



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON TUESDAY 6th APRIL 2010

PRESENT: Cllrs.: J. Brooks (Chairman), G. Burt and J. Passingham.

IN ATTENDANCE: E. Benackova and S. Holmes.

The meeting opened at 6.32 pm.

53. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES OF ABSENCE

The Chairman welcomed those present. Apologies of absence were noted as being received from Cllr. Mrs J. Gillibrand, Cllr. A. Cunard, Cllr. P. Dillon and P. Beckerson.

54. 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.

55. TO APPROVE MINUTES OF THE EXTRAORDINARY MEETING HELD ON 23rd FEBRUARY 2010, PREVIOUSLY CIRCULATED

The Minutes of the Extraordinary Meeting held on 23rd February 2010 were agreed as an accurate record and signed by the presiding Chairman.

The Chairman congratulated the Events Officer and everyone who had contributed to the production of the 2010 Visitor Guide. The Events Officer was asked to give details of Members contributions, which she did.

56. ADJOURNMENT FOR PUBLIC QUESTION TIME

No public were present.

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

In answer to the Chairman's enquiry, it was reported that there had been no correspondence from the Assistant Highway Manager regarding the County's preferred route to Bognor Regis. The Committee Clerk will chase and email the Members.

58. REPORT BACK ON MEETING WITH BUTLINS RE: SITING OF ADVERTISING BOARD ON PERIMETER FENCE – REPORT JB & AC

The Committee was informed of the unexpected postponement of the meeting which is now due to take place on 13th April at 3pm and all Members were invited to the meeting. The Chairman also reported on his enquiries about the distribution of the Town Guides to the Butlins guests and hoped that smaller versions of the Town Guide and the Events Leaflet could be placed in the guests rooms or outdoor brochure dispensers installed within the resort.

59. 2010 VISITOR GUIDE - UPDATE

The Events Officer handed out the Town Guides, the confidential budget sheets and gave a report on the Guide's production and distribution, praising the designer for all his hard work in completing the Guide within the time required. Following a Member's query regarding a budget entry, the Events Officer informed the Committee of the circumstances and suggested that the payment be made. A Member congratulated the Events Officer on producing the Guide in such a short time and distributing it before the Easter holiday. It was proposed that the Guide could perhaps be produced in-house considering its small scale. Furthermore, it was hoped that the advertisers would return year on year. The Events Officer agreed that once the main events season finishes in autumn, there might be a scope to work on the Guide for the following year with the view of using the profit to cover the cost of printing the Events Leaflets. The Committee discussed the advertisers fees and **RESOLVED** to produce the Town Guide in-house and keep the advertising fees at the same level as this year.

A Member proposed running a 'win free weekend break at Butlins' competition in the Guide in exchange for the Public feedback. It was **AGREED** that the Events Officer would approach Butlins.

The Members attention was drawn to the exclusion of the Sussex by the Sea logo from the Guide. It was felt that in view of the short timescale and the strict rules on the use of the logo, it was easier to leave it out.

The Members were asked whether they wished to proceed with the payment for the advertising obtained by Printnote as detailed on the budget sheet and the Committee **RESOLVED TO RECOMMEND to the Policy & Resources Committee** to approve the expenditure. The Committee also debated the provision of outdoor leaflet dispensers, the lamppost banners design and the omission of Bognor Regis from a Stagecoach brochure.

60. CONTENTS AND DISTRIBUTION OF THE 2010 NEWSLETTER

In the absence of the Projects Officer, there was no update on the production of the 2010 Newsletter. However it was understood that the distribution was being planned for June. The Members were shown the layout of the 2009 Newsletter and were happy to continue with it. It was noted that the Bognor in Bloom entry form would be featured on the last page as previously and a Member asked the Officers to ensure that the logo is displayed correctly. Two Members also requested that their photos in the Newsletter be updated and would send new ones to the Projects Officer.

61. THE MARKETING LOGO PROJECT – UPDATE

In the absence of the Projects Officer, it was regretted that there was no report. The Committee requested that an update be emailed to the Members before the next meeting.

62. UPDATE ON ADVERTISING IN SEAFRONT SHELTERS

The Events Officer reported on the email she had received from the Foreshore Officer suggesting an on-site meeting which the chairman was happy to attend. The Events Officer to arrange.

A Member reported that the information boards on the Promenade were wrongly positioned and some debate followed. Correction will be arranged.

63. TOWN BOUNDARY SIGNS – UPDATE

In the absence of the Projects Officer, it was regretted that there was no report. The Committee requested that an update be emailed to the Members before the next meeting.

64. MAPS IN TOWN CAR PARKS – REPORT GB

A proposal was circulated to the Members. Cllr. Burt updated the Committee on the last meeting of the Regeneration Board where he officially requested a seat on the Marketing Sub-Group to ensure that the Town council has a say in the marketing of the town. The Members engaged in a detailed discussion

about the remit of the Sub-Group in relation to the Bognor Regis Town Marketing Group (BR TMG). It was noted that two Councillors on the BR TMG were very keen to keep it going.

Cllr. Burt introduced his proposal for installation of bollard mounted notice boards in the town car parks and other prominent areas around the town using Section 106 money from the Sainsbury's development, if successful. The boards would feature a map of the town on one side and events posters on the other. A Member also encouraged other Councillors to think about other town centre improvements that could be delivered with the money. Following some debate on the matter, the Committee **RESOLVED** to approach Arun DC with a bid for £18,500 of the section 106 money for the town centre improvements emanating from the Sainsbury's development, if successful, towards 10 information/welcome panels in town centre car parks and other important tourist areas. The Committee also invited all Councillors to put in suggestions for town centre improvements.

65. DATE OF NEXT MEETING

The next meeting will be held on **Tuesday 29th June 2010 at 6.30pm.**

The meeting ended at 7.26pm.