



# BOGNOR REGIS TOWN COUNCIL

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## **MINUTES OF THE MEETING OF THE EVENTS, PROMOTION AND LEISURE COMMITTEE HELD ON 11<sup>th</sup> FEBRUARY 2019**

### **PRESENT:**

Cllr: M. Smith (Chairman), Cllrs: J. Brooks, A. Cunard,  
P. Dillon (until Min. 90), D. Enticott, S. Goodheart and  
Mrs. J. Warr

### **IN ATTENDANCE:**

Mrs. S. Hodgson (Projects Officer)  
Ms. K. Fitzpatrick (Events Officer)  
1 member of public in the public gallery

***The Meeting opened at 6.30pm***

### **79. CHAIRMAN'S ANNOUNCEMENTS AND APOLOGIES FOR ABSENCE**

Apologies had been received from Cllr. Mrs. Daniells who was away and Cllr. Batley who was working.

In the absence of the Chairman, Cllr. Mrs. Daniells and with the agreement of the Vice-Chairman Cllr. Enticott owing to his recent absence from meetings of the Committee, Members **AGREED** that Cllr. Smith would act as Chairman for the Meeting.

The Chairman welcomed those present and read the opening statement.

### **80. DECLARATIONS OF INTEREST**

Members and Officers were reminded to make any declarations of Disclosable Pecuniary and/or Ordinary Interests that they may have in relation to items on this Agenda.

Members and Officers should declare an Interest by stating: -

- a) the item they have an Interest in
- b) whether it is a Disclosable Pecuniary or Ordinary Interest
- c) the nature of the Interest
- d) if it is an Ordinary Interest whether they intend to leave the room for the discussion and vote
- e) if it is a Disclosable Pecuniary Interest, and therefore must leave the room for the discussion and vote, whether they will be exercising their right to speak on this matter under Public Question Time

They then need to re-declare their Interest and the nature of the Interest

at the commencement of the item or when the Interest becomes apparent. They should request that it be recorded in the Minutes that they will leave the meeting and will neither take part in discussion, nor vote on the item. In accordance with good practice, individual forms were available to those Councillors present in order that they could personally record their Interests - both Disclosable Pecuniary and Ordinary. These forms should 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. Members were reminded that it is their responsibility to notify the Monitoring Officer of all Disclosable Pecuniary Interests, or Ordinary Interests notifiable under the Council's Code of Conduct, not already recorded on their Register of Interests Form, within 28 days.

The Chairman reminded Members to declare their Interests as any arise or again at the relative point in the meeting if they have already.

***There were no declarations of Interest at this time***

**81. TO APPROVE THE MINUTES OF THE MEETING HELD ON 10<sup>th</sup> DECEMBER 2018 AND THE EXTRAORDINARY MEETING HELD ON 30<sup>th</sup> JANUARY 2019**

It was **RESOLVED** that the Minutes of the Meeting held on 10<sup>th</sup> December 2018 and the Extraordinary Meeting held on 30<sup>th</sup> January 2019 be **APPROVED** by the Committee as correct records and they were signed by the Chairman.

**82. ADJOURNMENT FOR PUBLIC QUESTION TIME AND STATEMENTS**

***The Chairman adjourned the Meeting at 6.33pm***

A member of the public spoke about the following points:

- Did the Council know anything about the postcards that were featured in the recent edition of the Bognor Regis Post? The postcards had not been produced locally and did not include the title "Regis". The member of the public felt that surely there were enough talented local people who could produce postcards for Bognor Regis
- The member of public wished to make a statement about "keyboard warriors and trolls" who make derogatory comments about the amount of empty shops in the Town Centre and reported that the unoccupancy rate for Bognor Regis is currently 8% which is less than the national average

***The Chairman reconvened the Meeting at 6.38pm***

**83. CLERK'S REPORT FROM PREVIOUS MINUTES**

**83.1 Min. 62.2 - 10<sup>th</sup> December 2018 Screen Sponsorship - Drive Through Time**

At the last meeting the Town Council's Accountant had clarified the position regarding screen sponsorship. However, a Member was not satisfied with this response and requested further clarification from the Internal Auditor which is as follows:

*"Further to the EP&L committee in December, I briefly confirm that the query was raised by yourself with the internal auditor during his recent attendance and, in accordance with information provided and also that of the Council's account, it is not considered that there has been any issue or concern to warrant further comment or recommendation. Clearly the Council has to obtain the best value for money, ordinarily warranting acceptance of the lowest quote for like for like goods/services, which happened in this case with the supplier offering a commercial discount for their marketing purposes and there would be no requirement for the supplier to provide separate "sponsorship" funding to the Council"*

The Member questioned the recent response from the Internal Auditor and that the query raised, did not reflect his original comments.

***Cllr. Goodheart left the Meeting***

**83.2 Min. 62.3 - 10<sup>th</sup> December 2018 - Proposal to hold an event to mark Holocaust Day in January 2019**

Members were advised that no further responses had been received from local religious representatives in the community and therefore the event had not gone ahead as originally planned.

**83.3 Min. 77 - Extraordinary Meeting 30<sup>th</sup> January 2019 - Consideration of design for the 2019 Event Leaflet and update on advertising package with "Places to Visit Sussex"**

The Projects Officer reported that the BID Chairman had received the requests and recommendations from this Committee including the extension to the map and the material for printing and has advised that he will ensure these are included when the process begins. Further updates will be made available as the matter progresses.

***Cllr. Goodheart returned to the Meeting***

**83.4 Min. 78 - Extraordinary Meeting 30<sup>th</sup> January 2019 - Update on proposal for a joint partnership event with the BID to utilise the additional budget of £8,329.06 for an event related purpose**

The Projects Officer reported that, following Members' agreement at the previous meeting to the sum of £8,329.06 being donated to the BID for their event with the Town Council credited as sponsors, the BID Chairman had received the requests and recommendations from this Committee and will ensure they are included when the process begins with further updates available as the matter progresses.

**84. FINAL REPORT ON EXPENDITURE FOR THE 2018 EVENTS PROGRAMME**

The Events Officer's report was **NOTED** including the overspend of £336.58 for the Book Day event, that was more than compensated for by the underspends across all the other events.

Members **AGREED** to **RATIFY** the **RECOMMENDATION** to the Policy and Resources Committee that the unused Roller Rink Budget of £1,100 was vired to the Funshine Days Budget.

**85. UPDATE ON EVENTS PROGRAMME FOR 2019 INCLUDING RATIFICATION OF ANY DECISION WHERE REQUIRED**

The Events Officer's report was **NOTED**.

**85.1 Book Day - 29<sup>th</sup> May 2019**

Members **AGREED** that the theme for the 2019 Book Day event be "Fairy Tales".

**85.2 Drive Through Time - 14<sup>th</sup> July 2019**

Members **NOTED** the Events Officer's recommendations and appreciated that due to the size of the event it would not be possible to relocate it to the Promenade for 2019. However, Members were keen to investigate if this would be possible for 2020. Members therefore **AGREED** to continue to locate the Drive Through Time at West Park for 2019.

Members **AGREED** to increase the cost to exhibit to £6.50 per vehicle.

Members **AGREED** not to increase the £5 fee for the charity stall holders.

Members **AGREED** to increase the current charge of £18 to £20 for craft stall holders.

**85.3 Armed Forces Day - 22<sup>nd</sup> June 2019**

Members **NOTED** the Events Officers report that as the organisation of the Armed Forces Day had moved away from the Town Council, with just a financial contribution provided, no further update on this event would be included in any future Events Officer's reports.

**85.4 Christmas Illuminations Switch-On - 23<sup>rd</sup> November 2019**

Members had asked Officers to investigate the cost of inviting a celebrity to switch-on the 2019 Christmas Illuminations.

Following discussion Members **AGREED** for further research to be undertaken as follows:

- To hold a competition and for the winner to switch on the lights
- To enquire if there are any local celebrities who would offer their services for free

- To speak with the Theatre to see if a celebrity member of the Spillers pantomime cast would do the switch-on
- Consider the Town Mayor and Town Crier
- To see if the BID would contribute to the cost of a celebrity

The Events Officer will undertake some research into all the suggestions and report back to Members at the next meeting.

Members further **AGREED** not to utilise any of the Christmas Illuminations Switch-On Budget to cover the costs for a celebrity.

**86. UPDATE ON EVENTS LEAFLET 2019 INCLUDING: CONSIDERATION OF A FURTHER DRAFT, DISTRIBUTION AREAS AND RATIFICATION OF COSTS - MIN. 77 REFERS**

The Events Officer's report was **NOTED**.

Members were referred to an email previously circulated by the Events Officer and were disappointed to hear that the Company selected at the previous meeting to undertake the artwork and print (Min. 68 refers) had not been able to produce any designs in time for the meeting and furthermore, that they were looking to charge an additional £250 for any re-design. Members therefore **AGREED** that an alternative company be appointed for design only, and with quotations already sourced by the Events Officer, this would be at an additional cost of £120. Members were advised that the previously appointed company would continue with the print element as agreed.

The Committee further **AGREED** that once the new designs had been produced, Members would be sent a hard copy and an emailed version of the proofs for their consideration, comment and feedback with a final decision taken by email and ratified at the next meeting.

Members discussed the potential arrangements for distribution of the leaflet and subsequently **AGREED** to the printing of an additional 20,000 DL leaflets, resulting in a total print run of 40,000, at an additional cost of £313. Members **NOTED** that this additional print will allow 30,000 leaflets to be distributed to a wider area by a "house to house" contractor and **AGREED** to proceed with the distribution at a cost of £1,050. Following the "house to house" distribution, this would leave 10,000 leaflets for local distribution by Town Force. Members were also reminded that the events listing is included within the Town Council's annual Newsletter, which goes to every household within the Wards of Bognor Regis.

Members were further invited to advise which areas they would like included within the "house to house" distribution. Members **AGREED** that the areas should include: Aldwick, Barnham, Bersted, Chichester, Climping, Eastergate, Felpham, Pagham, Selsey, Walberton, Westergate and Yapton.

**87. CHRISTMAS ILLUMINATIONS INCLUDING UPDATE OF POSITION WITH NEW AND OLD CONTRACTORS**

The Projects Officer reported that she was having difficulty getting a date from the old contractor to arrange a handover of the Town Council owned Christmas lights and that he had not yet submitted his calculations for the unmetered supply. Members were assured that the Projects Officer and the Town Clerk were actively chasing this.

The Projects Officer had met with the new contractor and was awaiting the contracts for consideration.

**88. CONSIDERATION OF PROPOSAL BY CLLR. GOODHEART TO DISCUSS WHETHER THE OLD ESPLANADE THEATRE SITE SHOULD BE PURSUED AS PART OF ANY FUTURE REVIEW OF THE CORPORATE STRATEGY AS REFERRED TO THIS COMMITTEE FROM THE COUNCIL MEETING HELD 7<sup>th</sup> JANUARY 2019 - MIN. 171 OF THE COUNCIL MEETING REFERS**

The Projects Officer's report was **NOTED**.

Cllr. Goodheart spoke on his proposal and asked Members to support making some enquiries regarding the old Esplanade Theatre site, including the Rock Gardens, play area and car park, and the importance of acquiring the leases for these sites. Following discussion Members **AGREED** that any decision should be made after the May elections and therefore **AGREED** to **RECOMMEND** to Council that this proposal be included within the review of the Corporate Strategy when undertaken by the new Administration.

**89. CONSIDERATION OF PROPOSAL FOR THE TOWN COUNCIL TO SUPPORT THE CONCEPT FOR A MULTI-PURPOSE PAVILION INCORPORATING A SHORT-TERM FLEXIBLE ICE RINK FACILITY FOR THE WINTER DURATION THAT WOULD SWITCH TO FACILITATE VARIOUS OTHER USES DURING THE REST OF THE YEAR AS REFERRED TO THIS COMMITTEE FROM THE COUNCIL MEETING HELD 7<sup>th</sup> JANUARY 2019 - MIN. 176.2 OF THE COUNCIL MEETING REFERS**

***Cllrs. Brooks and Dillon both declared an Ordinary Interest in this item as they are Arun District Councillors***

The Projects Officer's report was **NOTED**.

***Cllr. Enticott left the Meeting***

A Member spoke firmly that assurances should be sought from ADC that any regeneration plans should include a large indoor hall and that the Town Council should be included in the design process.

***Cllr. Enticott returned to the Meeting***

Following discussion Members **AGREED** to support the proposal of the

concept for a multi-purpose pavilion and for a strongly worded letter to be sent to ADC, to seek assurances that an indoor facility would be included within the regeneration plans for the Regis Site and that the Town Council would welcome an invitation to be included in the design process.

***Cllr. Dillon left the Meeting***

**90. CONSIDERATION OF A PROPOSAL TO DISCUSS POSTER SITES IN MORE DETAIL AS BROUGHT UP DURING PUBLIC QUESTION TIME AND STATEMENTS AT THE MEETING HELD 10<sup>th</sup> DECEMBER 2018 - MIN. 61 REFERS**

The Projects Officer's report was **NOTED**.

A Member showed an example of some lockable poster site boards with wooden backing that he felt would be more robust to use on the Promenade wind shelters and spoke of the need to ensure a range of good quality posters are displayed to promote positive images. The Chairman reminded Members that there was no available budget for this Committee at this time. However, the next Agenda item did include consideration of a request to the Policy and Resources Committee to identify a budget for promotion for this Committee's use.

It was therefore **AGREED** to defer this item to another meeting when the outcome of the next Agenda item would be known.

**91. CONSIDERATION OF ANY REQUEST TO THE POLICY AND RESOURCES COMMITTEE FOR THE IDENTIFICATION OF ANY BUDGET FOR PROMOTION FOR THIS COMMITTEE'S USE**

A Member raised the point that this Committee has "promotion" in its title but is not promoting the Town or utilising the gateway banner and poster sites as there is no budget to do so. The Committee was urged to consider a request to the Policy and Resources Committee to identify a budget for this Committee's use to promote the Town.

The Projects Officer reminded Members of their decisions at the Events, Promotion and Leisure Committee Meeting on 11<sup>th</sup> June 2018 (Mins. 13 and 14 refer), not to re-appoint the Task and Finish Working Group and to change the current strategy by returning the remaining Bognor Regis Brand Budget funds of £8,329.06 to General Reserves whilst simultaneously requesting the funds be re-allocated to this Committee for an event related purpose. The Committee further agreed not to proceed with the postcard merchandise and for snap-on frames to be purchased for the wind shelters and to utilise the space by accommodating numerous smaller posters, provided by each event organiser throughout the season, enabling quick turnaround of imagery at no further cost to BRTC with all BRTC posters produced in house. It was acknowledged that there had been issues with the snap-on frames and their suitability considering the conditions on the seafront.

During the discussion that followed some of the points made included:

- Organisations such as LOVEBognor are already producing promotional material and quality merchandise to promote the Town. They utilise the sites successfully and it would not be cost effective for the Town Council to try and replicate what they can do well
- That taxpayer's money should not be wasted on duplicating what's already out there
- The Town Council should continue to promote its own events through the budgets allocated to them
- It would be negative and a wasted opportunity not to promote the Town to visitors to the area
- Money needs to be spent on making the existing sites adequate to use
- It should be for the new Administration to decide if they want to commit to additional funding for promotion
- It would be nice to see quality posters in the sites to make the areas more attractive
- ADC have given permission for the wind shelters to be fitted with new secure systems

Following discussion, Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee that a Promotions Budget be identified for the 2019/20 financial year.

Members were further invited to agree an amount and identify a specific purpose for any such budget.

Following further discussion, Members **AGREED** to **RECOMMEND** to the Policy and Resources Committee a request for the sum of £8,000 for the following purposes:

- to fit lockable, wooden backed poster boards to the ADC wind shelters on the Promenade
- to put a system in place for others to utilise the spaces including the allocation of some Town Force hours
- to create a positive image for the Town for its users and visitors
- to create some stock photos
- to update the gateway banners and signs

**92. TO NOTE CORRESPONDENCE**

There was no correspondence to report.

**93. DATE OF NEXT MEETING**

Monday 15<sup>th</sup> April 2019

***The Meeting closed at 8.29pm***