



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON TUESDAY 18th NOVEMBER 2008

PRESENT: Cllrs.: J. Passingham (Chairman), S. Kerrigan (Vice-Chairman), J. Brooks, A. Cunard, Mrs. S. Daniells and G. Burt.

IN ATTENDANCE: P. Beckerson, E. Benackova, S. Holmes.

The meeting opened at 6.30pm.

25. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES OF ABSENCE

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

26. 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 Prejudicial Interest in Agenda item 6 Presentation of draft marketing logos.

Mrs. Holmes declared a Prejudicial Interest as her son is a Director of Leaderboard Sports (UK) Ltd., the Town Council's Electrical Contractors and Mrs. Holmes is Company Secretary.

Cllr. J. Passingham declared a Prejudicial Interest in relation to Bognor Regis Seafront Lights.

27. TO APPROVE MINUTES OF THE MEETING HELD ON 26th AUGUST 2008, PREVIOUSLY CIRCULATED

The Minutes of the Meeting held on 26th August were amended to read 'Following a frank debate with the Chairman, Cllr. Scutt was reminded by the Chairman that he may be asked to leave the Council Chamber.'

The Minutes of the Meeting held on 26th August as amended, were then agreed as an accurate record and were signed by the presiding Chairman.

28. ADJOURNMENT FOR PUBLIC QUESTION TIME

No public were present.

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

A Member thanked the Projects Officer for arranging better fixings and lighting for the map inside the information panel at the top of London Road and reported that the wording on the correx board was visible when the panel was lit. The Projects Officer was aware of the issue and would arrange for the correx board to be replaced.

30. PRESENTATION OF DRAFT MARKETING LOGOS (CLLR. J. BROOKS)

It was noted that there had not been much progress and suggested to run the draft logo past the University students. Further, it was suggested to incorporate a picture of Sir R. Hotham into the logo. Following some discussion, the Committee felt that the current basic format of the logo seemed to work. It was **AGREED** that the Events Officer would approach Dr. Clegg.

31. UPDATE ON THE 2009 TOWN GUIDE

A Member reported that all errors in the 2008 Guide had been taken on board and the text had been updated. The Projects Officer notified the Committee that SMC Media Ltd. were keen to print the Guide as soon as possible. In answer to a question as to whether Butlins had been approached, the Projects Officer advised that the previous advertisers' database had been passed onto SMC Media Ltd. however he was unaware of what companies had been contacted. There were some concerns about the suppliers approach and their charges. Following some debate, it was **AGREED** that the Projects Officer would feed this back to SMC Media Ltd. and in view of the concerns the supplier would be reviewed next year. A Member suggested contacting the company that sells advertising for Arun Times. The Projects Officer pointed out that if the middle two pages with the walk around the town were to be independent on the Guide, two more pages of editorial and more advertising would be needed. The Projects Officer to liaise with the supplier as to how this could be achieved. It was proposed to send a questionnaire to all advertisers before the supplier is reviewed next summer and some discussion followed. A Member felt that this Committee shall meet more frequently and it was **AGREED** to consider this proposal under a separate agenda item at the next meeting.

32. REVIEW OF THE TOWN COUNCIL'S WEBSITE AND TO NOTE THE COUNCIL WEBSITE BUDGET ALLOCATION UNDER THE CIVIC BUDGET

Members noted the specific purpose of the budget allocation managed by this Committee. The Projects Officer reported on the quote he had obtained from Vision Websites. The Events Officer gave details of the ten week student placement and reported that the student of IT Business Management Degree could research the options for the new website. A Member reported on the web development company e-mango and suggested that a quote be obtained. The Committee asked the Projects Officer to set up a laptop for the next meeting in order to research other websites.

33. TO CONSIDER A LOCATION FOR THE ELECTRONIC GATEWAY SIGN (PP. MINUTE 23 – 26TH AUGUST 2008 REFERS)

Cllr. Brooks declared a Prejudicial Interest in relation to Leaderboard Sports (UK) Ltd., suppliers of the sign.

The Committee was advised that WSCC would class the sign as a driving hazard if placed on a roundabout. An alternative location at the Butlins end of Felpham Way was therefore suggested. A Member circulated a map of the site owned by Southern Water. The Projects Officer advised of the need to obtain a planning permission and consent of the land owner. In answer to a question about the electrics, the Committee was advised that there was no funding available to lay the cables. It was felt that having the framework in place would be a good starting point.

34. TO CONSIDER EARMARKING THE 2008-2009 BUDGET

Cllr. Brooks declared a Prejudicial Interest and left the Council Chamber.

It was **RESOLVED** to earmark the budget for installation of the gateway sign. The Projects Officer to contact Southern Water and organize the planning application.

Cllr. Brooks returned to the meeting.

35. CONSIDERATION OF P&P BUDGET FOR 2009-2010

The Committee **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that the Promotion and Publicity Committee Budget for the financial year 2009-2010 should be £500. It was noted that the budget could be enhanced by sponsorship which would stay with this Committee.

36. TO CONSIDER A WORK PLAN OF FUTURE PROJECTS (PP. MINUTE 23 – 26TH AUGUST 2008 REFERS)

A Member spoke of the need to timeline the projects undertaken by this Committee and some discussion followed. Following a suggestion to use the litter bins for promotional purposes, a Member was advised that this was E&L Committee matter. It was noted that a timeline would also help the officers to fit the projects into their workload.

37. TOWN BOUNDARY SIGNS (PP. MINUTE 23 – 26TH AUGUST 2008 REFERS)

A Member circulated a proposal for the boundary signs within the Town Council's area and described the rationale behind the design. The Committee noted that the signs should demonstrate civic pride and be future proof. There was also a discussion about a welcome sign for the railway passengers and the Projects Officer agreed to contact Southern Railway. The Committee thanked Cllr. Burt for his proposal and noted that he would continue working on the design.

A Member commented on the Seafront Strategy consultation and the Town Council's input regarding corporate branding. The Projects Officer gave details of the Seafront Strategy progress and its current stage. It was suggested to invite Mrs. P. Welland along to the next meeting.

It was suggested to hold an informal evening for members of the public to introduce the Town Council's projects.

Question was raised about the circumstances around the ADC Marketing Sub-Group and some debate followed. The Events Officer would enquire.

Member discussed establishment of links with the local businesses and the role of the Chamber of Commerce.

38. DATE OF NEXT MEETING

The next meeting will be held on Tuesday 10th February at 6.30pm.

The meeting ended at 8.20pm.