

PRESENT: Cllr. Pat Strack  
Cllr. Graeme Franklin  
Cllr. Farida Turner – Vice Chair  
Cllr. Sandra Parnell – Chair

in attendance: Ash Tadjrishi, Events Co-ordinator

- 1 **TO RECEIVE ANY APOLOGIES FOR NON-ATTENDANCE AND SUBSTITUTIONS**  
Apologies were received and accepted from Cllr. Anne Mitchell.
- 2 **TO CONFIRM AND SIGN THE MINUTES OF THE MEETING HELD ON 11<sup>TH</sup> MARCH 2010 AS A CORRECT RECORD**  
The Minutes of the Meeting held on 11<sup>th</sup> March were Approved and Signed as a true record.
- 3 **TO RECEIVE DECLARATIONS OF COUNCILLORS' PERSONAL AND/OR PREJUDICIAL INTERESTS (IF ANY) RELEVANT TO THE BUSINESS TO BE CONSIDERED**  
No declarations made.
- 4 **TO RECEIVE THE REPORT OF THE EVENTS COODINATOR**

#### **27<sup>th</sup> March Event at Allum Hall**

The West Windsor Plainsboro North High School concert at Allum Hall had been a great success. Over 200 tickets were sold and there had been nothing but positive feedback of the event. The overall feeling was that this had been a worthwhile collaborative effort between the Town Council, All Saints Church and Allum Hall and the quality of the performance was outstanding in all respects. AT had sent thank you flowers and wine to Elstree Light and Power who provided lighting at no cost and to Allum Hall who provided staff and facilities at a much reduced cost for the community. The only other cost to the Town Council was the print of some posters and flyers at £35.

#### **First Impressions Project**

AT attends both the Working Group and Project Board meetings for the project. The project aims to create a more attractive and exciting street scene, using film and television heritage as a unifying and consistent design theme through the town centre.

The theme will be applied to the current redevelopment project for forecourt of Elstree and Borehamwood Train Station and along Shenley Road which links the station and Elstree Studios.

Project funding has now been put in place with a grant of £75,000 from the Vibrant Towns Shopping Centre Improvement Scheme with match funding from the borough and town council and voluntary sector. Funding is time limited and requires to be spent by end of March 2011.

A project board has been established to oversee the project and Cllr Parnell and Cllr David and the Town Council Events Coordinator attend this to represent the interests of the Town Council.

In addition the Events Coordinator also participates on the officer delivery group who are taking the project forward.

Designs for the project are underway and will include :

- Window treatment to empty shops along the Shenley Road.
- Street Lighting Banners.
- Improvements to seating, signage, notice boards and existing plaques.

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- a piece of art work located in Shenley Road

A key driver for the project is that First Capital Connect and the County Council have confirmed that funding is in place to redevelop the station forecourt and that these works will be undertaken over the next 6 months. There are proposals to add the film and television theme to these works and proposals agreed in principle with First Capital Connect are :

- Stars in pavement.
- 4 film plaques.
- Art work on the blank brick wall of the old booking office.
- Art work in booking office and waiting areas of station.

In terms of the wider station forecourt project - First Capital Connect and the County Council are attending the Town Council Transport Forum on 29th April to present the scheme.

The Project Board will continue to meet monthly to monitor the delivery of the project which will allow Cllr Parnell to report to the Committee progress on the scheme.

AT stated that First Impressions were looking to fund the provision and installation of 20 lamp post banners along Shenley Road which would depict classic and iconic imagery related to Elstree and Borehamwood's rich film heritage. Pending appropriate permissions from Herts Highways and Planning the targeted completion and install is early June. The Town Council would inherit these banners and fixtures at no cost but any associated maintenance, liability, new banners, installations or removal would be the responsibility of the Town Council once erected. First Impressions funding would allow for the purchase of 20 Civic Festival banners, 20 Town Fireworks banners and a surplus of general banners that would be in situ at all other times. Members AGREED the proposal in principle and would take the proposal to full Council to agree.

### **Festival update**

Further to the discussions at the Festival Advisory meeting earlier this evening AT confirmed the commercial catering concession had been booked and £250 had been agreed with Robert Cooper for his Sizzlers catering service. This represented a £50 increase over last year.

Event Notification Forms had been completed and sent to Ellen Cozens at HBC for the appropriate events during the Festival.

### **Town Newsletter**

AT has been attending advisory group meetings for the Town newsletter comprising of Mayor Pat Strack, Cllr. Sandra Parnell, Gerry Foster from HBC, Paul Welsh and Martine Enis from BETTA. The group was in a position to release a pilot edition flyer which would detail how to contact and submit articles for the 'Elstree & Borehamwood Town Crier' as it would be known and would include a press release about the First Impressions project as a news story on the front page. Cllr. Parnell stated that after consultation with the Corporate Communications Officer at Hertsmere Borough Council the newsletter would be ready for distribution after the purdah period with delivery to be in the week commencing 10<sup>th</sup> May. Editorial guidelines had also been agreed. Members were informed that the Town Crier would allow for advertising space to recoup costs. Mayor Pat Strack stated that the aim would be to have the newsletter funded by the ads and content provided by residents and local community groups. The pilot edition would cost around £530 for 16,000 with distribution around £600. It was AGREED that this would be spent from the £4,500 that had been allocated in the budget for Town News.

## **5 TO CONSIDER THE CIVIC FESTIVAL 2010 PRINTED GUIDE – CONTENT, DISTRIBUTION AND COSTS**

Cost of guide same as last year but due to information given at time of preparing the 2010/11 budget there had not been enough money agreed to cover the cost of printing, design and distribution. It was AGREED that the Newsletter flyer would be sent out at the

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same time as the Festival Guide so the delivery costs could be shared. Further to this AT was working with HBC print services to cut the design cost as much as possible. Cllr. Franklin pointed out that the Entertainments budget required a level of flexibility between its various headings and expected the overall budget to remain the same. AT agreed that the overall budget for Entertainments would not be exceeded.

**6 TO CONSIDER THE PROVISION OF CHRISTMAS LIGHTS 2010**

AT presented members with the Christmas decorations proposal. At a cost of £375, Lamp and Tubes Illuminations Ltd. had surveyed both the site and the Town Council's current festive decorations; this would be credited in the final contract if agreed. The survey found that in 70 out of 74 lighting columns the timers had been bypassed or wired incorrectly. AT had been in contact with Herts Highways to discuss the upgrade and maintenance of the columns so that all the lights could be installed on functioning timers this year. Of the Town Council owned decorations 53 were deemed to be in serviceable condition. The proposed 3 year contract would cost the Council less this year and next year than last year and provide hire of 50 new decorations over the course of the contract.

Further to this, LT Illuminations will take the Town Council's 53 useable and functioning lights and use the best 38 of them in the other areas. In total there would be 88 lights installed and maintained by LT Illuminations.

AT had been assured that the 15 surplus lights will cover the maintenance and act as backup should any of the 38 require it. Lamps and Tubes Illuminations Ltd. state that they are happy to cover any additional costs implicated for years 1 and 2, with a review of the 53 lights in year 3 to see if any further lights need to be hired or if they are still viable. Once the 53 lights reach the end of their serviceable life members would have to look at the options again and consider how to replace the 38 shortfall. One such option would be to purchase the hire lights at relatively low cost after the 3yr plan (in effect they become the '38') and hire anew, or review the whole provision. AT proposed that unspent Christmas decoration funds from 2009/2010 budget be used to purchase the hire and install of 6 LED 'Mistletoe' Stars which would be put in trees near All Saints Church on Shenley Road. Funds had been allocated and carried over to be used for this and any required repair to the street lighting columns should Herts Highways refuse to schedule the work. Members AGREED the proposals. Cllr. Graeme Franklin stated that even with the additional lights the Town Council would no doubt save money by relinquishing the burden of having to repair and replace the current decorations. Cllr. Sandra Parnell and Cllr. Farida Turner commented on the improved quality and provision for the Town. Mayor Pat Strack reminded that there had been problems with lighting down the alley next to the Church and the square behind. AT assured that this would not happen this year.

**7 TO CONSIDER THE PROVISION OF THE FIREWORKS DISPLAY 5<sup>th</sup> NOVEMBER 2010**

Members considered tendered proposals from Fantastic fireworks, Highlight Pyrotechnics, Classic Fireworks and SmartPyro for the display this year. As last year's display was thought to have been of a high quality and run safely by Fantastic Fireworks it was AGREED to award them the contract again. AT had met with representatives from both Fantastic Fireworks and Highlight Pyrotechnics and had been impressed by both proposals but was not witness to last year's show which was prior to his appointment. The display theme would be considered after the Festival was over. Members asked AT to request Fantastic Fireworks to produce a show that was closer to 25 minutes rather than 20.

**8 CLOSURE**

Meeting closed at 21:15 hours.  
Next Meeting scheduled for 10<sup>th</sup> May 2010 at 19:30 hours.

Chair:.....

Date:.....