



BOGNOR REGIS TOWN COUNCIL

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Dear Sir/Madam,

ADDITIONAL AGENDA ITEM FOR THE MEETING OF THE EVENTS, PROMOTION AND LEISURE COMMITTEE

Please be advised that an additional item will be considered as detailed below at the Meeting of the Events, Promotion and Leisure Committee of the Bognor Regis Town Council taking place in **The Council Chamber, The Town Hall, Clarence Road, Bognor Regis** at **6.30pm on MONDAY 11th SEPTEMBER 2023.**

DATED this 5th day of SEPTEMBER 2023

CLERK TO THE COUNCIL

THE AGENDA and BUSINESS to be TRANSACTED is:

1. To review the 'Sunniest Bognor Regis' logo – Min. 92 refers

ADDITIONAL AGENDA ITEM 1

BOGNOR REGIS TOWN COUNCIL EVENTS, PROMOTION AND LEISURE COMMITTEE MEETING 11th SEPTEMBER 2023

ADDITIONAL AGENDA ITEM 1 – TO REVIEW THE ‘SUNNIEST BOGNOR REGIS’ LOGO – MIN. 92 REFERS

REPORT BY THE PROJECTS OFFICER

FOR DECISION

At the Events, Promotion and Leisure Committee Meeting, held on 20th March 2023, Members considered a proposal submitted by Cllr. Brooks for an alternative to the Town Council’s ‘Sunniest Bognor Regis’ logo. Up until that time, the logo was designed in the following style: -



Included with the proposal was an appended document, uploaded with the Agenda and reports to the website and circulated to Committee Members, that explained the rationale behind considering a change with the suggestion that the strapline “Britain’s Sunniest Mainland Resort” be added as Cllr. Brooks felt that this was a unique selling point for Bognor Regis. All of the alternative design proposals included this strapline.

After much discussion, Members agreed to make changes to the ‘Sunniest Bognor Regis’ logo and selected the option 2.b presented at the meeting (Min. 92 refers) as below: -



Following concern from Officers as to the validity of the claim made by the strapline, the Town Clerk has taken the decision in her capacity as Proper Officer, and in an effort to avoid bringing the Town Council into disrepute, to remove the strapline until the claim can be substantiated with factual evidence, and use an adaptation of the alternative logo agreed by Members, as a compromise: -



However, in emails sent to all Members, and certain Officers, a Member has stated the belief that the Town Council “are perfectly able to make this claim, as does BID and other local publications.” A further email was sent to Committee Members, on the 5th September 2023, in which the same Member said “our perfectly justifiable claim to be the sunniest resort on UK mainland, based on 90 years of Met Office records, has been scrapped...we were just told our claim is not true - where is the evidence to back this up?”.

In response to this request for evidence, the Met Office has provided the Town Council with a breakdown of their data, between 2000 and 2020 (see table below), which shows that Bognor Regis has not been recorded as the sunniest resort, coastal, mainland or otherwise, during that 20-year span.

2000	3 rd	
2001	10 th	
2002	7 th	
2003	4 th	
2004	5 th	
2005	6 th	
2006	2 nd	
2007	2 nd	
2008	3 rd	
2009	7 th	
2010	8 th	
2011	6 th	
2012	9 th	
2013	8 th	
2014	NR	Sun reader was stolen from its location on top of Fitzleat Car Park
2015	NR	New sun reader and location needed - resulting in Butlin's
2016	5 th	
2017	3 rd	
2018	6 th	
2019	5 th	
2020	NR	Covid - during which access to Butlin's was not possible during lockdown

The uniqueness of Bognor Regis being a sunny resort, and occasions on which there is evidence that Bognor Regis recorded the highest levels of sunshine, is not in question but the ability to indefinitely make the claim that the Town is ‘Britain’s Sunniest Mainland Resort’ should be approached with caution. In a year where Bognor Regis has not recorded the greatest hours of sunshine, then the strapline becomes untrue and could be challenged. The Met Office themselves, when providing the above data, stated that Bognor Regis could not make this claim.

Emails sent to the Events Officer in 2015, from the same Member arguing that they believe the claim to be true, show that the Member themselves had concerns at that time about the use of ‘Sunniest Bognor Regis’. Reference was made to a case against Red Bull and the strapline ‘Red Bull Gives You Wings’, in relation to someone who apparently sued the company, arguing that drinking Red Bull doesn’t let you fly. Consequently, the Member warned that “now that we may be using our sunniest logo more widely, I think we need to check everything. Although we might welcome, say, publicity from another resort saying we are not the sunniest we don’t want to be involved in any legal or other costs.”

To avoid the need to consider changing the logo to include, or remove, the strapline 'Britain's Sunniest Mainland Resort' each time Met Office data proves or disproves this claim, it is the Officer recommendation to simply adopt the alternative 'Sunniest Bognor Regis' logo, as proposed by Cllr. Brooks, but without the strapline or to tweak the strapline so that it says 'One of Britain's Sunniest Mainland Resorts'.

It is felt, by Officers, that either of these suggestions would still promote the unique selling point of Bognor Regis being a sunny resort, but would avoid both bringing the Council into disrepute and spending taxpayers money on changing BRTC gazebos, banners, posters, feather flags, Events staff uniforms, for instance, branded with the 'Sunniest' logo when the strapline 'Britain's Sunniest Mainland Resort', as originally proposed is not factually correct according to data issued at that time by the Met Office.

DECISION

Members are asked to **AGREE** one of the following options, or suggest an alternative, for the Town Council's 'Sunniest' logo. Members are asked to note that if they agree to option a), against the advice of Officers, then this will be recorded accordingly: -

