



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON TUESDAY 29th JUNE 2010

PRESENT: Cllrs.: A. Cunard (Chairman), G. Burt (Vice-chairman), J. Brooks, P. Dillon (from minute no. 9), J. Passingham and P. Wells (from minute no. 7).

IN ATTENDANCE: E. Benackova and S. Holmes.

The meeting opened at 6.31 pm.

1. **TO NOTE THE APPOINTMENT OF CHAIRMAN AND VICE-CHAIRMAN AS AGREED AT THE ANNUAL MEETING**

The Committee noted that Cllr. A. Cunard had been elected Chairman and Cllr. G. Burt had been elected Vice-Chairman of this Committee at the Annual Council Meeting on 10th May 2010.

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

The Chairman welcomed those present. There were no apologies of absence.

3. **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.

It was noted that Cllr. J. Brooks felt it was not necessary for him to declare an interest in the agenda item no. 7 at this point of the meeting.

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

4. **TO APPROVE MINUTES OF THE MEETING HELD ON 6th APRIL 2010, PREVIOUSLY CIRCULATED**

The Minutes of the Meeting held on 6th April 2010 were agreed as an accurate record and signed by the presiding Chairman.

5. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

No public were present.

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

A Member queried whether the information on the County's preferred route to Bognor Regis had been received. It was confirmed that the email had already been forwarded onto the Members but it would be forwarded again.

The Committee also discussed the newly refurbished ADC seafront notice boards. It was noted that the Events Officer was arranging for the events leaflet to be displayed. A Member reported on the refurbishment of the Theatre board located in Marine Parade and the problems with the ADC contractors.

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

7. TO CONSIDER A REPORT RE: SITING OF ADVERTISING BOARD ON BUTLINS PERIMETER FENCE AND DECIDE ON A WAY FORWARD (JB)

Cllr. Brooks gave a report on his meeting with the Butlins resort director who was happy to be a partner in applying for a planning permission for an events sign located on Butlins land. It was further reported that the resort director was quite impressed with an electronic sign. Such a sign could be updated wirelessly and could serve as a mean of income but would be more expensive to purchase than a manual one. It was further reported that Butlins would like to include a phrase 'Butlins supports Bognor Regis' or a similar slogan on the edges of the sign. A Member favoured an electronic sign but was aware of the budget restrictions and therefore suggested asking Butlins for a contribution. The Committee noted that the full costs were unknown at this stage but the donated frame could serve as a basis for an electronic sign. A Member proposed using the section 106 money emanating from Sainsbury's planning application, if successful. The Committee **AGREED** that technical specification had to be drawn up prior to going to a tender and asked Cllr. Brooks to work on it in liaison with the Officers, Butlins and ADC. The technical specification will be subsequently emailed to the Committee Members for approval and tenders will be invited once the specification has been endorsed by the Committee, with the view of considering the submissions at the next Committee meeting.

8. TO CONSIDER A REPORT RE: INSTALLATION OF BROCHURE DISPENSERS IN BUTLINS AND DECIDE ON A WAY FORWARD (JB)

Cllr. Brooks informed the Members of the offer of four good sites within Butlins to install a Visitor Guide dispenser. It was noted that this would allow the Council to keep tabs on how many are being used and to top up as necessary with less chance of any just sitting around and getting 'lost'. It was pointed out that in order to progress this further, it was necessary to clarify what types of dispensers the Committee was looking at - for example outdoor/indoor, freestanding/wall mounted etc.? Although it was agreed that the idea behind dispensers was great, it was highlighted that keeping the dispensers filled would be a major job and also thousands more Visitor Guides would have to be printed to accommodate the number of guests staying in Butlins every week. The Committee was also urged to consider the future of the Visitor Guide and its aim. Following further debate on the matter, it was felt that this project should be put on hold whilst the installation of the advertising board is pursued.

Cllr. P. Dillon offered his apologies and joined the meeting at 6.48pm.

9. TO RECEIVE AN UPDATE ON ADVERTISING IN SEAFRONT SHELTERS AND DECIDE ON A WAY FORWARD (JB)

Cllr. Brooks reported on the meeting with the Foreshore Officer who agreed to installation of two large poster sites on each of the three promenade shelters, one internal and one external on each. The Committee debated the provision of A1 clip frames at some length and **AGREED** that the Events Officer, Cllr. Brooks and the Foreshore Officer would liaise on obtaining these using the budget of £200. The content of these events poster sites was also discussed. The Events Officer pointed out that the events list could be displayed as well as posters advertising the individual big events as they come up.

10. THE VISITOR GUIDE

The Events Officer spoke of the need to establish the quantity of the Visitor Guides the Committee wished to have printed as 10,000 copies was no longer enough. Consideration would also have to be given to the numbers needed to keep the dispensers at Butlins filled. Furthermore, it was pointed out that more copies would require more advertising to be sold by the Officers. The Committee debated the matter in some detail, considering various ways forward. A Member suggested including a list of events of the back page as well as a map of the town. The Events Officer informed the Members of the plans to have the events support worker sending out electronic events leaflets to the coach companies for example and promoting the Town Council's events online.

11. UPDATE ON THE MARKETING LOGO

The Members were in possession of the latest designs and noted the report previously circulated. Following some discussion on the proposals, the Committee was reminded of how the logo is intended to be used. It was noted that the Members favoured the design featuring the crown. The Committee also considered the ways forward including the options of contracting out to another designer or asking the current designer to incorporate the Pier in the logo. Cllr. Brooks circulated his proposal which the Committee appreciated but was concerned about the potential misuse. Details of another designer were provided and the Members **AGREED** that prices be obtained.

12. UPDATE ON THE TOWN BOUNDARY SIGNS

The Committee was updated as per the report which was circulated with the agenda. It was noted that the landowner's permission had been granted for the Shripney Road sign. However there were still outstanding issues relating to the other three signs. The exact location of the Chichester Road sign had to be clarified in order to establish whether the land was owned by ADC or WSCC. It was also reported that the signs on Upper Bognor Road and by the Martlets roundabout were sited on the public highway. Concern was expressed about the conflicting advice received from the Assistant Highway Manager via email and subsequently over the phone. When asked for advice about the timing of a licence to site the non-highway signs on the highway, the answer was that he couldn't legalise their placement in the highway (unless advised otherwise by his colleagues) even if ADC granted the Planning Permission for advertisement consent. A contradictory advice was then given over the phone. In order to resolve the ongoing issues and to complete the project, the Committee **AGREED** that Cllr. Burt and the Committee Clerk would meet with WSCC and ADC. It was felt that it might also be useful for Cllr. Wells, as a County Councillor, to attend. In answer to a query about the acceptance of quote from Hampshire CC, the Committee Clerk presented a list of quotes received and advised that it was the cheapest quote.

13. DATE OF NEXT MEETING

The next meeting will be held on **Tuesday 21st September 2010 at 6.30pm.**

The meeting ended at 7.35pm.