

ELSTREE AND BOREHAMWOOD TOWN COUNCIL
MINUTES of the Entertainments Committee – 12th October 2010

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

PRESENT: Cllr. Sandra Parnell – Chair
Cllr. Farida Turner – Vice Chair
Cllr. Richard Butler

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

1 TO RECEIVE ANY APOLOGIES FOR NON-ATTENDANCE AND SUBSTITUTIONS

Apologies received from Cllr. Hannah David, Cllr. Graeme Franklin and Mayor Anne Mitchell.

2 TO CONFIRM AND SIGN THE MINUTES OF THE MEETING HELD ON 14TH SEPTEMBER 2010 AS A CORRECT RECORD

The Minutes of the Meeting held on 14th September 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

Cllr. R Butler declared a personal interest in item 5 FIREWORKS DISPLAY due to being employed by one of the companies concerned with PA hire and took no part in the discussion.

4 TO RECEIVE THE REPORT OF THE EVENTS COODINATOR

AT thanked all members for their kind wishes over the last couple of weeks with regards to the early arrival of his baby daughter.

As requested the BBC Elstree Band had been asked to provide a slightly broader festive programme to their Christmas Concert. Members also asked that song sheets and a sing-a-long be part of the event. Along with the usual mail out and press release, local music groups and schools would be contacted to inform them of the show in an attempt to boost attendance from younger members of the community.

In response to members requests AT agreed to contact local care homes to investigate whether by providing transport the Town Council could offer more elderly residents the opportunity to attend the event.

5 FIREWORKS DISPLAY

The contract for this year's display has been signed and returned. PA hire had been sourced again from Stage2 and they are looking at ways to improve the sound coverage. The Events Coordinator is in discussions with Sizzlers Catering who provided catering at Families Day this year to bring a burger van, hog roast and potentially 2 other units to the Fireworks Display on Meadow Park. Due to the short length of the event AT suggested it may be not be possible to gain additional funds from the concession. Member suggested contacting the police to provide traffic management as there are likely to be many people and cars moving close to each other at the end of the event. AT agreed to ask the PCSO to pay particular attention to this area. It was agreed that the public should be informed to take care on the way home via the PA announcement when the Mayor addresses the crowd. Members were concerned that there would be enough ambient light available to assist with visibility for the public when arriving and leaving Meadow Park. AT agreed to liaise with the Parks Officer at HBC to ensure that the park entrance has been repaired and will investigate a solution to the lighting. Borehamwood FC would be asked once again to have the floodlights on. On discussing payment for stewarding it was agreed that stewards be paid £25 for looking after the public and clearing up afterwards. It was suggested that for next year there could be a 'Guy' competition that would encourage people to create their Guy to be judged by the Mayor prior to the display.

6 CHRISTMAS LIGHTS

The Events Coordinator reported that he has been making little progress with Herts Highways with regards to ongoing issues with the lamp post columns and the work required in bringing them up to standard for the Christmas decorations.

AT planned to meet with the Christmas lighting contractor in the next couple of weeks to run through the schedule and will deal with any outstanding issues. It is hoped that all Christmas lighting be on timers and will run from 4pm-12am daily. The ice rink has been booked for the afternoon of the 5th December and there will be a short programme of festive songs in the Church before the Mayor officially 'switches on' the lights at 4pm outside. Members commented that the lighting in the alleyway and square beside All Saints Church was still unlit and as a consequence would be very dark on the afternoon of the Christmas lights switch on event. AT has been trying to discover who the responsible party for this area is and would be contacting Essex County Council who appears to be the next avenue.

7 TO CONSIDER ITEMS FOR THE ENTERTAINMENTS BUDGET 2011

The Events Coordinator provided members with a breakdown of costs for producing the Town Crier pilot edition. Members would need to consider that the real cost of producing 4 quarterly editions could be over £10,000 per annum depending on the quality and cost of design. Advertising revenue would offset the cost of delivery however and members were informed that if funding for the required hardware, software and training was allocated then design costs for the Town Crier and other Town Council promotional publications such as the Festival Guide could be zeroed long term. Members asked that such options be drafted in to budget proposals for next year along with training costs for consideration.

AT made mention of a £475.00 2-day InDesign training course being held at Elstree Studios on 22nd November. Members asked the Events Coordinator to consider holding more events in Elstree as part of the Festival for next year and ask the community there what sort of events they would like to see.

8 FIRST IMPRESSIONS UPDATE

Work has now started on the train station forecourt. Council had approved the relocation of the commemorative plaques and it was the aim of the First Impressions Project Working Group to have these in place by the end of the year.

9 TOWN NEWSLETTER UPDATE

The first issue has been published and is being delivered this week. Members were given copies and asked to let AT know if they heard of areas that had not received delivery. Members commented that the quality was very high and thanked AT, Cllr. P Strack and Cllr. S Parnell for their hard work in producing a newsletter the Council could be proud of. It was felt that the paper quality could be downgraded a little with no noticeable drop in standard if this could help reduce the cost of further editions.

Members agreed that as standard any future issues of the Town Crier should include a letter from the Mayor, information on the Town Council and councillors details.

Committee was asked to consider members for the Newsletter Advisory Sub-Committee. Cllrs. R Butler, P Strack and S Parnell were elected. Committee requested that before any meeting of the Sub-Committee could take place there first needed to be agreed terms of reference. Furthermore, the cost of producing the Town Crier would need to be agreed as part of the forthcoming Entertainments budget 2011/12 discussions as the budget to produce the pilot edition has now been utilised.

CLOSURE

Meeting closed at 21.25 hours.

Next Meeting scheduled for Tuesday 9th November 2010 at 19:30 hours.

Chair:.....

Date:.....