



# BOGNOR REGIS TOWN COUNCIL

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## MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON TUESDAY 26<sup>th</sup> AUGUST 2008

**PRESENT:** Cllrs.: J. Passingham (Chairman), S. Kerrigan (Vice-Chairman), J. Brooks and G. Burt.

**IN ATTENDANCE:** P. Beckerson, E. Benackova, S. Holmes.  
Councillor in the Public Gallery (part of the meeting)

*The meeting opened at 6.31pm.*

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

The Chairman welcomed those present. Apologies of absence were noted as being received from Cllr. A. Cunard and Mrs. S. Daniells.

**15. 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.

Following a consultation with the Chairman, it was felt unnecessary for Cllr. J. Brooks and Mrs. S. Holmes to declare their interests in relation to Leaderboard Sports (UK) Ltd.

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

**16. TO APPROVE MINUTES OF THE MEETING HELD ON 28<sup>th</sup> MAY 2008, PREVIOUSLY CIRCULATED**

The Minutes of the Meeting held on 28<sup>th</sup> May 2008, were agreed as an accurate record and were signed by the presiding Chairman.

**17. ADJOURNMENT FOR PUBLIC QUESTION TIME**

Cllr. Scutt spoke negatively in connection with the current Town Guide and presented copies of some of the previous guides. Following a heated debate with the Chairman, Cllr. Scutt was asked to leave the Council Chamber.

*Cllr. Scutt left the Council Chamber at 6.44pm.*

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

It was noted that the map inside the board at the top of London Road was sliding down. The Projects Officer was aware of it and would arrange better fixings.

With regard to the use of ADC seafront noticeboards, Members noted that a key had now been obtained and the boards could be used for advertising BRTC events.

## **19. MARKETING LOGO COMPETITION**

### **19.1 Cinema passes**

It was reported that the competition winner was unable to accept the cinema passes and BRCC had asked if they could accept the passes on her behalf. However, the sponsor felt that the prize was for the winner only and was reluctant to hand the cinema passes over to the College.

### **19.2 Exhibition of Entries**

In view of the difficulties with arranging the exhibition, it was agreed to postpone it. After some debate, the Committee **AGREED** to have a display at Sands of Time showing the original submissions, progression of the designs and the final versions. It was also felt that the display should be manned in order to get a feedback on the proposals.

### **19.3 Presentation of draft logos**

The Committee was reminded of the design brief and various designs were presented. After some discussion, Members thanked Cllr. Brooks for coming up with a concept that meets all requirements. Members agreed that further work on the details would now be undertaken and revised logos presented at the next meeting. The draft logos were given to the Chairman.

## **20. TO CONSIDER PROPOSALS FOR 2009 TOWN GUIDE**

The Chairman reiterated that the following matters had already been discussed and dealt with. A master copy of the 2008 Guide, where all errors are noted and corrected, is with the Projects Officer. The 2009 publication will include a trail around the town. Contract for the 2008 Guide was awarded late so there was not enough time to sell the advertising. Also due to the 50% advertising and 50% editorial split, the amount of text was limited.

A Member spoke of the recent Local Art Society exhibition and presented a painting which he felt was suitable for the front page of the 2009 Guide. The Committee noted that accreditation would have to be given to the local artist. It was **AGREED** to use the painting as proposed.

The Committee next considered the proposals from SMC Media Ltd, Plus Publishing and NRG Marketing. Following discussion on the matter, it was **RESOLVED** to accept the quote from SMC Media Ltd. It was further agreed that BRTC would pass the 2006 Visitor Guide advertisers database onto the company. The 2009 Guide would be of the same format as last year, with the Food & Drink section expanded and a pull out trail in the middle. A detailed discussion took place about various ways of marking the trail. Members **AGREED** that the Projects Officer and Cllr. G. Burt would coordinate the editing. Further, it was **AGREED** that the pre-draft copy would be sent to the Members of this Committee and then all Councillors for approval.

The Committee invited Councillors with ideas for the Guide to come forward before the end of September.

After some discussion concerning a welcome from the Mayor, it was **AGREED** that it should be included along with a photograph in context. There was also a debate regarding distribution of the 2008 Guide and the stock level.

**Please note:** Most of the Guides have now been distributed. There is only about half a box left.

## **21. REVIEW OF BRTC WEBSITE**

Members were made aware of the current development to date and noted that the Projects Officer hoped to have progressed further. However, H.R. matters were taking up most of his time. Although Members were grateful to the Projects Officer for his efforts, it was **RESOLVED** to investigate contracting a company to carry out the review. Further, the Committee **AGREED** to **RECOMMEND** to Policy & Resources Committee that a budget allocation is made. It was believed that the new website would benefit all sections of the Council.

**22. PUBLICATIONS (REPORT BY V.I.C.)**

The Chairman referred to the report which was circulated with the agenda. It was noted that V.I.C. often get asked for publications on walks but the only one they have for this area is Pagham Nature Reserve. Members agreed that the visitor trail would fill this gap. Vote of thanks were recorded to the V.I.C. staff. Comment was made about the difficulty of recognising whether the V.I.C. was opened or not and suggested installation of a sign.

**23. TO DISCUSS A STRATEGY (CLLR. J. BROOKS TO REPORT)**

A comment was made that it would have been helpful if a written report was circulated prior to the meeting.

Cllr. Brooks raised the subjects of Town Initiative Fund and encouraged Members to commence talks with ADC. The Projects Officer outlined the history of the initial proposal made by Littlehampton Town Council (LTC). It had been suggested that BRTC, LTC and Arundel Town Council could negotiate with ADC to take over their tourism budget. The three towns could then jointly fund a post of Tourism Manager. It was **RESOLVED** to refer this matter to Policy & Resources Committee for consideration. Following some discussion on the ADC tourism strategy, it was **AGREED** to write to Richard Edwards and invite him along to the next meeting.

It was further suggested to write to the organisations that use 'Bognor' instead of 'Bognor Regis' and develop links with the local businesses.

Question was raised about the WSCC iTravel on-street Terminal and following some discussion, it was **AGREED** to write to WSCC asking it could be used for promotional purposes.

Concern was expressed about the lack of Bognor Regis signposts on the A280 which was thought to be more accessible than the A24. It was suggested we write to WSCC.

The Committee noted that Leaderboard Sports Ltd. were willing to donate the electronic gateway sign to BRTC. Members were urged to apply for a planning permission. A Member advised that WSCC would not permit the sign to be located on a roundabout; other location would have to be found.

Members next considered future projects that they could initiate and **AGREED** that a work plan would be presented at the next meeting.

It was also **AGREED** to put the Town Boundary signs on the next agenda.

**24. DATE OF NEXT MEETING**

The next meeting will be held on Tuesday 18<sup>th</sup> November at 6.30pm.

*The meeting ended at 8.35pm.*