

MINUTES OF THE EVENTS COMMITTEE MEETING HELD ON TUESDAY 16th AUGUST 2016 at

6 p.m. at the TOWN HALL

PRESENT:

Cllr Mrs Pam Whiting (Chairman), Simon Wiles, Cllr Bert Jackson, Cllr Mrs Val Newbery, Pat Bird (Tourism), Cllr David Drage, Cllr Mrs Tina Reavey, Sandra Mitcham (Town Clerk), Danielle Edwards (Admin/Finance Officer), Julie Thorneycroft (Town Manager), Julie Morriss (Admin Officer).

1. APOLOGIES

Apologies were received from: Cllrs Jason Smithers, Peter Tomas and Mrs Anna Sauntson

2. DECLARATIONS OF INTEREST

OTHER INTERESTS

Cllr Bert Jackson – Tourism

Cllr Mrs Pam Whiting – Church

Simon Wiles - Tourism

3. MINUTES

RESOLVED:

That the minutes of the meeting held on 24th May 2016 be signed by the Chairman as a true and correct record.

4. PUBLIC FORUM

No public present.

5. QUEEN'S 90th BIRTHDAY CELEBRATIONS

5.1 TO RECEIVE AND NOTE FEEDBACK ON THE EVENT. It was agreed that the event had been very successful, in particular Charlie Chaplin. There were a few concerns raised, see attached copy of feedback from the event, and these were discussed and noted for the future. Another point raised was the blocking of dropped kerbs and this will be considered at future events, so that access is always available.

5.2 TO RECEIVE AND NOTE THE FINAL BUDGET UPDATE

There was a balance left from the Queen's 90th Birthday Celebrations event.

6. CHRISTMAS SPARKLE 2016.

6.1 TO RECEIVE AN UPDATE ON ARRANGEMENTS BY THE TOWN COUNCIL

The Town Council reported that the Fair, with the centre piece being the Carousel, had been booked and confirmed. The Continental Market had confirmed the booking. The few stalls that 'fill the gaps' i.e. Cupalicious, Chestnut man, Bobbys Butchers etc had been confirmed. Julie is to contact the Rotary and Round Table groups for confirmation of what they will be selling. Stewards will need to have this year fluorescent aids to allow direction of vehicles after dusk.

6.2 TO UPDATE ON SHOP WINDOW COMPETITION ORGANISED BY THE TOWN MANAGER

The Town Manager is to organise a best dressed Christmas shop window with a prize to be awarded. Also a children's competition – Find the Named Goblin in shops. Julie Thorneycroft went on to explain that with a three weekend occasion being organised the 3rd December being the Small Business Day, the 26th November being the Farmers Market Day, the competition winners could be awarded the prizes on Sparkle Day. Julie went on to explain that there is a Town Team Meeting on 21st September when businesses will be advised of plans that they can be involved in. Julie also explained her plans for an Easter Trail.

6.3 TO RECEIVE AN UPDATE ON ARRANGEMENTS BY TOURISM

Pat has now secured a second Father Christmas and hopefully a sleigh. The Bede House will be serving sausage rolls this year. Depending upon a Lottery grant that Simon Wiles has applied for there might be the possibility of a Snow Globe that individuals or families could have their photo taken inside, plus the grant might help towards making the trailer more attractive for the entertainers to perform upon with sparkly lights and trees etc. The entertainment on the stage will be organised with breaks in between. An entertainer might be sought for performing up and down the High Street. Musical entertainment outside the Methodist Church was discussed to 'draw' people up towards the main event, this to be considered.

6.4 TO RECEIVE AN UPDATE ON ARRANGEMENTS BY THE CHURCH

The Church is still undecided about the theme of their event. A new young fund raising committee has been set up and they meet this week to make the decision. Pam advised the committee that the Church will be opening their doors all day 9 a.m. – 6 p.m. for their event and everyone will be charged

throughout, so the children singing in the Church this year will not be possible. The theme of 'stars' was suggested.

6.5 TO AGREE THE BUDGET FOR THE EVENT

After discussion it was unanimously agreed that the balance left from the Queen's Birthday Celebration event should be carried forward:

RESOLVED TO RECOMMEND

That the balance be carried forward to the Christmas Sparkle 2016 budget.

Pam offered £500 from her Empowerment Fund. The budget was agreed.

6.6 TO AGREE THE CHARGE TO BE MADE TO STALL HOLDERS AND TYPES OF STALLS AT THE EVENT

The following was unanimously agreed:

Traders £50. Smaller Traders i.e. Chestnut Man £35. Charities £10. Glow Stick Sellers £35.

One Rotary Group had reported that they would be selling bric-a-brac. Julie to contact them and advise the group that this would not be acceptable – *it has now been confirmed that Rotary will not be selling bric-a-brac*

6.7 TO AGREE THE POSTER FOR THE EVENT AND THE ADVERTISING STRATEGY

A poster has already been produced as there was a need to get the advert in the Higham Times, but a different poster could be designed to incorporate the theme that the Church decides upon. Advertising as before will be put on social media sites. It was suggested that business advertising banners could be displayed on the hoarding around the Methodist Church.

8.0 DATE OF NEXT MEETING.

The next Events meeting is scheduled for Tuesday, 11th October 2016 at 6 p.m.

Chairman _____

Date: _____