

THORPE ST ANDREW TOWN COUNCIL

VIRTUAL EVENTS AND MEDIA COMMITTEE MEETING

Town Hall, Fitzmaurice Park, Pound Lane, Thorpe St Andrew, Norwich,
NR7 0SR

Tel/Fax: (01603) 701048

Email: office@thorpestandrew-tc.gov.uk

PUBLIC MESSAGE: This is an online meeting, using Zoom. If you wish to "attend" please email the Clerk for a copy of the link to the meeting before noon on Wednesday 7th October 2020.

02.10.20

Notice of Virtual Events and Media Committee Meeting

Committee members, you are hereby summoned to attend the meeting of the Events and Media Committee to be held on the 'Zoom' conference platform on 7th October 2020 at 7.30pm for the purpose of transacting the following business.

Foreman

Thomas Foreman Clerk to the Council

AGENDA

- 1 Attendance book and apologies for absence.**
- 2 Declarations of interest in items on the agenda.**
- 3 To confirm the minutes of the Events and Media Committee meeting held on 24th February 2020**
- 4 Public participation –To consider a motion to suspend the meeting to allow members of the public the opportunity to address the meeting on matters relating to the agenda. This is limited to 3 minutes each – questions must be emailed to the Clerk before noon on Monday 7th October 2020.**
- 5 Christmas 2020 Proposal – Report attached**

Future Agenda Items. (Not for discussion)

Town Clerk – Dr Thomas Foreman

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**Thorpe St Andrew Town Council
Minutes of the Events and Media Committee
held on 24 February 2020 at 7.30pm**

1 **Present:** Mr J Emsell (Chairman) Mrs J Fisher Ms I Munday
 Mr L Reeves Fr J Stewart Mr J Fisher Mr J Ward
 Miss S Lawn Mr S Snelling Mr G Lawton

Apologies: Ms A Day Ms L Dawson

In attendance:

Dr T Foreman (Town Clerk)
Mrs F Bass

2 DECLARATIONS OF INTEREST IN ITEMS ON THE AGENDA

None made.

3 MINUTES

The minutes of the meeting held on 20 January 2020 were agreed and signed as a true record.

4 PUBLIC SESSION

None.

5 ST GEORGES' DAY UPDATE

It was confirmed to those not in attendance at the last meeting that St Georges' Day will take place on Sunday 26th April 2020.

The Bubble Fairy quote was somewhat higher than anticipated and so on this occasion the Committee was not minded to book.

The Teddy Bears picnic was confirmed to go ahead with Lime Tree Day Nursery organising the schedule. The Donkey rides have been booked, the funfair has confirmed it will attend, as has Punch and Judy.

The Food Festival will be branded as 'local flavours', which is promoted by Thorpe St Andrew business, 'The Lively Crew'. Mr J Emsell explained they do significantly larger events including the Royal Norfolk Show, but will be promoting St Georges' Day to their mailing list. It was hoped in excess of 20 small food retailers will attend.

The Car Boot was also confirmed, the Mr J Emsell confirming the location on the Commonwealth Way side of the park.

It was reported that there was some difficulty in getting hold of the St Andrews' Hall antiques specialist. However, Mr J Emsell explained that an antiques grouping with around 10 – 15 independent members could be an option and he is awaiting feedback.

Mr J Fisher explained that many of the classic car groups had already booked outings for that weekend, but he has asked that anyone interested attend if they were available. In addition, Mr J Fisher suggested the Council consider booking now for next year.

Regarding music for the event, Mr J Ward undertook to find the details of a recent musician who was featured at The Gordon public house.

Other businesses including Nanny's Cakes, Castros Coffee, hog roast have all confirmed. Other independent stalls will be contacted regarding the food festival.

The Broads Society will also be offered a space for a meeting of other Parish/Town Councils.

Mr T Foreman undertook to seek the availability for a chainsaw carver to attend and carve items already approved for inclusion in the Parks Project.

It was **RESOLVED**

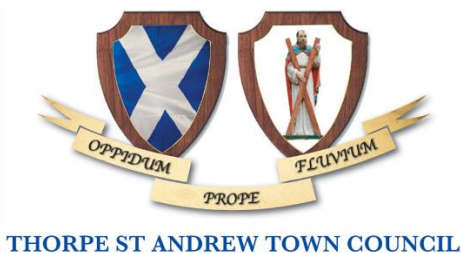
That the Council book the 10mx5m Marquee from Aylsham Town Council

That Sport groups attending have the pitch fee waived to promote sport and exercise in the community.

The meeting closed at 8:30pm

Signed:

Dated:



THORPE ST ANDREW TOWN COUNCIL

ITEM 5 : CHRISTMAS PROPOSAL

Background

Traditionally Thorpe St Andrew Town Council (TSA) have organised a large Christmas event located at River Green, where there is a traditional 'Christmas lights switch on', Santa's arrival and a number of stalls and activities for local residents. It has been well attended and is popular with Councillors and residents.

Objective

Given the current Covid-19 restrictions, a large public event where social distancing is an issue, is impossible. Therefore, it is TSA's wish to provide an event that is solely community based for local residents to get involved in. This event/activity needs to ensure that people can take part whilst avoiding a crowded situation and that is covid secure.

Options

1. To organise and deliver a community lights up Christmas event.

This would involve inviting individual households and businesses (perhaps separated into 2/3 categories and include charity fundraisers) to decorate (light-up) their house or business premises. Each household/business would need to register and would receive an individual QR code. QR codes could be scanned and each scan registers a vote on the website. Residents could be encouraged to walk around the area, looking at the houses taking part and vote for their favourite/s. The household receiving the most votes would receive a prize. Likewise, businesses could win a prize (for example free full page advert in our newsletter?). Alternatively, a TSA representative could choose a 'best display' and award any prizes.

Costs for alternations to the website to generate a QR code and register votes etc would be £600+VAT, but could be used on an ongoing basis for similar competitions. The decorated houses could be 'switched-on' on the date/time which the TSA Christmas Lights event would have been.

2. To organise and deliver a children's Christmas Trail.

This would involve a number of QR codes being generated and placed on/in local businesses or public buildings for children to scan and receive a code/letter. Each letter contributes to a seasonal related word. Correct entries posted online (via our facebook page) or in person via postbox @ town hall would receive a prize? This could be done in conjunction with any 'map' produced for the community lights initiative.

3. Community Christmas Tree Lights up

A series of decorated trees at Fitzmaurice park for residents to enjoy. Sponsored/decorated by local community groups, charities, sports clubs and schools. Trees could be themed according to their activity. Can be judged by the Town Mayor.

4. Bauble Decorating competition.

This could be for younger aged children who could decorate a 2D bauble shape and we could display them in the Town Hall's windows? TSA could produce a template and publish online for children to download and print and then colour, decorate, collage etc. These could be posted back to us to be judged and displayed. Winning entry could receive a prize and/or become our online Xmas card cover? Alternately real baubles could be given and decorated for trees – though this may require more handling and therefore be difficult.

5. Media Traction

With the increased engagement with the community there will be an opportunity for additional media traction. This may be in the form of PR (general release) and SM opportunities with the initial launch of the Christmas initiative/s, updates with images as well as final winner announcements. This activity can increase local awareness of the Town Council's work with the community and opportunities for the publicity of councillors who could comment on individual and collective activity. If these are published by SM it can become an opportunity for more local residents to engage with our Facebook page, increase likes etc. It is also an important way to disseminate information and to remind local residents, with social communication and underlying messages, that the TC is still working hard in their local community. For example, "great to see X managing our many trees in preparation for our Xmas lights competition. In addition, an A5 flier could be delivered throughout the town to promote the scheme.