



BOGNOR REGIS TOWN COUNCIL

TOWN CLERK: Kate Gill, The Town Hall, Clarence Road
Bognor Regis, West Sussex PO21 1LD
Telephone: 01243 867744 Fax: 01243 865744
E-mail - bognortc@bognorregis.gov.uk

MINUTES OF THE PROMOTION & PUBLICITY COMMITTEE MEETING

HELD ON TUESDAY 26th FEBRUARY 2008

PRESENT: Cllrs.: P. Wells (Chairman), S. Kerrigan (during Min. 17), J. Brooks, G. Burt ,
A. Cunard, S. Fyfe (during Min. 16) and J. Passingham.

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

The meeting opened at 6.32pm.

11. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES OF ABSENCE

The Chairman welcomed those present.

12. 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. J. Brooks declared a Prejudicial Interest in the Regis Centre.

13. TO APPROVE MINUTES OF THE MEETING HELD ON 15th NOVEMBER 2007, PREVIOUSLY CIRCULATED

The Minutes of the Meeting held on 15th November 2007, were agreed as an accurate record and were signed by the presiding Chairman.

14. ADJOURNMENT FOR PUBLIC QUESTION TIME

There were no questions.

15. USE OF PENDANT HOLDERS IN LONDON ROAD TO DISPLAY FLAGS FOR SPECIAL OCCASIONS (E & L MINUTE NO. 83 12th NOVEMBER 2007 REFERS)

A Member made the Committee familiar with the matter. It was noted that the holders were in a poor condition and would need to be replaced. Further, the ownership of the holders was unclear and it was felt that the Town Council should not be taking this liability on. Following some discussion, the Committee noted availability of the flag holders and the opportunity to use them if occasion arises in the future.

16. MARKETING LOGO

The Committee noted the draft brief which had been circulated with the agenda and some discussion followed. It was emphasized that the logo would need to be distinctive and look good in black & white.

It was **AGREED** to send the brief out to the schools based in the town and the surrounding area with deadline of 15th May 2008. Further it was **AGREED** that the designs should be submitted in a digital form and on A4 page. Press release for the paper and the radio would be prepared stating that anyone interested could phone the Town Council for a copy of the brief or download it from the Town Council's website.

In response to a query about the intention of the Regeneration Task Force to "brand" the town, the Projects Officer advised that a sub-group would be set up to consider the town marketing. It was stressed that the Town Council should take a lead in this matter.

Cllr. S. Fyfe offered his apologies and joined the meeting at 7.00pm.

17. UPDATE ON THE MAP BOARDS IN THE TOWN CENTRE (PROJECTS OFFICER TO REPORT)

The maps have been produced and fitted. However better fixings were needed for the map by the Arcade. The Projects Officer will liaise with the supplier. In answer to a question about lighting up the boards, the Projects Officer agreed to pursue this. The maps will be monitored and replaced when fading starts to occur or when the new logo is chosen.

Cllr. S. Kerrigan offered his apologies and joined the meeting at 7.02pm.

18. UPDATE ON THE TOWN GUIDE (PROJECTS OFFICER TO REPORT)

The latest draft was circulated to those present. The Projects Officer reported on the lengthy process of tracking down the photographs and the problems he encountered. The Members thanked him for his hard work on the project. Setting up a bank of high resolution photos of the town was recommended.

The Events Officer suggested that the town crest which represents the civic pride should be more visible. It was **AGREED** to move the crest to the top of the front page. It was also pointed out that the map of the town was not clear enough and needed to be blown up. The Committee noted that the photo of Royal Norfolk Hotel on their advertisement was distorted. The Projects Officer advised that all advertisements had been signed off but he would try to obtain a better photograph. Further, it was agreed to make the strapline font bold.

After some discussion regarding the distribution of the Guide, it was **AGREED** to give delegated powers to the officers to determine how many copies the Tourist Information Centre needed for a year. The remaining copies would be distributed within as well as outside the town to attract the visitors. It was noted that a leaflet exchange was coming up in Goodwood.

19. EVENTS LEAFLETS

The Events Officer presented the Events List which includes the key events in the town and also refers to their websites. A member spoke in favour of the design. 5,000 copies had been produced and most of them distributed to the local hotels, B&Bs, taxi companies, the library, T.I.C., the residents and businesses within the clowns road closure.

Positive comment was also made about the ADC Events Leaflet. A Member suggested that consideration should be given to moving the title to the top of the front page as it would be more visible when placed in a rack. The Committee noted the Events Officer's attendance at the ADC Tourism Forum where any feedback could be passed on.

The Events Officer also gave details of the arrangements for the Clowns' brochure and the Sands of Time programme. Vote of thanks were recorded to the Events Officer.

There was some discussion about the appalling condition of ADC boards on the seafront and ongoing issues relating to the lack of space to advertise events. It was **AGREED** to include this matter on the agenda for the next meeting.

20. REVIEW OF BRTC WEBSITE

The Committee paid tribute to the Projects Officer for setting up the website. It was felt that the website should be made more attractive and detailed discussion about various service providers followed. The

Members were advised by the Projects Officer of the current arrangements. Following further discussion, it was **AGREED** that the Projects Officer would liaise with Cllr. G. Burt on this.

21. **TO TAKE A VIEW ON COLOUR SCHEME FOR THE LAMP COLUMNS (REMIT OF PLANNING & LICENSING COMMITTEE)**

A Member reported on the County Council's offer for the Town Council to choose a 'Bognor Regis' colour for new street lighting columns as well as the re-painting programme. Colour sample of gold on dark green was presented. A Member spoke in favour of the proposal and following some discussion, it was **AGREED** to **RECOMMEND** to the Planning & Licensing Committee that the above proposal is approved.

22. **WELCOMING GATEWAY SIGN (CLLR. BROOKS TO REPORT)**

The Committee noted the availability of a 4 metre long free standing structure which could accommodate a welcoming gateway sign, possibly on the squareabout or similar. The Members were advised that the Town Council would need to apply to WSCC for a licence and to ADC for a planning permission. Due to the distraction element, the current sponsorship signs have to be of a limited size and contents. The Projects Officer agreed to approach WSCC regarding this.

In response to a query about the boundary signs, the Projects Officer recounted the difficulties of entering into an agreement with the surrounding Parishes when the current signs were installed. It was pointed out that three letters confirming support for parish liaison meetings had been reported under the P&R Committee correspondence. It was **AGREED** to bring this matter up at the first liaison meeting.

23. **DATE OF NEXT MEETING**

The next meeting will be held on Wednesday 28th May at 6.30pm.

The meeting ended at 8.10pm.