



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

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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 Monday 22nd February 2021.

17.02.21

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 22nd February 2021 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 7th October 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 22nd February 2021.
- 5 Review of Christmas 2020
- 6 Possible Events 2021 (Covid-19 Dependent)

Future Agenda Items. (Not for discussion)

Town Clerk – Dr Thomas Foreman

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Thorpe St Andrew Town Council
Minutes of the Virtual Events and Media Committee Meeting
held on 7th October 2020 at 7.30pm

1. Present:

Mr J Emsell (Chairman)

Miss S Lawn

Mr L Reeves

Mr S Snelling

Mr J Fisher

Mrs J Fisher

Mrs L Dawson

Mrs I Munday

Fr J Stewart

Apologies:

Mr J Ward

In attendance:

Dr T Foreman (Town Clerk)

Mrs R McCarthy (Admin Officer)

Mrs F Bass (Deputy Clerk, Committees & Events)

2. DECLARATIONS OF INTEREST IN ITEMS ON THE AGENDA

None

3. MINUTES

The minutes of the meeting held 24th February 2020 were agreed as a true record

4. PUBLIC SESSION (limited to 3 minutes per speaker)

None

5. CHRISTMAS 2020 PROPOSAL

The committee considered the proposal for an alternative Christmas Event as the typical River Green switch on would not be able to take place due to coronavirus restrictions. There was widespread support for a community event whereby householders would be encouraged to decorate their own homes and 'switch on' at the same time. A map could be produced of participating households to form a 'trail' and a competition for 'Best House' held. It was **AGREED** to set the date and time as 5:00pm on Sunday 29th November 2020 to reflect the beginning of advent.

It was suggested that the event be heavily publicised as close to Halloween as possible, utilising local media, social media and in the absence of a newsletter, an A5 leaflet drop to all households.

The possibility of a QR code system to assign a 'Best House' winner was discussed however this was felt as cost prohibitive and to open to manipulation. It was proposed by Mr J Emsell, seconded by Miss S Lawn and **AGREED** to form a judging panel to select a winner from residential houses, and to produce a map of houses wishing to raise funds for charity with a separate 'winner' for the house raising the most money. The collection of 'stamps' by children at certain locations was also discussed and a separate Bauble Decorating competition supported.

The budget for Christmas was discussed. It was proposed by Mr J Emsell, seconded by Miss S Lawn and **AGREED** to light River Green but not over Yarmouth Road. The Town Clerk confirmed that up to £2,000 could be budgeted to light the larger trees in Fitzmaurice Park and suggested that the smaller trees could be offered to community groups, charities and businesses to decorate, and form a trail for children.

To publicise the initiatives further, it was **AGREED** for the Town Mayor to feature in a publicity video to be filmed by Mr L Reeves, and if feasible for 'Father Christmas' to tour the local area using Town Council transport.

6. MATTERS ARISING NOT ON THE AGENDA

An addendum report relating to public events commemorating Remembrance Sunday was discussed. It was proposed by Miss S Lawn, seconded by Mr J Fisher and agreed to continue working with the Royal British Legion in line with the recommendations on the report.

There being no other business, the meeting closed at 8.55pm

Signed: Dated:

REVIEW OF CHRISTMAS 2020

Background

In 2020, the Town Council engaged in a number of new activities to fulfil Covid19-secure Christmas celebrations. Activities were:

- “Light Up Thorpe” – co-ordination of properties with Christmas lights within TSA, incorporating the production of a trail map, a ‘best dressed’ competition and a visit from Father Christmas
- Light Displays at the Town Hall and River Green
- Christmas Bauble colouring competition
- Christmas Trail with clues at landmarks around the town

Activities were promoted in the form of a leaflet drop, via Facebook, and on Radio Norfolk.

ANALYSIS

“Light Up Thorpe”

A total of 75 households signed up to “Light Up Thorpe” across the whole town. Some residents experienced technical difficulties with adding their address to the website, but the office team were able to assist, and residents would be better used to it in subsequent years. Local organisations such as Thorpe Garden Centre and the Church got involved, and with restrictions eased this year, more businesses would be open and more likely to sign up.

The interactive trail map was supplemented with a list of participating streets by public demand, and whilst it is difficult to quantify how many residents took part in the trail, there was a continued interest on both the Town Council and Dussindale Community Facebook page, suggesting it was popular.

There was widespread interest in the visit from Father Christmas despite it being announced at only 2 days notice. Comments were widely positive, with criticism only that wasn’t trackable in real time. Given the distance to travel in one evening however, the majority of residents were appreciative of the gesture and a number voluntarily posted comments offering thanks. In future years this could be publicised more widely in advance and involve formal stops for Father Christmas to meet the children, should social distancing permit.

Whilst prizes were awarded for the “Best Dressed” property, this was not hugely publicised, so may not be a necessary element in future. Alternatively, the trail could be developed to encourage a fair public vote.

Light Displays

The new installation of lights at the Town Hall was extremely well received and received praise on the Facebook “Dussindale Community Page”.



Trevor Wilcox

November 30, 2020 · 🌐



The [Thorpe St Andrew](#) Town Hall In Dussindale Park lit up tonight. It brought joy to me as I walked home having alighted from the 24 Bus earlier. I hope this will be the sight I see for the next few week on my walk home from that bus.



This post received comments including “*Just what we all need*”, “*It really makes us all feel part of a community*” and “*Thanks so much for making such a wonderful effort this year - cheering us all up!*”. Positive feedback was also offered in person to office staff, and phone calls/emails were received asking what time the building was illuminated. Timings could be better publicised in future years. I have not been able to find evidence of any comments regarding the lights at River Green but correspondence was received advising us that they were not working.

Christmas Bauble Colouring Competition

After a slow start, this initiative proved very popular, especially with children under the age of 5. We received 34 entries in total – many from the Lime Tree Day Nursery. The publication of each entry on Facebook was popular with families and seemed to drive further entries. The display at the Town Hall also drew a lot of interest and we were given a great deal of positive feedback in person as we put it up!



1,892
People Reached

211
Engagements

Boost Post

The prizes of a colouring bundle were very well received by the winners, with 3 families voluntarily sending us photographs of their grateful children! This initiative could easily be varied each year (e.g. design a Christmas Card, decorate a Christmas Cracker) but does need a clear deadline date to be declared from the outset.

Christmas Trail

The Christmas Trail only received two entries, and neither of them had the correct answers! This initiative was unquestionably impacted by the Lockdown which preceded the Christmas period, and it may be that it covered too big an area and/or did not have a wide enough appeal or advertised prize. In future any trail could be included on the reverse of any mailshot which may increase participation.

Conclusion

Overall, the collective initiatives were very well received by residents. The launch post reached 6,603 people and had 1390 engagements on the Town Council Facebook page. A subsequent 5 posts received over 500 engagements and all posts consistently recorded 100-200 each. To put into context, an average Town Council post will typically receive approximately 20-50 engagements. This is great evidence of Community Engagement for the Town Council.

It is difficult to quantify whether "Light Up Thorpe" participation was driven by either Facebook or the leaflet drop, so consideration could be given to asking participants how they heard about the opportunity when they register their property in future.

Whilst Facebook is a simple and cheap means to advertise, it does not necessarily reach all the marginal groups needed to provide a fully inclusive event.

All our activities apart from the trail and the "Light Up Thorpe" initiative in particular, would have a better uptake after this initial launch and could be a popular annual event. It involves minimal staff input, the framework is in place on the website, and organisation would be simpler with fewer social distancing constraints. A Father Christmas visit could also be better planned and promoted further in advance, and a competition trail could be introduced.

POSSIBLE EVENTS 2021 (COVID19 DEPENDENT)

Background

Traditionally Thorpe St Andrew Town Council (TSA) have organised events throughout the year; St Georges Day, (in past years) Summer, Fireworks, Christmas etc. These events have been well attended and are popular with Councillors and residents. Due to the heavy Covid-19 restrictions in place and the 3 lockdowns imposed, events in 2020 were cancelled, postponed, or altered.

Objective

Given the ongoing Covid-19 situation, large public events are difficult to plan. Social distancing may still be in place in the coming year, and it is impossible to know what the situation will look like in Summer 2021 and beyond. It is TSA's wish to provide events that can be:

- i. Put on at short notice with no evidence that the event is last minute and ensuring that minimum stress is placed on staff and councillors.
- ii. Events that will adhere to whatever the current COVID-19 restrictions are in place at that time.
- iii. Can allow a 'charity' element to be incorporated.
- iv. Can be cancelled at the last minute (a few weeks before) should restrictions change.
- v. Easy to administer – ticket allocation, organisational plans, staffing etc.
- vi. Where possible also be used as a means of Neighbourhood Plan (NHP) consultation

Ideas

1. Summer Picnic

An event on the park (Fitzmaurice) where residents are invited to come and picnic on the park. The Park could be marked out (washable chalk/spray paint) and each group have a designated space. Ticketed event so that we know how many families are coming. Small nominal fee for the pitch. Guests can bring tables, chairs, dishes, candelabra (?) etc and their own picnic. We could have stalls that sell drinks, funfair, band/singer and run competitions for kids (e.g. best dressed teddy at the Teddy Bears picnic) & awards – best dressed table, most Sensational summer hat etc. Would be opportunity to have a consultation table for NHP as well.

2. Garden Car Boot/"Jumble Trail"

Where households are encouraged to take part in having a table outside their own house/front drive or garden. It means that residents can wander about the area and take part in a massive spaced out car boot sale. Each household pays a fee for having a table (£5/£10 a pitch). We publicise their location, utilising the software we have online for Light up Thorpe. * Cllr Emsel has been previously organising a Dussindale event – would need to check with him before going ahead.

3. Dog Show

This could include a number of set competitions and dogs and their owners could enter any/all of the categories. Competition could include:

- Dog agility – utilising the recently bought and installed equipment - added PR?
- Waggiest tail
- Dog I'd most like to take home
- Best bitch
- Coolest dog
- Loudest bark

4. Pop-up Highstreet/Street Food market

An event similar to the 2020 'Pop-up Highstreet', along with the street food market. This idea is that we invite stall holders selling a range of local items and street food vendors to have a pitch on the Fitzmaurice car parks. Vendors pay a fee for a pitch. Residents are free. The event would be totally outside with street vendors on one side only of each car park, enabling more ability to social distance. Vendors could include for example, Nacho cart, Pizza shack, Churros and chorizo, Chip buckets, AMOR ice cream etc. Could also have a manned stall promoting the NHP.

5. Community events

Organising community events that we publicise and judge but that don't need a venue may be popular. TSA TC must not be seen to be encouraging large groups gathering where social distancing is difficult. Events could include History Trails, Garden or pavement art/window art, scavenger hunts or treasure trails. Some are easier to organise than others. Treasure and scavenger trails could be organised with a small fee for a map?

6. Duck Race

Already established event elsewhere. Usually, events such as these are organised as a charity event where residents buy a plain plastic duck (for a small fee) and decorate it. Bring to the event (River Green?) and a boat master places all the ducks in the water at the same time. Ducks then float down to a specified point for a winning prize. All ducks are retrieved and displayed.

7. Scarecrow Trail

Each participant registers and makes and decorates a scarecrow which they display in their garden. There is a small fee for entry. This option could incorporate a trail and a potentially a competition. Maybe on an allotted date all scarecrows are displayed at the park or allotments? and judged for a winner. Age categories?

8. Fireworks

Event as normal but maybe make a ticketed event to reduce numbers? Start process for firework companies' tenders- contract to include short notice cancellation.

9. Christmas

Building on the success of last year, a Thorpe Lights up event with residents lighting up their house. Residents were very engaged in 2020 and many more may take part in 2021. This type of event can be pre-planned and ensures that we can adhere to social distancing restrictions which may still be in place. Could partner with an event at Fitzmaurice Park with a light and sound show and a street food/Christmas market which could be organised last minute.

10. Other ideas.

- Remote control flying/drone event – ticket event
- Outdoor restaurant on the parks (partnered with local catering companies) - ticket event
- Outdoor wine tasting event (partnered with local company/PH) – ticket event
- Soapbox racing (homemade carts – can have parade and then downhill race) – ticket event