

**Thorpe St Andrew Town Council
Minutes of the Events and Media Working Group
held on 25 March 2019 at 7.30pm**

1 Present: Miss S Lawn (Chairman)

Ms L Dawson Ms A Day Mr J Emsell Mrs J Fisher Mr J Fisher
Fth James Mr G Lawton Ms I Munday Mr L Reeves Mr S Snelling
Mr J Ward

Apologies: None

In attendance:

Mrs F Bass (Deputy Town Clerk) Mrs D Matthews (Committee Officer)

2 DECLARATIONS OF INTEREST IN ITEMS ON THE AGENDA

None made.

3 MINUTES

The minutes of the meeting held on 28 January 2019 were agreed and signed as a true record subject to the date of the next meeting being changed from February to March.

Christmas Cards and Lord Mayor's Procession

It was mentioned that items relating to Christmas cards and the Lord Mayor's Procession which were identified as items to bring forward for this agenda had not been brought forward and it was agreed to consider them at the end of the meeting.

Review of Christmas Lights

Mr Lawes referred to minute no 7 – Review of Christmas lights, regarding the pa system and the lack of Christmas music, and commented that he agreed the pa system could not be heard away from the main stage area but that Christmas music had been played regularly but could not be heard because of the pa system.

Remembrance Parade

Mr Snelling reported that the RBL had now agreed a permanent change to 11:00 am for the remembrance parade. Members welcomed this move.

4 ACCOUNTS UPDATE

The Chairman reported that further work had been carried out following the issues raised at the last meeting regarding the accounts and, as from April 2019, a number of changes were being proposed in the way in which the events accounts were presented. Each event would now have its own cost centre showing all receipts and payments. There would also be cost centres for assets and for the newsletter to ensure these were shown separately. All events costs would now go through the Working Group with no provision for ad-hoc or last minute purchases. Budgets for

each event would be needed, to include refreshments and prizes or equipment required for the day. The refreshments were provided for staff/councillors who had worked through the day into the evening to support an event and were not for those turning up at the event on the day/evening. It was now too late to set a budget for this year's St George's day event, but budgets for all other events this year needed to be set. To enable a reasonable estimate of the likely budgets for each event to be set, officers were asked to provide a breakdown of the costs/income for each event for the last 5 years, together with costings for the newsletter, sponsors (Mr Reeve to supply) and the website. To allow for ad-hoc events such as the additional Remembrance Day commemorations and the memorial garden event, it was agreed there should also be a budget provision for "civic events" noting that the budget provision for the Remembrance parade would not be included in the events budget.

5 UPDATE ON ST GEORGE'S DAY EVENT INCLUDING PURCHASE OF HAND HELD FLAGS

The Deputy Town Clerk handed round a checklist of matters relating to the St George's Day event. The following matters were raised:

Donkeys	The cost had increased from £144 to £192. As the posters mentioned donkeys at this year's event, it was agreed to continue with them this year but to increase the charge to £1.50 per ride to try to cover the costs. The donkeys had been booked for the Christmas event. FB undertook to confirm if a 2-hour slot was planned, the number of donkeys available and to see if there was any reduction in cost available for booking 2 events.
Flags	A suggestion had been put forward to purchase a number of hand held flags to give out on the day. Initial costings appeared to make this unviable and these were plastic which should not be encouraged. It was suggested that the flags could be made in the colouring tent during the day. Further investigations at the meeting, however, identified a potential supplier of paper flags at a cost of £26 for 100 flags. On this basis it was agreed to purchase 100 flags subject to them not costing any more than £26. Should the costs be higher, arrangements be made for them to be made in the colouring tent on the day. It was also agreed to have copies of the Canadian flag emblem available for colouring in.
Thorpe Players	Their proposals were outlined and included a number of fun games and a 15–20 minute slot in the main ring to promote their forthcoming performance of "hi-de-hi". Ring time would likely be 2:20pm. A treasure hunt was being planned but FB undertook to confirm whether this was viable, as Dussindale Primary School had indicated it would be hosting a treasure hunt.
Dog Show	This was likely to be scheduled to take place in the main ring at an earlier time than last year to capture those who had brought their dogs to the event earlier in the day.
Timings	It was noted that Norwich Vineyard would not be performing as part of the opening and timings could now move forward by half an hour. The event was advertised from 12 noon, with the main ring events starting at 12:30 and finishing by 3:30.
PA System	As with the Christmas event, concerns were raised about not being able

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	to hear the PA announcements across the whole area. At the fireworks event, the PA system had been effective and it was noted this was because the speakers had been erected at a high level. It was agreed to ask Estates Team to ensure the speakers were erected at a high level and that the direction of these be tested before the event. The other main issue was the limited length of usage time of the remote microphones and it was agreed to look at options for more microphones/more batteries or moving the pa system base nearer the main ring. This would, however, likely require a covered tent area for the announcer. Any wiring running across the ground would need to be safely covered.
Strawbales	Despite their non-arrival last year and concerns about the impact of straw debris on the playing field bearing in mind the start of the cricket season, members wanted to see straw bales used around the main ring.
Sponsors	Sponsorship banners would again be scattered around the whole site.
Town Council gazebos	It was agreed to erect 3 gazebos. It was proposed to use a large information board to post a range of material promoting events, organisations and activities in the Town. The gazebos would also host the colouring competition/children's activities, any District Council information including potentially the new recycling game.

6 CONSIDERATION TO HAVING ADVERTISING IN THE NEWSLETTER

The Deputy Town Clerk reported that an enquiry had been received from the lady hosting yoga classes in the Town about possible advertising in the newsletter. There had been some issues regarding reliable delivery of the newsletters and options for alternative delivery were being explored. Income from advertising could help offset any increased costs. It was noted that advertising in the newsletter had been undertaken before and advertisements had ultimately outnumbered articles. It also gave the impression the Town Council was supporting the organisations/services being advertised. Father James raised concerns about the potential conflict with the Parish Life magazine which relied on advertising for its publication. It was suggested that anyone wishing to promote their services/business could look at the Made in Thorpe sponsorship option. Members supported a suggestion that consideration could be given to including a "strip line" of advertising for any of the made in Thorpe sponsors throughout the newsletter. Father James said he would be happy to take any referrals for advertising for the Parish Life magazine.

7 CANADA DAY

A suggestion had been made about combining a Canada Day celebration with a 2-year anniversary celebration for the dementia café but members felt the two events did not lend themselves to a combined celebration. It was agreed that consideration be given to the Canada day celebrations at the next meeting, with a view to including a celebration on 1 July which coincided with that month's Council meeting.

ANY OTHER BUSINESS

Christmas Cards

With a view to seeking a new image for the front of this year's Christmas card, it was agreed to launch a competition at the St George's day event to invite photographic entries for this year's Christmas card.

Lord Mayor's Procession

The theme of this year's procession on 6 July 2019 was "love the world around you". Members discussed the potential for joining the procession and agreed to investigate options for using an electric vehicle perhaps with the local Zero Taxi Company.

DATE OF NEXT MEETING

29 April 2019 TBC

The meeting closed at 9:00pm

Signed:

Dated:

DRAFT