debate, it was **AGREED** to produce 25,000 to 30,000 copies of the Guide and ensure that it is produced at no cost to the Council.

The Committee also **AGREED** to review the literature about the town at the next meeting.

The Events Officer presented an email from a Milton Keynes designer offering the use of his painting of Bognor Regis seafront. This was noted.

It was pointed out that a cover for the Guide needed to be decided upon.

24. UPDATE ON THE MARKETING LOGO

The Committee was in possession of the latest draft logo circulated with the agenda. The chairman introduced the project to the new Members on the Committee and read out the report submitted by Cllr. Brooks. Following some discussion, it was felt that precedence should be given to the designer's draft logo which was more modern. A Member suggested adopting the Bognor Regis Heritage Project logo which features the Pier from Waterloo Square. Cllr. Wells agreed to email it to the Committee. The Members then considered the designer's draft logo and recommended a few changes such as moving the words 'Bognor Regis' to the top of the logo leaving some space at the bottom so the logo can be adopted for an event for example, making a building on the pier more prominent and lengthening the pier. Once changed, the logo will be emailed to the Member for further comments / approval.

25. UPDATE ON THE TOWN BOUNDARY SIGNS

The Committee noted that a response was still awaited from Mr. J. Harris (WSCC Director Operations Infrastructure) with regard to the letter sent in July. It would appear that WSCC was of the opinion that a planning permission should be sought before WSCC consider issuing a licence for the signs. However before the Town Council applies for a planning permission, clarification on the position of the Carousel Court sign needed to be sought in view of the Assistant Highways Manager's concerns about the visibility from the junction with Merrion Avenue. It was noted that once clarified, planning permission would be sought. Cllr. Burt and the Committee Clerk will liaise on completion and submission of the application(s).

It was also reported that the Assistant Highways Manager mentioned in a telephone conversation that the Director Operations Infrastructure had met with the ADC Leader who was supporting the Highways design.

A Member expressed concern about the time it has taken WSCC to respond to the letter.

26. TO CONSIDER TAKING PART IN THE COMMUNITY VIDEO PROGRAM, INFORMATION ATTACHED

The Committee was in receipt of the email detailing the offer of a free video of the Mayor promoting Bognor Regis. Following some discussion, the offer was noted.

27. DATE OF NEXT MEETING

The next meeting will be held on **Tuesday 14th December 2010 at 6.30pm.**

The meeting ended at 7.40pm.