



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON TUESDAY 28th JULY 2009

PRESENT: Cllrs.: J. Brooks (Chairman), Mrs. J. Gillibrand (Vice-Chairman), G. Burt, A. Cunard, P. Dillon

IN ATTENDANCE: 1 Councillor in the Public Gallery, P. Beckerson (to Minute 11) 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. Brooks had been appointed Chairman and Cllr. Mrs. Gillibrand had been appointed Vice-Chairman at the Annual Meeting.

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

The Chairman welcomed those present. Apologies of absence were noted as being received from Cllrs. Kerrigan and Passingham.

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.

There were no Declarations of Interest made at this point of the meeting.

4. **TO APPROVE MINUTES OF THE MEETING HELD ON 7TH APRIL 2009, PREVIOUSLY CIRCULATED**

The Minutes of the Meeting held on 7th April 2009 were agreed as an accurate record and signed by the presiding Chairman.

5. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

A Councillor spoke from the Public Gallery in connection with the Town Guide.

6. It was **RESOLVED** to alter the order of business:

7. **AGENDA ITEM 9 – 2010 VISITOR GUIDE**

The Projects Officer reported that there were two elements of this to be considered. The first was to decide on a Town Guide for 2010. A quote had been received from a company called Printnote, who

have produced other local publications. They would produce the Town Guide on the same basis as this year; that is they would obtain the advertising needed to cover the cost of publication of 10,000 copies.

Debate followed about the purpose of the Town Guide and whether it should be produced, as in 2009, just for the local area or designed for a wider distribution as a promotional tool for the town. It was recognised that in the current financial situation it was going to be more difficult to find companies to advertise and that a larger distribution would be more attractive to potential advertisers.

An alternative suggestion put forward was that a flyer could be produced, which would have a wider distribution and could be used to promote the Town, giving the public an option to request a Town Guide

The Projects Officer pointed out that the Committee could agree to 10,000 initial copies, as in the quote, so that the process could be started but that this could be changed later to give the option of additional copies or a separate leaflet.

It was **RESOLVED** that Printnote should be asked to produce the Town Guide for 2010 on the same basis as this year and further consideration would be given to additional numbers and or separate leaflet.

The Projects Officer advised the Committee that all of the 2009 Guides had been distributed and that requests had been received for more. Quotes for 3,000 additional copies had been circulated and the Events Officer had also obtained a quote from an internet company, which was £653 for 2,500 copies.

Following a debate, it was **AGREED** to proceed with the company offering the lowest quote and that the Committee's budget of £500 be used towards the cost of printing the additional copies. It was further **RESOLVED** to ask the Policy and Resources Committee for the shortfall in funding.

On a note of interest the Events Officer advised the Committee that the current Town Guide is being sold on eBay.

8. **AGENDA ITEM 13 – TO CONSIDER THE RECOMMENDATION TO THE TOWN MARKETING GROUP – SRB INTERPRETATION BOARDS**

A list was circulated giving details of the 12 topics originally agreed for the boards, together with a map showing their agreed locations.

The Projects Officer reported that one, on The Weather, was already in place, and work was being done on four more. He advised the Committee that the boards came under the Town Marketing Group, who hold the budget. The Promotions and Publicity Committee could input suggestions but decisions would be made by the Town Marketing Group. Currently Tim Bell produces the copy and Top Level Designs actually produce the artwork. Mr Bell will provide a full report to the next Town Marketing Group meeting, due to be held shortly. Once this has been received a decision can be made as to whether Mr Bell will continue with the remaining boards or whether the Council need to find someone else to complete the work.

9. **AGENDA ITEM 16 – REVIEW OF THE NEW TOWN COUNCIL'S WEBSITE**

The Projects Officer reported that the website was now virtually completed. He had added a sports page and intends to make available Council Minutes dating back to 1985, as there is no cost to keeping them on the website.

He will be crediting the student who did the original design work on the front page.

It was noted that the budget allocated for the new website had not been used and it was suggested this could be used to cover the costs of the additional Town Guides. Following discussion, it was **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that a proportion of the budget allocated for the new website be vired across to cover the expenditure for the additional 2009 Town Guides. This would be instead of funding these from the Committee's current budget that had been agreed earlier in the meeting.

10. **AGENDA ITEM 17 – UPDATE ON THE TOWN BOUNDARY SIGNS**

Copies of the email received from West Sussex County Council had been circulated to members. The Projects Officer now has a copy of the specification they work to and he would like guidance as to how the Committee wishes to proceed

Discussion followed and it was pointed out that many towns have things other than just their name on their boundary signs. Councillors felt strongly that the Committee should pursue the original design and it was **AGREED** that the Projects Officer should go back to the County Council to put this forward.

The Projects Officer gave his apologies and left the meeting at 7.19 pm.

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

Min. 51 Members were advised that Arun had been approached by Littlehampton Town Council regarding devolving funding for Tourism to the Town Councils but this had been rejected.

12. REVIEW TERMS OF REFERENCE, PREVIOUSLY CIRCULATED (SUBJECT TO P & R RATIFICATION)

The Chairman of the Committee asked members to consider whether the Terms of Reference allowed the Committee to do what it wanted to do.

There was some discussion as to what the Committee should be doing, particularly in view of the recent adverse publicity on the television. It was felt, for example, that there should be a dedicated Spokesperson for the town. This person would have the backing of the Council to speak on its behalf and would have the appropriate information to hand to speak on any subject required. Following discussion it was felt that this issue should be addressed during the Staffing Review to be undertaken once the new Clerk had been appointed.

In the meantime, the Chairman asked that the Committee keep the Terms of Reference under review.

13. COMMITTEE BUDGET / FUNDING

The Chairman outlined his thoughts on what sort of things the Committee should be trying to achieve. He felt that promotion undertaken should be wider than for the events that the Council organise. He felt that there was a need to look at the larger picture.

Discussion followed and it was pointed out that a presentation was due to the P & R Committee shortly regarding a possible Business Improvement District for the town and this could feed into decisions on promoting the town and obtaining business support.

It was **AGREED** that a draft marketing budget should be prepared for the next meeting, to include possible staff support, so that this can be put forward when budgets for the next financial year are considered

14. CONSIDERATION OF ADVERTISING ON LITTER BINS

Cllr. Brooks declared a Personal Interest as an Arun Councillor and also as a Trustee of the Regis Centre.

Arun have agreed that they might consider this, with certain conditions. The Chairman felt that larger bins could be used to promote events across the Arun District.

It was **AGREED** that the Committee should write to Arun asking for more details and what the conditions would be. It should be explained that the advertising would be for events only and not commercial advertising.

15. THE 'POOR' TV COVERAGE OF THE TOWN / RESPONSES

This item had already been discussed under Agenda Item 8.

16. THE MARKETING LOGO

The Committee were reminded that this was to be a day-to-day alternative to the Town Crest. Although it has previously been agreed that the University would be asked to assist in the design, this had not happened as the University had been approached too late in the term.

Discussion took place on the subject and it was suggested that a consultant could be used. However, it was felt that rather than just designing a logo, a marketing plan for the town should also be included. The need to talk to Arun and WSCC on this matter was emphasised, to ensure a more joined-up approach was taken.

It was **AGREED** that the best way forward would be for the issue to be put on the next Liaison Meeting agenda, for discussion with Arun and WSCC. It was further **AGREED** that no more work on the logo would be undertaken for the time being.

17. ESTABLISHMENT OF LINKS WITH THE TOWN BUSINESSES – DECIDE ON A WAY FORWARD

Some Councillors had already begun the process of walking around the town and meeting with local businesses. A more formal meeting between the Council and local businesses was suggested. However, the idea of waiting until after the presentation to P & R Committee regarding the Business Improvement District was put forward. A meeting with businesses could be arranged once the outcome of the presentation was known. Councillors will continue to talk to local businesses in the meantime.

18. CONSIDERATION OF PLANNING APPLICATION AND HIGHWAY PERMISSION FOR THE GATEWAY SIGN

Cllr. Brooks declared a Personal Interest as a director of the company donating the Sign

Cllr. Cunard declared a Personal Interest as a sub-contractor of the company donating the Sign

The Events Officer reported that a reply from West Sussex County Council was still awaited. The Projects Officer had asked if, providing the response from WSCC was positive, he should proceed with the planning application. It was pointed out that £500 unspent budget from 2008/2009 had been earmarked for this and planning permission should be sought once a response was received from WSCC, providing they are in favour.

19. DATE OF NEXT MEETING

The next meeting will be held on **Tuesday 20th October at 6.30pm.**

The Chairman reminded all members that they needed to continue to talk and email each other before the next meeting, in order that projects identified could be taken forward.

The meeting ended at 8.05 pm.