



BOGNOR REGIS TOWN COUNCIL

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MINUTES OF THE PUBLICITY & PROMOTION COMMITTEE MEETING

HELD ON THURSDAY 15th NOVEMBER 2007

PRESENT: Cllrs.: P. Wells (Chairman), S. Kerrigan (Vice-Chairman), J. Brooks (during Min. 4), G. Burt, A. Cunard and J. Passingham.

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

The meeting opened at 6.30pm.

1. **TO RATIFY THE APPOINTMENT OF CHAIRMAN AND VICE-CHAIRMAN**

The Committee ratified the appointment of Cllr. P. Wells as the Chairman and Cllr. S. Kerrigan as the Vice-Chairman.

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

The Chairman welcomed those present. Apologies of absence were noted as being received from Cllr. S. Fyfe.

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.

Cllr. P. Wells declared a Personal Interest in relation to the Bognor Regis Visitor Map.

4. **ADJOURNMENT FOR PUBLIC QUESTION TIME**

There were no questions.

Cllr. J. Brooks offered his apologies and joined the meeting at 6.35pm.

5. **CONSIDERATION OF TERMS OF REFERENCE (DRAFT COPY ATTACHED)**

The Committee was requested to consider the draft Terms of Reference (Appendix 1). It was **RESOLVED** to **APPROVE** the Draft Terms of Reference.

6. **TO NOTE THE BUDGET RECOMMENDATION FOR 2008-09**

Members noted that the budget of £500 would suffice as this Committee would primarily be making recommendations to other Committees. It was **RESOLVED** to **RECOMMEND** to the Policy and Resources Committee that the Publicity & Promotion Budget for the financial year 2008/2009 should be £500.

7. **TOWN PUBLICITY & PROMOTION**

The Committee was asked to look at a selection of previous guides including promotional literature from other towns. Following a short browse through the brochures, it was reported that proposals had been received from SMC Media Ltd., PLUS Publishing Services and Local Authority Publishing Co. Ltd. Samples of their product range were also circulated. It was reported that a local company NRG Marketing would also be interested in producing a guide.

Cllr. P. Wells declared a Prejudicial Interest in relation to NRG Marketing and left the Council Chamber. The Vice-Chairman, Cllr. S. Kerrigan took the Chair.

Following debate on a purpose of the guide, it was **RESOLVED** to produce a visitor guide with a hint of civic pride. Having looked at the detailed proposals, Members felt that they had sufficient information to make a decision and select one of the three companies at this meeting. A Member highlighted the need to have a guide in place for next year.

Cllr. P. Wells returned to the Council Chamber and took the Chair.

It was **RESOLVED** to appoint SMC Media Ltd. to produce a visitor guide subject to 50% editorial and 50% advertising split, satisfactory references from customers, adequate advertising rates and acceptable cost for printing additional guides. The Projects Officer to implement. The Committee noted that BRTC was not tied to staying with the selected company for more than a year, so could consider alternative proposals next autumn for 2009. Further it was **AGREED** that Cllr. G. Burt in liaison with the Chairman would update the text from the previous guide. Finally the Committee **AGREED** that emphasis should be put on the town, not the surrounding area.

7.2 **Marketing logos and/ or strap-line**

It was **RESOLVED** that the crest shall not be used on its own, Bognor Regis Town Council words to be included. Further a Member spoke of a need for a corporate identity for the town and suggested a competition to design a logo for marketing purposes and promotion of events. The crest would remain for civic functions only. Members **AGREED** that Cllr. G. Burt would write a brief to be followed by college students and other interested parties when designing a logo.

7.3 **Town Boundary Signs – design of**

Members spoke of the poor design of the boundary signs and regretted that no money was available to obtain replacements. Installation of an electronic sign on the squareabout was suggested. The Projects Officer pointed out that this could be seen as fly posting.

7.4 **Map boards in town centre- updates**

The Projects Officer reported on the cost to update the map boards. Concern was expressed about listing the shops and suggested that this be avoided. This was **AGREED**. Members also commented on the costs of electricity and the Projects Officer **AGREED** to prepare a report to P&R listing all sites under BRTC ownership with power supply and expenditure for each location.

8. **COUNCIL PUBLICITY & PROMOTION**

8.1 **Town Council website – to review**

A Member spoke of the need to make the BRTC website more attractive and user friendly. Following some debate, it was **AGREED** that the Projects Officer would investigate the costs involved and liaise with Cllr. A. Cunard on this.

8.2 **Newsletters – to consider future style, mast head etc.**

It was noted that newsletters come under the remit of Policy & Resources Committee. Comment was made about the photo of the Town Hall on the first page. A Member proposed that a designer is contracted to improve the first page and advertising arranged for the newsletter to cover the cost.

9. **FUTURE AGENDA ITEMS**

Items put forward included electronic signs, Councillors' promotional ideas and events literature. It was pointed out that although this Committee could have an overview of the events literature; it is in

the remit of the Events Committee to decide upon the details. A Member spoke of the Xmas Lights Switch On leaflet.

10. DATE OF NEXT MEETING

The Committee **RESOLVED** to meet every 12 weeks. The next meeting will be held 26th February 2008 at 6.30pm.

The meeting ended at 8.01pm.

Publicity & Promotion Committee – Terms of Reference

1. To consider and make recommendations on the publicity and promotion of the town including:
 - Reviewing literature available for visitors
 - Marketing logos and/ or strap-line
 - Town Boundary Signs
 - Town map boards
2. To consider and make recommendations on the publicity and promotion of the Town Council including:
 - Town Council website
 - Newsletters
3. The Committee will deal under delegated powers with the above decision-making issues within the budget and policies approved by the full Council.
4. In the event of a dispute with another Committee that cannot be resolved by the two Committees, the matter shall be referred to the Policy and Resources Committee for arbitration and the P&RC's decision on the matter shall be final.
5. Where the Committee proposes actions or policies outside of agreed Council policy, it shall make recommendations to the Council.
6. The Committee shall refer any proposals which would incur non-budgeted expenditure or would reduce by more than £500 budgeted income to the Policy and Resources Committee which shall make recommendations to the Council on the matter.
7. The Committee may vire monies within its approved budget between heads provided that any virement which would exceed more than 5% of the Committee's budget would be referred to the Policy and Resources Committee for consideration of any purely financial implications of such a change.
8. Where acting under delegated authority the Committee may decide, by a simple majority of Councillors present and voting (abstentions counting as a vote), to refer the matter for decision to full Council and shall make recommendations as appropriate.
9. The committee will take representations from the public on an agenda item if it is notified to them prior to the meeting and with the majority agreement of the meeting.

(Informative note: The only officer capacity available at the present time for this Committee is for sending out agendas / taking minutes. Councillors should take this into account when considering their *work plan*. Whilst letters and purchase orders from the Town Council will / can only be sent by officers, councillors may have to undertake any research / homework / project work themselves.)