

**Thorpe St Andrew Town Council
Minutes of the Events and Media Working Group
held on 24 July 2017 at 7.30pm**

1 Present:

Miss S Lawn	(Chairman)	
Mr J Emsell	Mrs J Fisher	Mr J Fisher
Mr L Reeves	Mr R Robson	Mr J Ward

Apologies: Mr G Lawton

In attendance: Father James
Mr T Foreman (Town Clerk) Mrs F Bass Deputy Clerk (Committees & Events) Mrs D Matthews (Committee Officer)

2 APPOINTMENT OF CHAIRMAN

It was proposed, seconded and

RESOLVED that Miss S Lawn be appointed Chairman for the 2017/18 municipal year.

3 APPOINTMENT OF VICE-CHAIRMAN

It was proposed, seconded and

RESOLVED that Mr J Emsell be appointed Vice-Chairman for the 2017/18 municipal year.

4 DECLARATIONS OF INTEREST IN ITEMS ON THE AGENDA

None made.

5 MINUTES

The minutes of the meeting held on 30 March 2017 were agreed and signed as a true record subject to an amendment to Minute 6 – Colouring Competition - to change the name Martin Reeve to Mr L Reeve.

6 ST GEORGES DAY 2017 (Positives and Negatives)

Overall Members felt the day had been very successful with a good range of entertainment, craft stalls and food stalls and they were pleased with the attendance. It was however felt the car boot sale had not been as well supported as hoped.

Members discussed the following issues and agreed the actions detailed:

Events and Media Working Group

Item	Action
<p>The Black Knights - had been well received and had been a focal point for the whole event. There had been some issues with the arrangements and costings and some lessons learnt. However, negotiations for their attendance at next year's event would be directly with the company and not through an agent which should hopefully lead to a fuller programme at no additional cost.</p>	<p>Agreed to include in next year's programme</p> <p>Officers to seek an itemised quotation from the Black Knights (Ashley) for next year's event</p>
<p>Archery –to link with the theme of the Black Knights programme, members supported a suggestion for an archery demonstration/come and try it facility at next years event.</p>	<p>Officers investigate options for an Archery demo/come and try it session at next year's event</p>
<p>Publicity – a question was raised as to whether more publicity could be achieved but, having heard from officers about the measures taken to promote the event, and from Father James about his publicity for the church summer fete, it was agreed that not much more could be done. The use of Facebook and social media was growing in terms of its impact in promoting events. There was disappointment that the EDP were not willing to promote the event, preferring instead to seek payment for advertisements within the paper. Members were also disappointed that Thorpe St Andrew did not feature in Your Towns drop down list within the EDP website but other outlying towns or inner city communities were referred to.</p>	<p>Note that the Black Knights could help promote the event amongst its followers</p>
<p>Food Stalls – it was noted that, despite repeated contact from officers, 2 food stalls (Spuds and Pizzas) had not turned up and that there had been queues for many food outlets and some had run out of food. The 2 food outlets had now been replaced by others for next year's events and would not be invited to have participate in the St Georges day or the Xmas lights event .</p>	<p>Agreed to secure a commitment from food outlets when booking a stall by taking a non-refundable deposit of £25 from each in advance and to continue to request 10% of any profit.</p> <p>Agreed that the stalls which had not turned up not be invited to other Town events.</p>
<p>Morris Dancers – it was noted that early booking was needed to secure these.</p>	<p>Agreed to book them to attend next year's event</p>

Events and Media Working Group

Punch and Judy – it was felt this entertainment was becoming costly but was currently still worthwhile	Agreed to book them to attend next year's event
Carnival Queen – it was suggested that a Carnival Queen be selected at the event who could then lead a Town Council presence at the Lord Mayor's procession.	Agreed to look into including the selection of a Carnival Queen at next year's event and to register the Town Council's interest in taking part in the Lord Mayor's Procession with thought being given to modes of transport for the procession and who could be involved in the procession.

7 FIREWORKS EVENT

Overall members were happy with the Fireworks event but discussed the following issues and agreed the actions detailed:

Item	Action
School – there was a need to liaise with the school regarding access in the event of a need to change location and to seek permission to use the carpark and American football pitch	Seek approval from the school
Road closure	Agreed to seek closure of the same section of Pound Lane.
Car parking – it was felt there was a need for more formal control of car parking having regard to some of the issues arising at the last event with informal parking and the fact that the Police had felt it necessary to undertake traffic management instead of patrolling the event. This was an opportunity for a local organisation to undertake the role as a fund raising opportunity. Where possible, it was hoped to encourage people to walk to the event but there would still be a significant number who arrived by car.	<ul style="list-style-type: none"> • Speak to the school to see if any of their organisations wish to manage the carpark • Speak to Sainsburys regarding the possible use of their carpark • Obtain costings from "Event Guard" for management of car parking • Ask if any local groups , Lions, Rotary etc. would be interested in management of car parking

Events and Media Working Group

	<ul style="list-style-type: none"> • Advise the Scouts that they would not be needed for car park duty.
<p>Entrances – it was difficult to manage a number of access points, particularly those with poor lighting. There was also a need to try and improve the arrangements for paying at the entrance in particular lighting, signage and the control of money as it had been difficult to deal with queues and sorting change.</p>	<ul style="list-style-type: none"> • Agreed to close the bottom entrance near the mult purpose games area • Look into improve lighting for the entrances • Provide an overhead banner to display charges and which queue to join for those with the right money and those needing change • Provide a cash register type tray at the entrance to organise money and give change more quickly • Charges to remain the same as last year • Investigate options for purchasing tickets in advance possibly for a nominal reduction in entrance fee
<p>First aid</p>	<p>Seek quotes from St John and the Red Cross</p>
<p>Fireworks – The Clerk reminded members that the Town Council had previously agreed that any deficit from the St George’s day event would be met from the Fireworks event. The budget provision for events was £12,000 and overall there had been a deficit. Comment was made that the xmas lights was the event which cost the Council the most. It was felt that hosting three major events over the year for a net cost of approximately £1,000 was good value for money. The cost of fireworks last year had been £3,500 plus VAT. Members were reluctant to reduce the amount spent on fireworks but did feel there was scope to reduce the length of time of the display to 8-10 minutes as long as it still had the wow factor. They</p>	<p>Agreed that the budget for the firework display be set at £3,500 plus VAT but that the length of time of the display be reduced from 13/15 minutes to 8/10 minutes as long as it still had the wow factor.</p>

<p>were advised that if they wished to revisit the decision to fund the St Georges day event from the Fireworks event they would need a Resolution to suspend standing orders to reconsider this decision.</p>	
--	--

Having been proposed and seconded, it was

RESOLVED to suspend standing orders to allow reconsideration of the decision to fund any deficit arising from the St Georges day event from the Fireworks event and that the budget for events be considered at the next meeting.

8 CHRISTMAS LIGHTS

Father James was invited to give his thoughts on the event. He welcomed the opportunity for the church to be more involved in the event in terms of use of the church for various activities and would be very pleased to host those activities again this year. There had been some issues regarding management of the large numbers of people attending. Overall members were happy with the Christmas Lights event and felt the inclusion of the church had worked really well. They discussed the following issues and agreed the actions detailed:

Item	Action
<p>Confirmation of date – last year’s date had coincided with advent Sunday (27 November) which this year would be 3 December.</p>	<p>Agreed that the date be 3 December 2017</p>
<p>Use of Church</p>	<p>Agreed to use the church again for Santa’s grotto, reindeer, donkeys and craft activities</p>
<p>Choirs</p>	<p>Agreed to reduce the choirs attending by one group</p>
<p>Possible move to Fitzmaurice Pavilion – having regard to concerns about the number of people attending the event, managing crowds and safety issues, the option of a possible move of the event to the Fitzmaurice Pavilion had been put forward. The event could be modified to include a smaller more traditional xmas celebration at the Rivergreen with a more commercial celebration including funfair,</p>	<ul style="list-style-type: none"> • Agreed to retain the current format for this year but explore options for expanding the area used for the event by moving the stage further along (in front of the Buck) and relocating stalls and to monitor numbers attending/crowd issues • Consideration be given next year, in the light of this year’s event/

stalls, food etc. at the Pavilion on a different date. Advantages included addressing the safety issues, no road closures, more space for more stalls/activities, inside space in the event of bad weather, possible reduced costs. Members were reluctant to move away from the current location which was now well established and much welcomed by the children. The location and use of the church very much fitted the theme of the event. It was felt that ways of extending the area to accommodate the increasing numbers attending should be explored.

attendances, as to whether there was any need to look at relocating.

9 ANY OTHER BUSINESS

Mr Ward advised members that tickets were available from him for a Happy Hippy Summer Tea event at Sprowston Social Club on Friday 4 August 2017 from 7pm to 10pm

10 DATE OF NEXT MEETING

Tuesday 29 August 2017

11 FUTURE AGENDA ITEMS

Newsletter
Events Budget

The meeting closed at 9:25pm

Signed:

Dated: