



# **BOGNOR REGIS TOWN COUNCIL**

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## **MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING**

### **HELD ON WEDNESDAY 3rd FEBRUARY 2010**

**PRESENT:** Cllrs. J. Brooks (Chairman), G. Burt, A. Cunard, P. Dillon, Mrs. J. Gillibrand, and J. Passingham (from Minute 38).

**IN ATTENDANCE:** A Councillor in the Public Gallery  
Mr. Richard Bennett, W.S.C.C. Highway Manager  
Mr. P. Beckerson (Projects & IT Officer)  
Mrs. S. Holmes (Events Officer)  
Mrs. J. Hambleton (Committee Clerk)

*The meeting opened at 6.33pm*

#### **32. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES OF ABSENCE**

The Chairman welcomed those present. There were no apologies.

#### **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.

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.

*Cllr. Brooks declared a Personal Interest as a director of the company donating the frame (Agenda item No. 6)*

*Cllr. Brooks declared a Personal Interest as a trustee of a potential advertiser (Agenda item No. 10)*

#### **34. TO APPROVE MINUTES OF THE MEETING HELD ON 20<sup>th</sup> OCTOBER 2009 PREVIOUSLY CIRCULATED**

The Minutes of the Meeting held on 20<sup>th</sup> October 2009 were agreed as an accurate record and signed by the presiding Chairman.

35. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

One Councillor was present.

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

There were no matters arising

37. **HIGHWAYS MANAGER RICHARD BENNETT IN ATTENDANCE RE. HIGHWAY PERMISSION AND PLANNING APPLICATION FOR THE GATEWAY SIGN**

It was **RESOLVED** that this matter should be discussed in conjunction with Minute 45 - the MoT response.

The Chairman welcomed Mr. Richard Bennett, Highway Manager, W.S.C.C.

*The meeting was adjourned at 6.40pm*

Mr. Bennett spoke about the potential dangers to motorists from large structures on the highway, in the event of an accident or as a distraction while driving.

While the Town Council suggested the proposed sign was a 'gateway to the town' sign, Mr. Bennett explained this was considered as town signage.

Concern was expressed by Members about the inability to highlight events for visitors and suggested there was a need for signs, which could be adapted for various events.

Mr. Bennett agreed that the Highways Department did allow permitted sponsorship but said his staff were not very 'keen' on this due to the distraction element.

The use of roundabouts to promote town events was discussed. While Mr. Bennett felt small signs, within an acceptable limit, in front of planters were acceptable he stressed the need for easy access to maintain and cut the grass on the roundabouts. He said he was open to suggestions and maintaining flowerbeds was not a problem.

Mr. Bennett was asked if a standard structure with changeable signs relating to events would be acceptable. A structure could not be erected on the highway he said and added he would have no jurisdiction over a structure if it were on private land.

Reference was made to the signs that used to be put up for events such as Clowns and Sands of Time. Mr. Bennett said as this was only short term the Highways Department turned a 'blind eye'.

One Member suggested banners on the roundabouts. Another Member felt Butlins should be approached for permission to erect a display within their boundary. The display could highlight local events.

Another Councillor asked why sponsored advertising in bus shelters on the highway was permitted. Mr. Bennett explained the bus shelters were provided for the community through parish and town councils without charge on the understanding the shelters would include advertising.

The use of a banner as a welcome sign was discussed but Mr. Bennett said permanent structures on the highways were not permitted.

Mr. Bennett suggested small temporary boards could be placed in front of planters.

It was **AGREED** that the Committee would further investigate the possibility of an advertising structure with Butlins. The Chairman thanked Mr. Bennett for his comments which he said had been most helpful and said he would welcome any guidelines and policy information on highway planting.

The Chairman advised he had managed to arrange a meeting with Management at Butlins in March and invited Members to contact him if they wished to join him at that meeting to discuss signage in the area.

It was suggested Butlins be asked to consider a sign raised above their fence to advertise town events. It was confirmed that money from the previous budget had been earmarked for signage. There was some discussion about who would look after the sign with news of events that could be changed.

It was **AGREED** that Cllr. Brooks and Cllr. Cunard should talk with Butlins to establish how this might be achieved and who would be responsible for updating the messages. They were also asked to obtain 3 quotations for possible costs.

**38. CONSIDERATION OF MOT RESPONSE TO THE PROPOSED DESIGN OF THE TOWN BOUNDARY SIGNS (EMAIL ATTACHED APPENDIX 1)**

There was further discussion with reference to the 'Town Boundary' sign submitted to W.S.C.C., which had been refused, and the design of the recommended highway sign proposed by the Highways Department. Correspondence had been circulated that stated if B.R.T.C. is not prepared to accept the proposed W.S.C.C. sign, the Town Council could make an application for a non highway sign that required planning consent from A.D.C. and "a license from W.S.C.C. Local Highways Area Office to site this on the highway". This is the same procedure used for other non-highway signs such as 'In Bloom' and 'Blue Flag'.

*Cllr. Passingham offered his apologies and joined the meeting at 7.00pm*

Mr. Bennett pointed out the planning application would refer to private land as A.D.C. had no jurisdiction over the highway.

Mr. Bennett was asked if the Town Council's proposed sign was approved by A.D.C. would a license be given by W.S.C.C. Mr. Bennett said if A.D.C. gave approval he would accept the recommendations subject to highway safety issues.

Comment was made that following the downgrading of the A29, the preferred route to Bognor Regis for signage was now the A24, A203 and the A259. The Chairman said along this route there were 14 signs to Littlehampton and one sign to Bognor Regis.

Mr. Bennett said the A29 was the preferred route to the town. It was noted the first sign to Bognor Regis off the A24 was at Horsham. Mr. Bennett was asked to investigate the signage to the town and confirm the preferred route.

*Mr. Bennett was thanked for his assistance and left the meeting at 7.15pm*

*The meeting was reconvened at 7.15pm*

The Committee **RESOLVED** to submit the preferred sign to A.D.C. for planning consent and if granted to approach W.S.C.C. for a Licence to erect the sign. The Projects Officer was asked to pursue this and report back to the Committee.

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

**20<sup>th</sup> October 2009 – Min. 30 Maps in Town Car Parks**

Cllr. Burt apologised and said he had been unable to make any progress on this project due to other commitments. It was **AGREED** that this topic should be included on the next agenda when Cllr. Burt would report.

**40. UPDATE ON THE PRODUCTION OF THE 2010 VISITOR GUIDE – MEMBERS INPUT**

The Projects Officer reported there had been problems with the printing of the Visitors Guide as the company was suffering from a lack of advertising revenue due to the current financial climate. He was meeting the Managing Director next week and would advise Members and report back to the next Committee meeting.

**41. CONTENTS AND DISTRIBUTION OF THE 2010 NEWSLETTER**

Members were asked to have some input into the newsletter within the next two weeks (by 18th February). It was suggested this could include news of Town Force's activities. The question of advertising was discussed but it was felt for a folded sheet of A3 it was not practical.

**42. THE MARKETING LOGO PROJECT**

The Events Officer reported she had approached the University but was told there was no longer a graphics department. One Member referred to three companies on the Internet who provided design services.

After further discussion it was **RESOLVED** that the Projects Officer should obtain three quotations for a Bognor Regis town marketing logo to be considered at the next meeting.

Members felt the marketing logo was an important factor in the Bognor Regis Town Regeneration, particularly as the winding-up of the Regeneration Task Force could mean less activity. Cllr. Burt, the B.R.T.C. Regeneration representative, reported that it was unfortunate that the January meeting of the Regeneration Board was cancelled due to bad weather but that a new meeting was scheduled for March.

**43. UPDATE ON ADVERTISING ON LITTER BINS**

***Cllr. Brooks declared a Personal Interest in advertising on litter bins Agenda item No. 10***

Quotations and pictures had been provided from two companies providing advertising signs for litterbins. ADC had advised that the Council could only fix these signs to the older, fiberglass bins, unless a way could be found to attach to the new metal ones that did not involve drilling into the metalwork.

After a discussion about attaching the signs and the use of bins for advertising, a Member expressed concern as to whether local businesses would advertise on litterbins. The recovery of the outlay on signs was considered. One Councillor recommended advertising in the

toilets in the town.

It was noted the local A.D.C. shelters had posters dated 2008 and 2009. The Events Officer reported that A.D.C. was replacing the map on the seafront. It was suggested A.D.C. be asked if B.R.T.C. could take responsibility for the advertising in the shelters.

After discussing probable costs, it was **RESOLVED** to purchase a lockable A2 snap frame, which had no back at the cost of £30 plus VAT, as a prototype which could be located at a later date. The Projects Officer to purchase this.

It was also **RESOLVED** that the Projects Officer approach A.D.C. for permission for B.R.T.C. to take responsibility for advertising in the shelters. This would be used to promote local events.

**44. APPROVAL OF CHAIRMAN'S APPROACH TO TOWN BUSINESSES**

The Chairman recommended local businesses be invited to meet the Committee and to share their views. One Member suggested traders were busy people and would only attend a meeting if there were some objectives in view. Cllr. Cunard, Chairman of the P&R Committee, referred to the proposed Business Improvement District scheme. The next agenda could include discussion on approaching local businesses via that medium.

**45. APPROVAL OF INFORMAL MEMBERS MEETINGS BETWEEN OFFICIAL COMMITTEE MEETINGS**

It was suggested that due to the infrequency of meetings Members could become out of touch. The Chairman recommended that all Committee Members should keep in touch with progress of matters discussed during the meetings. This would help to clarify what should be discussed at the next meeting and everyone would be familiar with the progress of projects. He pointed out there would be no decision made between meetings. It was suggested the Events Officer, Projects Officer and Committee Clerk should be added to the list of Councillors' names when documents were circulated by email. This to ensure everyone concerned was aware of activities.

**46. PRODUCTION OF TOWN MAP FOR NOTICE BOARD IN LONDON ROAD CAR PARK**

Following some discussion about the cost of a map it was **AGREED** a composite would work well with the Events Officer list of events, extracts from the Town Guide and other local information. The Events Officer and Projects Officer would pursue this idea.

The Chairman reported space at the Railway Station was being investigated for advertising events. He invited ideas from Members by email.

**47. DATE OF NEXT MEETING**

The next meeting will be held on Tuesday 6<sup>th</sup> April 2010.

*The meeting closed at 8.25pm*