

ELSTREE AND BOREHAMWOOD TOWN COUNCIL
MINUTES of the Entertainments Committee – 13th July 2010

Held at Fairway Hall, Brook Close, Borehamwood starting at 19:30 hours.

PRESENT: Mayor Anne Mitchell
Cllr. Sandra Parnell – Chair
Cllr. Farida Turner
Cllr. Hannah David
Cllr. Graeme Franklin
Cllr. Richard Butler

in attendance: Ash Tadjrishi, Events Co-ordinator
Cllr. Pat Strack

1 TO RECEIVE ANY APOLOGIES FOR NON-ATTENDANCE AND SUBSTITUTIONS
None received.

2 TO CONFIRM AND SIGN THE MINUTES OF THE MEETING HELD ON 8TH JUNE 2010 AS A CORRECT RECORD

The Minutes of the Meeting held on 8th June 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

Members agreed to declare any interest at the relevant agenda item.

4 TO ELECT CHAIR AND VICE-CHAIR OF THE ENTERTAINMENTS COMMITTEE

Nominations were received for Chair and Vice-Chair with Cllr. Sandra Parnell and Cllr. Farida Turner voted in respectively.

5 TO RECEIVE THE REPORT OF THE EVENTS COODINATOR
Festival Parade

This year had 14 vehicle and 9 walking entries compared to 2009 which saw 6 vehicles and 10 walkers. From the comments passed on it was clear that the overall standard of entries was also much higher. Certificates and thank you letters have been given to all participants with prizes awarded as follows:

'General' Category: 1st Place (£250 and overall winner, taking home Parade trophy) Woodlands School. 2nd Place (£100) – Saffron Green School. 3rd Place (£50) – K's School of Dance.

'Walking' Category: 1st Place (£75) – Hertsmere Academy of Dance and Performing Arts. 2nd Place (£50) – Summerswood School. 3rd Place (£25) – Hare Krishna/Food For All.

A thank you letter was also sent on behalf of the Town Council to a resident on Aycliffe Road who for some years has given out water to refresh participants on route.

This year the stewards were supplemented with volunteers from the Police Cadets who were very helpful and well utilised on the day.

The parade set off 20minutes later than advertised due to a fire on Shenley Road that the police had to make safe before allowing the procession to commence.

Families Day

61 stalls onsite this year compared with 56 registered in 2009. Layout as per last year worked very well and set up was made much easier by having steel crowd control barriers professionally installed. Significant cost savings (made through negotiations with inflatable slide company and new supplier of tables and chairs) meant that the quality and number of arena acts was increased. Event was very well attended and consistently busy throughout the afternoon. Warm weather, England's early exit from the World Cup and the diverse programme of acts evenly scheduled throughout the afternoon undoubtedly had a positive affect on this. By opening 6 toilets and having contract cleaners in to maintain the facilities during the day ensured that the problems experienced in previous years – queuing and poor state of cleanliness – were avoided.

General comments

This year there had been 46 events in total making this the largest festival ever. It could be considered to be too intensive and may benefit from being spread over a third week with events banded together – i.e Sports week, Community week, Arts week.

From some comments received it may be more effective to publish the Festival Guide brochure closer to the festival launch. Currently it is distributed 6 weeks before the start of the festival. It would also be good to consider changing the format of the guides to allow for a format that highlights more effectively the different types of event on offer.

6 COACH TRIPS REVIEW

AT reported that 633 tickets from a total of 636 had sold. The only coach not to sell out completely was the second Bournemouth trip. The trips were well appreciated as always with the Town Council receiving many positive comments. On behalf of the Town Council, AT has thanked Hearn's Coaches for once again providing a conscientious and hassle free service. The regular drivers had been very friendly and helpful and aside from some constructive feedback received regarding the Cotswold trip, which was passed on to Hearn's for their information, there had been no major problems. A few passengers who attended the trip to the Cotswolds commented that they had felt hurried at the destinations which had been poorly communicated to them by the driver, who also had not allowed for a comfort stop. AT recommended that the Town Council seek to programme single stop destinations for the next year and would provide options of such details closer to the time. Cllr. Richard Butler suggested looking in to the possibility of providing coaches for families to go on trips together during the summer holidays.

7 FESTIVAL REVIEW

Further to comments made during the Festival Advisory Committee members thanked AT for putting together a well planned and successful festival. AT thanked members for their help throughout. Whilst it had been a positive experience overall AT asked that members acknowledge that to realise the continued improvement in quality and participation in events would require more support than is currently given. The reduced number of Town Council staff on hand had made it a very intensive first festival.

It was commented that the hiring of trestle tables on Families Day should be reviewed – there had been some confusion with stall holders whether the trestle tables should be carried by stewards to their individual stalls. Cllr. Graeme Franklin suggested the hire fee could cover the cost of the table and additional stewards to assist stall holders on the day. Members agreed that the cost be raised to £10 per table.

In response to a question regarding publicity on the Town Council website AT informed members that as of the 8th July there had been over 900 hits to the Festival page of the site and over 700 to the Coach Trips page. Cllr. Richard Butler suggested looking in to the cost of providing coaches for the elderly to attend Festival and Town Council events throughout the year. Cllr. Farida Turner suggested offering a 'season' ticket allowing attendance at all festival events. Mayor Anne Mitchell and Deputy Mayor Sandra Parnell had both experienced some difficulties regarding the clarity of information given to them prior to expected Mayoral duties during the Festival. AT took full responsibility and apologised for any confusion that had occurred. AT pledged to ensure that any members who attended events as a representative of the Town Council be fully briefed as to any expectation of duties to be performed, ticket provision, parking and itinerary.

8 TO CONSIDER ANY MATTERS ARISING FROM THE ADVISORY COMMITTEE

Members agreed the proposal made in the Festival Advisory committee to hold instead an 'Entertainments Forum' which would be led by AT on the scheduled dates for the Advisory Committee. Entertainments Forum would be less formal than the current Festival Advisory Committee and aims to welcome ideas and discussion from the community and partner organisations. Appropriate feedback would be passed on to the Entertainments Committee by AT for members information and consideration.

9 FIRST IMPRESSIONS UPDATE

Festival lamp post banners were very successful and the Town Council had received only positive feedback. The generic film banners went up today, replacing the Town Festival banners which were now in the store in Fairway Hall. Once image rights have been finalised the third wave of banners, specific film images reflecting local heritage, will be put

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in to place. The Town Council will need to consider whether the Entertainments budget next year will allow for the Festival publicity banners to be installed on the lamp posts in their place temporarily. First Capital Connect aim to begin works on the train station in mid August. The Town Crier will inform residents of the chosen 'Stars' to be placed in the station forecourt.

10 TOWN NEWSLETTER UPDATE

The Town Crier received a number of advert requests to a value of £445. Cllrs. Strack and Parnell have been contacting local organisations to inform them about the Town Crier and the opportunity to advertise within. Cllr. Richard Butler offered to assist in contacting more. Page layouts have been discussed and design would be undertaken by Hertsmere Print Services. AT expressed concerns that authority over associated content and cost of publication of a newsletter would need to be clarified and delegated by Full Council. Following comments from Cllr. Graeme Franklin members agreed that newsletter meetings be formalised, chaired and minuted appropriately. Cllr. Farida Turner suggested that meetings be held at the Town Council offices with members appointed by committee, which members agreed. All members expressed thanks to Cllrs. Pat Strack and Sandra Parnell for their continued work on the project.

11 CLOSURE

Meeting closed at 21.30 hours.
Next Meeting scheduled for Tuesday 14th September 2010 at 19:30 hours.

Chair:.....

Date:.....